Case Study

G2-IS

How a KPI-driven agency helped an energy industry leader strengthen its brand and establish a lead-generation engine—all while reducing its marketing spend by 35%.

73%

The Challenge

G2 Integrated Solutions (G2-IS) is a consulting and technology services firm with a strong reputation for helping the pipeline industry enhance its asset performance. But through the course of multiple mergers and acquisitions, the company's marketing efforts became disjointed, with team members located across several states and no one stepping forward with a clear vision for G2-IS' brand positioning. Its product offering was in similar disarray, growing to more than 80 services in the course of the company's reorganization.

G2-IS' marketing strategy wasn't meeting the expectations of its new board. Its website wasn't driving traffic. Its branding and service offerings were both diluted and failed to communicate the company's long-established expertise. Meanwhile, the tactics the marketing team was executing regularly—trade shows, email marketing and cold-calling—were not being measured, let alone optimized.

The Opportunity

The company's management recognized that in order to satisfy the aggresive timeline of its new board and maintain G2-IS' market edge, it needed a results-driven marketing strategy that strengthened its brand and established an effective engine for generating new leads. The most effective path forward was to enlist a strategic marketing partner to take the reins.

When he approached HexaGroup, we were ready to rise to the challenge.

IN 1 MONTH...

404
New Qualified Leads

1,605
Website Form Submissions

+20%
Website Visits

+15%
Organic Website Visits

+45.1%
Social Media Traffic

Visit Website

www.g2-is.com

The Solution

At HexaGroup, performance is in our DNA. We live and die by our tagline—"Marketing Performance. Period"—whether we're working with a client on a single campaign or all elements of their strategy. With G2-IS, HexaGroup spearheaded the company's marketing strategy, execution, design and production—essentially functioning as its marketing department. This served two purposes: the company was able to consolidate and downsize its disjointed marketing department, and in the process amplified its marketing efforts with HexaGroup's breadth and depth of expertise—without the overhead of building out a new team.

Outlining goals and KPIs

At HexaGroup, the first step in any project is to outline goals and KPIs. This allows us to understand what's working, what can be optimized and how our efforts contribute to a brand's success. With G2-IS, we identified five clear goals.

KPIs
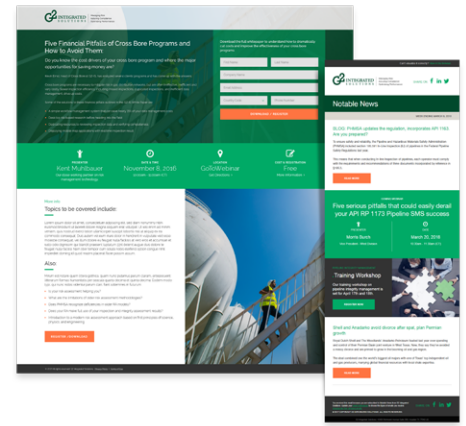
1. Achieve a streamlined workflow: Ensure close collaboration and alignment across HexaGroup, the G2-IS marketing team and G2-IS senior leadership

- Accelerated decision process, improved communication between marketing and sales

2. Develop brand awareness: Position G2-1S as a technology innovator and thought leader

- Website traffic, organic traffic, social media followers and engagement

3. Lower marketing costs: Optimize its current marketing team and strategy

- Overall marketing spend, marketing ROI

4. Strengthen and launch new product offering: Integrate new technology products within its services suite

- Turnaround time (for each go-to-market campaign), customer engagement and adoption

5. Improve lead generation: Implement inbound marketing activities and robust tracking

- Number of leads generated, conversion and sales

Streamlining collaboration with internal teams

The term "outsourcing" tends to get a bad rap. Much of that boils down to a perceived lack of communication, coordination and company-specific knowledge. From the beginning, HexaGroup worked hand in hand with G2-IS to establish a framework that overcame these typical challenges.

