



A CLOVER AMPLIFY SUCCESS STORY

**OHIO DEALER CLOSES OVER \$300K IN FIRST 6 MONTHS WITH
CLOVER'S AMPLIFY INBOUND MARKETING PROGRAM**



**LEARN HOW CLOVER'S AMPLIFY
TEAM HELPED BLUE TECHNOLOGIES
DEVELOP A WEB PRESENCE AND
INBOUND MARKETING STRATEGY
TO DRIVE RAPID SALES GROWTH!**

KEY RESULTS SNAPSHOT*

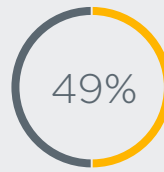
*FIRST 6 MONTHS OF IMPLEMENTATION

\$312,000

IN CLOSED BUSINESS



INCREASE IN THE AVERAGE DURATION PER SESSION



OF NEW CONTACTS ACQUIRED BETWEEN JANUARY AND MAY 2019 OCCURRED FROM ORGANIC SEARCH

up 550%

UNIQUE BLOG POST VIEWS WERE UP 550% FROM JANUARY TO MAY 2019

COMPANY OVERVIEW

An industry can change in the blink of an eye. For an industry like office technology, the commitment to refining productivity makes evolution a defining feature.

Blue Technologies is no stranger to the many challenges that businesses large and small face every day when it comes to mastering an industry and staying abreast with current technology. For the past quarter of a century, their commitment to service and top-notch performance has enabled them to grow to a team of close to 200 employees spread across four offices in Ohio. Today, Blue Technologies is one of the premier independent dealers of office equipment and managed services in the state.

Clover first began working with Blue Technologies in 2018 to help the company revamp its digital presence and inbound marketing strategy. Over the course of six months, Clover helped Blue Technologies revolutionize its online presence to drive traffic, conversions, and sales.



THE BUSINESS CHALLENGE

Blue Technologies has built a solid reputation for delivering best-in-class productivity solutions for businesses. It has won accolades and industry acclaim for its commitment to excellence for service. It has also been recognized with several elite dealer awards. Yet the sales numbers, web traffic, and search engine rankings didn't reflect what was expected for such an established, successful business.

President, Paul Hanna, was aware there was a problem with lead generation and was actively seeking solutions. He had brought in local agencies to assess the website and the company's digital presence. Yet, each time, the solutions had failed to deliver to expectation. Invariably, the results would miss the mark in one or more areas.

There would be delays, changes of direction, and general confusion. Hanna and the rest of the team assumed this was part of the terrain. It wasn't until Hanna heard Clover's Aaron Dyck and Matt McGuire speak at a CDA event that he realized that in fact, it wasn't. Rather, as hard-working and dedicated as these local agencies were, their experts lacked the industry knowledge required to serve a company like Blue Technologies. Likewise, they lacked expertise in exactly what Blue Technologies needed: inbound marketing.



With Clover, the learning curve was non-existent. From day one, they understood our business and their expertise on what we needed to do to build our website was spot-on.



What stood out was Clover's unique perspective on marketing. Hanna, who was used to thinking in terms of processes in relation to the whole, immediately connected. Hanna said, "Hearing Aaron and Matt discuss inbound strategy helped me visualize how inbound marketing was a process that fits into the larger business strategy and how it could help other parts function better." It was a moment of much-needed clarity. He immediately contracted with Clover to assess and develop Blue Technologies' inbound marketing strategy.

From the start, Hanna and his team realized that working with Clover's Amplify team was dramatically different from anything they had ever experienced with local agencies. Beth Palamara, Director of Communications at Blue Technologies, recalls, "With Clover, the learning curve was non-existent. From day one, they understood our business, and their expertise on what we needed to do to build our website was spot-on."

Clover connected with Blue Technologies to begin an initial assessment. Upon inspection, the assessment revealed that Blue Technologies struggled with search engine ranking, presented a confusing brand image in its blog articles, and failed to leverage its lead generation tools effectively. In other words, it confirmed what Hanna already knew. Blue Technologies needed help with inbound marketing from professionals who knew the office imaging industry.

"An inbound marketing strategy was a huge asset," Palamara remarked. It was exactly what had been previously missing, and Clover was in a prime position to help Blue Technologies change that.

“ An inbound marketing strategy was a huge asset ”

A SWIFT, EFFICIENT PROCESS

There was much work to be done, but Blue Technologies had already spent enough time tangled in delays and false starts. The website needed to be overhauled, the blog rejuvenated, and the company needed a stronger social media presence to help generate more leads. Having completed the initial assessment, Clover plunged in feet first to help the company get inbound marketing rolling.

