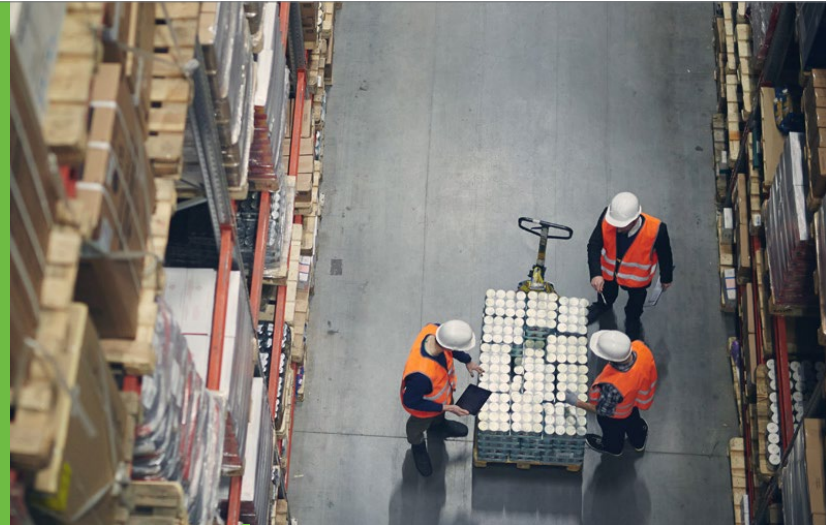


Case Study

Craft Beer Inbound Campaign

Discover how HexaGroup's B2B marketing campaign helped Victory Packaging expand its business in the craft beer segment and achieve a 76% lead to customer conversion rate.



Background

Victory Packaging is a leading B2B customized packaging solutions provider with a loyal customer base spanning the automotive, e-commerce, food and beverage, retail, moving and storage, and manufacturing industries. The company identified the fast-growing craft beer segment as a key opportunity to expand its food and beverage business.

A HexaGroup client since 2014, Victory Packaging partnered with us to design and execute an inbound campaign targeting U.S.-based craft breweries.

Objectives & Challenges

As a sales-driven organization, Victory Packaging's core objective was to create a lead generation engine for craft breweries seeking custom packaging and inventory solutions. Our most critical KPI for the craft beer campaign was the number of highly-qualified leads generated through our inbound strategy. However, to build a powerful lead generation engine, we also outlined additional metrics, tracked at every stage of our craft beer campaign:

- Traffic to campaign content and core campaign web pages
- Conversion rate for various landing pages
- Average time on page for key campaign pages
- Click-through and conversion rates for digital ad campaigns
- Lead to customer conversion

Our key challenge was to generate consistent, high-quality leads in a market segment rapidly growing but largely untapped by Victory Packaging. To craft a winning solution, we implemented HexaGroup's proven marketing methodology.

Victory Packaging
We are Architects of Packaging Solutions

Checklist
Top Factors to Look For in Your Craft Beer Packaging and Inventory Partner

Is your cash flow tied up in large orders? Is your packaging too expensive? Then it's time to secure a custom packaging solutions provider.

Visit Website

victorypackaging.com



Solution & Strategy

HexaGroup has spent the last two decades honing a marketing methodology that balances proven best practices with each client's unique objectives. We leveraged this approach to develop a performance-driven strategy for Victory Packaging's craft beer campaign.



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 was HexaGroup's starting point for understanding Victory Packaging's market situation online in terms of both the competitor landscape and search activity trends within the craft beer segment.



Through our Clustaar analysis, we outlined key search terms, content types and competitors within the craft beer space. We drew from these insights to design our robust inbound strategy.



Strategy

Our first step was to work with Victory Packaging to identify customer personas for the campaign. We determined our core audience would be head brewers—who are typically the decision-makers when it comes to packaging and inventory—and outlined key pain-points to guide the campaign's overall messaging.



We're strong believers in inbound marketing, which typically generates 54% more leads and is 3X more likely to achieve ROI than an outbound approach. We designed a craft beer campaign using an inbound approach leveraging premium content, digital advertising, email marketing, SEO and website optimization to drive conversions.



Paid advertising was a key vehicle for driving traffic to campaign content. Our strategy incorporated a wide variety of digital ads, each with unique best practices:

- Google text ads
- LinkedIn LeadGen
- Google display ads
- Bing ads
- Google remarketing
- YouTube bumper ads
- LinkedIn sponsored posts



Marketing Technology

HexaGroup implemented HubSpot technology to automate and analyze our campaign every step of the way. HubSpot is a central marketing hub providing native integrations with other selected technologies such as Google Analytics and third-party online advertising platforms. The platform also allowed Victory Packaging to easily review content and track campaign results.

Creative Development

We designed automated campaign workflows including emails, social media updates and landing pages for each piece of premium downloadable content—all with messaging targeting the needs of craft brewers.

Our team of copywriters, designers and marketing strategists developed a variety of content to fuel the craft beer lead generation engine:

- Numerous articles optimized for search visibility and relevance to the head brewer audience (~800 words each)
- Multiple web pages and promotional landing pages, all optimized for SEO and conversion best practices
- Online advertising (copy, design and optimization)
- A packaging best practices guide and other premium content (downloadable documents accessible after submitting contact information)
- Targeted email campaigns
- Social media posts
- Animated video

Proven Performance

Throughout every stage of our work with Victory Packaging, HexaGroup has delivered robust reports outlining our progress toward KPIs established during the planning phase. We take an agile approach to producing results, optimizing paid ads and other aspects of our campaign strategy in real time to ensure conversions. As the craft beer campaign continues to evolve, we adjust our KPIs and strategy to maximize results.

Results

HexaGroup's craft beer campaign has generated proven results for Victory Packaging. To date, our lead gen engine has delivered a 76% lead to customer conversion ratio.

As a result of this performance, HexaGroup is continuing to expand our target craft beer inbound campaign. As our campaign enters its next phase, we're extending our digital ad targeting to additional markets within the U.S., implementing Bing and YouTube ads, and creating additional premium content such as animated videos and checklists to drive leads. These efforts will act as fuel for Victory Packaging's craft beer lead gen engine.

The Bottom Line

By partnering with HexaGroup for its craft beer campaign, Victory Packaging has achieved a powerful engine that's still generating highly qualified leads and quantifiable revenue today.

76%
conversion
of lead to customer

294
submissions

68
highly
qualified leads

11,053
page views
of campaign content

3:13
average time
on main campaign
webpage, showing a high
level of interest
from visitors



Proven Methodology. Amplified Results.

At HexaGroup, performance is in our DNA. We've spent the last two decades honing a six-step marketing methodology that balances proven best practices with each client's unique objectives. Armed with in-depth knowledge of the energy, technology and professional service sectors, our team hits the ground running to achieve your KPIs.