- Clear delineation of roles: G2-IS maintained a part-time Marketing Director and a Marketing Specialist focused primarily on tradeshows and events. HexaGroup's team took the reins of strategy, marketing, design and production.

- On-site collaboration for market knowledge: A HexaGroup Marketing Consultant worked from the G2-IS office three days per week, cultivating an in-depth understanding of the client's offerings and expertise.

- Steering committee: HexaGroup held a monthly marketing meeting with the G2-IS CEO and executives from sales, marketing and each P&L. During the meeting, we reviewed activities, addressed issues from a sales and marketing POV, and discussed new launches, goals and next steps.

- Robust reporting: Our analytics went far beyond basic reporting, ensuring G2-IS always knew where our campaigns stood and how these efforts were driving results.

Applying our proven methodology

HexaGroup has spent the last two decades honing a six-step marketing methodology that balances proven best practices with each client's unique objectives. We leveraged our extensive experience in the energy sector to hit the ground running for G2-IS.

1. Clustaar™ Analysis

We like to describe Clustaar™ as keyword analysis on steroids. Our proprietary market analysis

platform, Clustaar analyzes, segments and visualizes Google big data to provide actionable insights that drive smarter digital marketing decisions. This is HexaGroup's starting point for understanding a brand's market situation online in terms of both the competitor landscape and search activity trends.
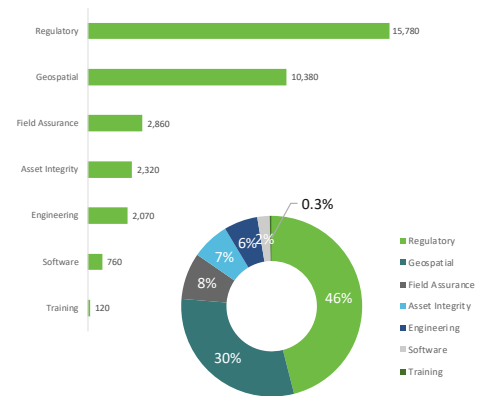
Using our knowledge of the oil and gas sector and G2-IS' expertise, HexaGroup identified six relevant market segments. Our Clustaar algorithm then outlined key search terms, search volume and competitor activity within each segment. This gave us a concrete, data-driven view of G2-IS' current market position and clear opportunities to increase its visibility online with relevant audiences.

Category	Avg. Monthly Search Volume	# of Keywords
Regulatory	15,780	170
Geospatial	10,380	148
Field Assurance	2,860	42
Asset Integrity	2,320	75
Engineering	2,070	63
Software	760	40
Training	120	6
Grand Total	34,290	544

2. Strategy

With Clustaar as a foundation, HexaGroup conducted internal focus groups, which doubled as a tool for engaging employees in the conversation around rebranding, and external focus groups using the FocusGroupIt platform.

By designing a secure group, inviting participants and posing strategic questions on FocusGroupIt, HexaGroup gained new insights into G2-IS' market and positioning. We combined this with feedback from the internal group and our Clustaar analysis to explore key brand elements:

Target Audience

Key Revelation

Brand Benefit

Communication Direction

Brand Personality

Brand Values

Competitive Edge

These pieces ultimately came together to guide G2-IS' communications strategy and brand messaging.

Brand Messaging

G2-IS' messaging had become diluted over the course of recent mergers and acquisitions. To strengthen and reframe its market position, HexaGroup developed core brand messaging elements drawing from our keyword analysis and focus groups.

Our brand pillars stemmed from the in-depth internal focus group discussions.

1. Pragmatism ("We do it")

2. Safety ("Operational and financial performance through safety")

3. Technology ("Adapting our technology solutions to your unique needs")

4. Practical knowledge ("Comprehensive understanding of the industry")

Using these pillars as a foundation, HexaGroup analyzed the insights from our external focus group to establish compelling brand themes.