The Amplify team at Clover laid out an ambitious timeline for a total website rebuild. The development would start in late August 2018, with a launch at the beginning of December. That was a tall order - while Blue Technologies had great content, they would need 20+ pages of unique content. To keep everything flowing smoothly and in an organized fashion, Clover developed a detailed project plan.

After numerous experiences with development teams wherein delays were the norm, Palamara expressed incredulity at Clover's apparent disciplined efficiency. However, he quickly discovered that he didn't need to worry. "The process was smoother than expected," she observed, "expectations were well-defined by Clover, but the team was flexible if the schedule needed to change."

Likewise, Clover provided further support to help keep the project focused and on track by making communication as easy as possible. "There was a dedicated manager," Palamara said. "One point of contact and weekly meetings with all of the project's stakeholders in attendance."


In addition to the website rebuild, Clover recommended that Blue Technologies implement HubSpot's marketing automation software which provides tools for social media marketing, content management, web analytics, and search engine optimization.

However, HubSpot had a 90-day onboarding program, which meant that the process needed to begin shortly after the website rebuild started. There would be 60 days of pre-launch onboarding, and a 30-day post-launch support and training period. To leverage the full value of HubSpot, the Amplify team immediately connected with its content strategists to get the ball rolling. At that point, Hanna knew for sure he had made the right choice to work with Clover. "Clover's expertise saved us much time." In the end, Hanna experienced none of the delays or setbacks which had plagued his previous attempts to work with local agencies. Clover's marketing experts delivered exactly what Blue Technologies desperately needed - on time, and to perfection.

KEY CHALLENGES

 **20+**
20+ PAGES OF UNIQUE CONTENT

 **90** DAY
90-DAY ONBOARDING PROGRAM


CLOVER'S EXPERTISE SAVED US MUCH TIME.

PROPOSED SOLUTIONS

CLOVER AMPLIFY IS A FULL-SERVICE MARKETING AGENCY WITH EXPERTS WHO SPECIALIZE IN EVERY ASPECT OF THE INDUSTRY. THE OFFICIAL PORTFOLIO OF SOLUTIONS WHICH CLOVER RECOMMENDED FOR BLUE TECHNOLOGIES ENCOMPASSED A CONSTELLATION OF STRATEGIES AIMED AT AUGMENTING THE COMPANY'S DIGITAL PRESENCE AND LEAD GENERATION ONLINE. HERE IS A DEEPER LOOK AT THE FINAL SET OF SOLUTIONS WHICH WERE IMPLEMENTED.

REBUILD THE WEBSITE

1



A partially functioning and poorly focused website was hampering lead generation and conversion. Blue Technologies had dated code, a design that was not optimized for mobile, and lacked an obvious funnel to convert traffic into sales.

Clover responded by rebuilding the site in WordPress, which would enable the company to add content and updates to the site much more easily. Additionally, because the site required some 30 unique pages, WordPress would help keep these pages organized and consistent in design and appearance. **The design emphasized lead generation, was optimized for numerous desktop and mobile devices and had a clear hierarchy to make it easy for search engines to crawl.**



2

INTRODUCE HUBSPOT

HubSpot is an inbound marketing platform which leverages automation to help increase traffic and drive leads. Such tools are critical for large sites or companies like Blue Technologies that need to focus on managing business rather than spending valuable time on growing their digital presence. Clover is a gold-certified HubSpot agency.

Clover focused on integrating HubSpot with SalesChain CRM and leveraging the platform's many workflow automation tools to help Blue Technologies delegate leads to their different office locations. Likewise, Clover also used HubSpot to ramp up the company's ability to communicate rapidly and effectively with customers. "Hubspot has made lead follow up so simple," Palamara said, "and also helped with customer communication in other areas of our business such as billing and service repair requests."

IMPLEMENT A BLOGGING PLAN

3



Blogging is critical to SEO and page ranking. However, Blue Technologies had lacked a comprehensive blogging plan until this point. With Clover's guidance, the company implemented a goal of eight blogs per month - or roughly two per week. This ensured that fresh content was frequently added that targeted solutions and the company's verticals.

Combined with HubSpot's tools, the blogging plan began to make an immediate difference for Blue Technologies' lead generation. "In our first week," Hanna recalled, "we were already getting leads."



