



Client: GO2 Partners Operations Services
Project: Lead Scoring for B2B Digital Marketing Program



Lead Scoring and Nurturing for GO2 Partners B2B Service Lines

DIGITAL MARKETING
MARKETING AUTOMATION

Our Challenge

GO2 Partners is a business-to-business service provider delivering solutions to some of the nation’s largest and most influential companies.

At the start of the COVID pandemic, and in response to the travel restrictions, GO2 Partners B2B Service Lines implemented a comprehensive digital marketing program. This included paid social advertising, an email marketing campaign and two monthly industry newsletters. From these programs, the GO2 sales team attained new prospects, as well as valuable engagement data from existing customers and prospects.

The team needed to follow up with prospects and leads generated by the digital marketing programs. They needed to not only nurture the leads that weren’t ready to buy, but also prioritize the leads so they knew which prospects were most likely to become customers.

Our Solution

HubSpot Marketing automation tools, which have been previously effective with other GO2 clients, were quickly identified as a solution to the challenge.

A lead scoring program was implemented through the email campaigns and the newsletters. Points for the GO2 B2B services were assigned to the emails and the articles in the newsletters. Opening and reading an email, or opening a link to an article in the newsletter, would add points to the contact in the HubSpot CRM. When a point threshold for the contact was reached, the system would take an action.

These actions included signing the contact up for a new email nurturing campaign, sending the contact a premium content piece that would answer additional questions they might have, or even flagging the sales representative assigned to the contact with instructions for follow-up tasks.

Our Results

With automation in place, HubSpot was able to handle many of the follow-up and touchpoint tasks that were once handled manually by the sales team. Using the point system, HubSpot could identify prospect interests to deliver additional content that aided in the buyer's journey. Once a prospect showed enough interest, a sales representative would be contacted to directly work with the prospect.

Data analytics in HubSpot also played an important role in the process. While tracking engagement, the GO2 Digital Marketing team could replace or remove low-performing emails or articles. Engagement tracking enabled the team to refine and optimize content. The sales team could also access the contact in HubSpot to review their activity, providing valuable insights. Tools in the CRM allowed sales to manually sign prospects up for new campaigns or newsletters.

Today, the GO2 team is actively working with and supporting more than 15,000 prospects. Marketing automation allows the team to track and engage with the prospects. The emails and newsletters see, on average, 15% to 20% engagement rates. Rather than juggling hundreds of prospects at once, sales is actively managing only the ones closest to a buying decision.