5. What you don't see is what you get. With G2-IS, you gain deeper insights into your pipeline operations.

6. "Close enough" isn't good enough. In G2-IS' world, hitting the mark is everything. Get it wrong and it all goes down the drain.

7. The G2-IS 360 Vision. G2-IS provides a comprehensive suite of solutions driving efficiency across the entire pipeline lifecycle.

Product and Services Offerings

To consolidate and clarify the brand's product and services, which had ballooned to more than 80, HexaGroup developed core solutions categories driven by clear value propositions. Three categories were based on existing products and services, while one—software products—represented an entirely new offering acquired through mergers and acquisitions.

After developing these core solutions, we consolidated the company's existing services into 32, each fitting under one of these four core solutions. For each of the services within the new Software and Technology Solution, HexaGroup established naming conventions and distinct value propositions. Upon final approval, we developed collateral and promotional activities to support the launch of this new offering. We'll share the results of that launch campaign later in this case study.
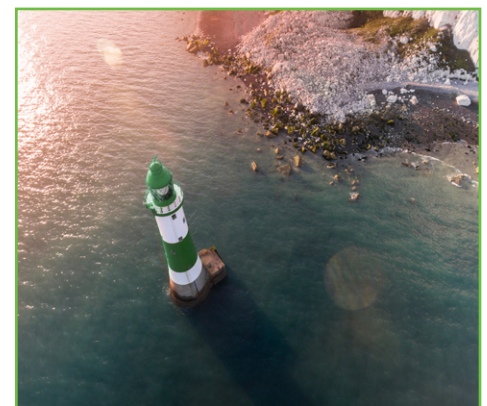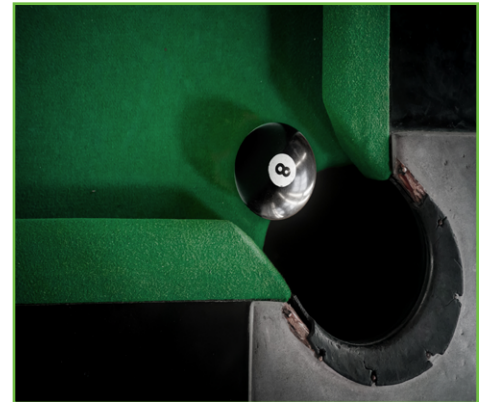
Risk and Integrity Management Solution

Make Smart Decisions A Top Priority

Gain actionable insight from seasoned industry professionals focused on your workforce and fiscal safety, empowered by leading-edge technology.

Regulatory Compliance Solution

Move Beyond Checkboxes. Comply with Confidence.

Minimize risk with results-driven technology solutions and hands-on regulatory expertise that secure safe conditions for individuals and investments.

Asset Management Solution

Getting Better with Age? Don't Bet Your Assets.

Optimize costs and resources to safely expand asset life and improve profitability through integrated technologies and industry proficiency.

Software and Technology Solution

Boost Your Bottom Line.

Drive EPS and ROI with practical operations knowledge and optimized technology systems from accomplished industry experts.

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3. Growth-Driven Website

With strong brand messaging and services structures in place, HexaGroup moved on to the brand implementation phase. It started with G2-IS' digital home: its website.

There are numerous KPIs that marketers use to gauge the effectiveness of a website—from traffic and conversion to UX, load speed, functionality and beyond. When G2-IS engaged HexaGroup to handle its marketing, the company's website simply wasn't producing results.
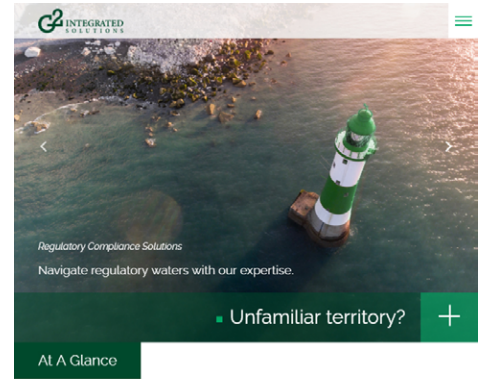
Website development is HexaGroup's hallmark, and we implemented our proven process to give G2-IS a website that would support all our future digital marketing efforts while offering visitors a clear, high-quality experience.

