

CASE STUDY:

Fiberglass Manufacturer Lands \$30k Quote Request From First Email

Strongwell Amplifies Marketing Efforts With
Sugar Market



Strongwell
strongwell.com



The world's largest producer of pultruded fiber reinforced polymer, Strongwell Corporation has a presence across the globe. By investing heavily in R&D and new product development, the company provides a premium product for the construction and engineering industry.

The Story

In search of a more efficient and measurable marketing outreach method, Strongwell turned toward marketing automation to amplify its inbound marketing efforts and integrate with its CRM, Microsoft Dynamics.

Only one year after implementing another marketing automation platform, the company was unsatisfied with its inability to accurately track website activity and email engagement. Strongwell received recommendations for Sugar Market and was impressed by its capabilities and convenient price point.

"After undergoing a Sugar Market demo, our team saw the platform's immediate value. Its website forensics tool provides lead-based engagement reports, automatically updating our sales reps when a qualified lead visits the site. It's revolutionized the way we prospect," said Strongwell Marketing Manager, Barry Myers.

These web traffic reports combined with advanced email metrics provide Strongwell the knowledge needed to manage leads in real time.

Sugar Market's integration with Microsoft Dynamics also allows the marketing team to qualify and engage prospects before passing them to sales through the CRM. This helps Strongwell maintain the quality of its database.

Strongwell also has utilized the platform to execute personalized nurture campaigns. Previously, the company sent prospect emails under a generic Strongwell account. Now, emails are sent from individual sales representatives.

"Email personalization has bolstered the effectiveness of our marketing outreach. Sending personalized emails through Sugar Market generated a quote request for a \$30,000 project on day one. Results like that confirm we've made the right choice," said Myers.

Sugar Market's real-time web and email tracking has transformed Strongwell's marketing operations. By integrating all content capture points with Microsoft Dynamics CRM, Sugar Market provides the data needed to accurately qualify leads. The result for Strongwell: a better means of marketing and a healthier bottom line.

The Problem

- No system for tracking content downloads and email performance.
- Lack of integration with CRM required manual data sharing between marketing and sales.
- Couldn't measure success of email campaigns beyond opens or clicks.



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The Solution

- CRM integration eliminates manual processes and aligns marketing with sales around a streamlined lead management process.
- Real-time website tracking pushes actionable prospect data into the CRM and sends alerts to sales.
- Nurture marketing delivers greater flexibility and personalization in digital outreach.
- Advanced reporting gives marketing insight into what works and where improvements need to be made.

Results

- The first nurture campaign generated a quote request for a \$30,000 project.
- Improved email opens, clicks and ROI.
- WReduced time managing campaigns.



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Barry Myers, Marketing Manager

About Sugar Market

Sugar Market makes the promise of marketing automation accessible to all levels of marketers. Shining a light on the handoff between sales and marketing with native integration to CRMs, Sugar Market creates a unified funnel to ensure no lead is left behind. More than 400 small and mid-sized businesses rely on this comprehensive yet easy-to-use platform to engage in long-term relationships that drive more qualified leads, improve conversion rates and increase revenue.