4

SOCIAL MEDIA MANAGEMENT

Like many companies, Blue Technologies had created a patchwork of social media profiles but never truly kept up with any of them. It was resulting in a confusing brand image on Google, and none of these platforms pointed back to the site where interested potential customers could find more information.

Clover helped unify these accounts with consistent branding and backlinks to the website. In particular, efforts focused on the social media platforms most popular among businesses: LinkedIn, Twitter, and Facebook. Under Clover's guidance, these platforms became tools to increase the brand's reach and drive traffic back to the blog and the website.

BRANDED EMAIL COPY AND PILLAR PAGES

5



Blue Technologies is an expert in the office productivity solutions industry. However, their website and thought leadership didn't yet reflect that. To correct this, **Clover began planning a series of branded emails to help onboard and funnel clients.**

Likewise, they also began introducing pillar pages for topic clusters, a powerful SEO tactic which would serve as the foundation for backlinking and building the company's search engine page ranking.

AN ONGOING EVOLUTION: NEXT STEPS

Although the site has been rebuilt and HubSpot is now being used to manage much of the inbound marketing, the refinement process is ongoing. Clover has been working closely with Blue Technologies to track and observe the site's performance. Likewise, Clover is assisting Blue Technologies with its ongoing marketing strategy. Palamara reports, "Clover gives us feedback on what we are doing well, and what we can do better to execute our marketing strategy."

That strategy is now in advanced stages of bringing the company's inbound marketing strategy to the next level.

Moving forward, efforts will focus on:



A/B testing. Clover and Blue Technologies will continue to work together to determine which versions of copy and sales funnels work best.



Workflows and customer segmentation. The presence of four locations spread across Ohio makes geographical segmentation critically important.



Thought leadership and topic clusters. Clover will continue to help Blue Technologies develop its thought leadership using pillar pages and topic clusters to build page ranking.



Customer-focused automation. As inbound traffic increases, Blue Technologies will need increasingly sophisticated strategies to deliver the superior customer service experience to which it's committed. Tools such as automated chatbots and integrated communications funnels will aid this.

INITIAL RESULTS

The results were spectacular – both impressing Hanna and surpassing what even the Clover Amplify team expected. By applying this combination of strategies focused on lead generation, Blue Technologies immediately experienced a burgeoning of business in all four of its locations. Key results included:



\$312,000 in closed business within the first six months of using the new website and HubSpot. By using HubSpot, Blue Technologies was able to rectify the disconnect that was occurring between web traffic and the internal sales team. The new combination of lead generation tools empowered the sales team to follow up on leads and drive new sales.



49% of new contacts acquired between January and May 2019 occurred from organic search. This was perhaps one of the biggest indicators that Clover had gotten the SEO just right. People in Ohio were searching for office equipment and managed services provider – and finding Blue Technologies.



50% increase in the average duration per session. Traffic first increased dramatically as Blue Technologies' content hit the search engines, but then decreased as location-based SEO took over. In addition, the average length of page visits increased from around four minutes to six minutes. In other words, the new content was more targeted for a specific audience, and that audience was staying on the site longer.



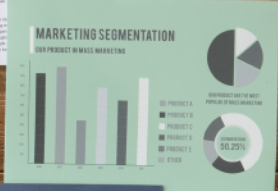
Unique blog post views were up 550% from January to May 2019. The blog especially is seeing a dramatic uptick in unique page views, further suggesting that the site is reaching its intended audience.

AFTER A SERIES OF FRUSTRATING EXPERIENCES, HANNA IS PLEASED THAT THE WEBSITE, BLOG, AND INBOUND MARKETING STRATEGY ARE NOW WHERE THEY NEED TO BE TO REFLECT THE EXPERTISE AND INDUSTRY KNOWLEDGE OF BLUE TECHNOLOGIES. CLOVER WILL CONTINUE TO WORK WITH HANNA AND THE BLUE TECHNOLOGIES TEAM TO EVOLVE THE COMPANY'S DIGITAL PRESENCE WITH AN EYE FOR LEAD GENERATION AND CONVERSION.



PLANNED & CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



STRATEGY

- Simple strategy
- Analysis
- Vision & Mission
- Make the difference



CREATE

USER INTERFACE



CREATIVE MOVEMENT

We do better together. We need original elements. What without your world and your brand.

think like a customer

- Find inspiration, wherever you go!
- Keep them big
- Start doing now!

THANK YOU
CLOVER IMAGING GROUP