Design and UX: We powered the G2-Is website backend with Wordpress, the world's most popular content management system (CMS). Customized features and plugins helped turn the site into a truly unique experience for the company's multiple personas and target markets. An enhanced interface and responsive design improved the website in terms of both architecture and user accessibility.

Content: We got to work developing a sitemap that reflected the company's new services approach and improved SEO. On the current G2-IS site, each page had just 200 words on average, well below benchmarks for the user experience and Google search optimization. Our content team consolidated 55 pages of lackluster copy into 32 pages of SEO-optimized content that boosted search, clarified the brand's expertise and set the stage for solid lead-generation activities.

"With our new website, we have managed to reposition our business as a strong and modern source of technical content, and we have already seen increased awareness of our brand in the marketplace."
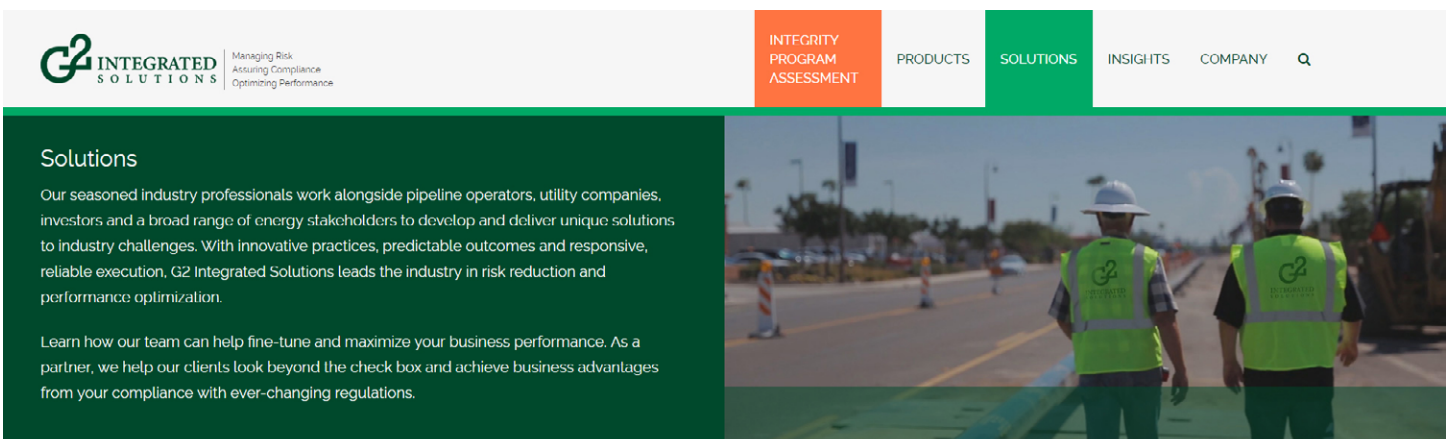
— Mauricio Palomino, Vice President, G2-IS

Why Inbound Marketing?

- **54% more leads in the funnel than outbound marketing**

- **3X more likelihood of achieving ROI through an inbound rather than outbound approach**

- **51% less cost per inbound lead when compared with outbound leads**

4. Marketing Technology

With a strong brand, repositioned service offerings and a growth-driven website, G2-IS had the foundation needed to launch a successful inbound marketing campaign. HexaGroup implemented Hubspot technology to automate and analyze the campaign every step of the way. Hubspot is the central marketing hub providing native integrations with other selected technologies such as Google Analytics and third-party online advertising platforms. We implemented Wordpress CMS for streamlined website management.

