



CLIENT: GO2 PARTNERS OPERATIONS SERVICES / PROJECT: RAPID IMPLEMENTATION OF B2B DIGITAL MARKETING PROGRAM

INBOUND AND DIGITAL MARKETING FOR GO2 PARTNERS B2B SERVICE LINES

DIGITAL MARKETING

SALES SUPPORT

GO2 Partners is a business-to-business service provider delivering solutions to some of the nation's largest and most influential companies. With the rapid onset of COVID-19 restrictions and business lockdowns, GO2 needed to swiftly adapt and optimize its inbound and digital marketing strategies to a new sales reality.

Challenges

GO2 Partners provides operations and marketing services to businesses in many industries. With a focus on manufacturing and ecommerce distribution, the GO2 sales and service teams frequently visited customer and prospect sites to provide in-person expertise and consultation.

The restrictions brought about by the pandemic severely limited travel, as well as sales and service opportunities. As a necessary service provider that worked with other necessary service providers, GO2 needed to rapidly adapt how it communicated, marketed and sold to other businesses.

Solutions

The digital marketing team at GO2 leapt into action. GO2 needed to launch an effective digital and inbound marketing strategy as quickly as possible. With restrictions in place, digital marketing through HubSpot was the stable platform the teams needed to connect with, enhance engagement with, and deliver content to customers in need of GO2's services.

Sales leadership at GO2 identified the services that markets needed most during these difficult times. Working with the subject matter experts at GO2, new and timely targeted inbound marketing campaigns and conversion tactics were implemented. To compensate for the rapid influx of new customers, plus new demands from existing customers, a nurturing communication program using HubSpot automation was launched to ensure the sales and service teams were working with the highest priority prospects and customers.

Results

With quick and decisive action, the company was able to pivot its sales and marketing efforts to adjust to the demands of the market. Even with customers struggling against a global pandemic, business continued.

The data and results from the updated program were impressive. Even with COVID, in less than a year GO2 was able to:

- Increase website traffic from organic search by 68%.
- Increase inbound marketing entrances to the site by more than 242%.
- Support a sales team forced to pivot to digital marketing, sending nearly 11,000 CRM-supported emails to prospects and customers with robust tracking and reporting.
- Increase year-over-year sales by 26%.

As markets and businesses start opening up, GO2 Partners is in a much stronger position after embracing digital and inbound marketing. Its internal teams continue to enhance their sales success and strategies using new tactics and tools.