- 1 webinar (60 minutes long, presented by subject matter expert and prepared with HexaGroup)
- 2 blogs posts (at least) on relevant subject matter (~800 words each)
- 2 premium content pieces (downloadable documents accessible after submitting contact info; ranging from white papers, case studies, infographics, checklists and FAQs to short demo videos)

- Multiple web pages and promotional landing pages
- Online advertising (PPC/LinkedIn/Display/Remarketing)
- Targeted email campaigns
- Notable News in the Energy Industry weekly e-newsletter
- Social media activity

5. Creative Development

Hexagroup developed a campaign framework anchored by a series of webinars held throughout the year. In this framework, each campaign's automated workflow included, at a minimum:

HexaGroup's team of content creators developed content based on our campaign framework, G2-IS' messaging strategy and its customer personas. This content ranged from website landing pages and videos to print collateral and even trade show collateral.

72
Leads from one two-day trade show

Developing a Trade Show Lead-Gen Strategy

Trade shows had long been a key aspect of G2-IS' annual marketing efforts, with its in-house Marketing Specialist playing a key role in event planning and coordination. HexaGroup worked closely with the Marketing Specialist to implement new strategies that maximized G2-IS' investment in exhibiting at trade shows. We developed a program maturity assessment for attendees to fill out on an iPad from the G2-IS booth. Nearly 30 attendees completed the first survey, which delivered key insights into industry painpoints and needs. Due to this and other lead-gen efforts, one two-day trade show generated 72 leads for G2-IS.

6. Proven Performance

Throughout every stage of our work with G2-IS, HexaGroup delivered robust reports outlining our progress toward KPIs established during the planning phase. Here's one monthly report, which shows not only our inbound marketing results but the number of KPIs that HexaGroup measured on a continual basis.

Overall

		Landing Pages		Blog Posts	
+19.55% **Website Visits** 5,478 Sessions 4,682 Previous Month	**+114%** **Submissions** 184 Submissions 86 Previous Month	**+101.16%** **Visits** 1,219 Views 616 Previous Month	**+316.67%** **New Contacts** 50 New Contacts 12 Previous Month	**0%** **Published** 2 Published 2 Previous Month	**+190.6%** **Visits** 372 Views 128 Previous Month
		Social Messages		**Emails**	
18 **Lead Scoring (15+)** Contacts enrolled as leads last 12 months	**+145.5%** **New Contacts** 54 New Contacts 22 Previous Month	**18** **Posts** 35 Posts 31 Previous Month	**+89.86%** **Visits** 412 Visits 195 Previous Month	**+1.28%** **Open Rate** 14.24% Open Rate 12.96% Previous Month	**+0.31%** **Click Rate** 3.59% Click Rate 3.28% Previous Month

The Results

With HexaGroup acting as G2-IS' marketing department, the company was able to consolidate its current marketing team— reducing its overhead and re-allocating that budget to advertising and other marketing activities that drove revenue. Our marketing efforts delivered proven ROI and reduced G2-IS' marketing spend by 35% overall.

New Contacts

404
new qualified leads

(+500%)

20%
growth
month-over-month increase in website traffic

45.1%
organic traffic

1,605
website form submissions

18X
increase year-over-year

500+
webinar attendees

15%
growth
month-over-month increase in social media traffic

Capabilities

Clustaar Digital Market Analysis

Market Segmentation

Competitive Analysis

Market Trends

Digital Strategy Planning

Creative Development

Visual / Messaging Themes

Print

Digital Media

Mobile Apps

Marketing Technology

Marketing Automation

CRM

Lead Sourcing

Analytics

Enterprise Content Management

STRATEGIZE

DEVELOP

PERFORM

Strategy

Strategic Planning

Marketing Communications Planning

Branding / Messaging

Digital Foundation

Information Architecture

Visual Design / UI / UX

Technical Implementation

Content Development

Hosting Maintenance

Marketing Performance

Inbound / Content Marketing

Lead Generation

Social Media

SEO

Events

Advertising

HexaGroup