



SUCCESS STORY | MEDICAL MANUFACTURING

Digital Marketing Relationship Helps Attract & Convert Buyers, Increasing Customers By 1,100%



INDUSTRY

Medical Manufacturing

COMPANY GOALS

Modernize marketing approach, build direct relationships with buyers and empower their sales team to pursue qualified leads—all while reducing reliance on traditional sales methods and channel partners.

WEBSITE

gebauer.com

Introduction

For more than 100 years, this Cleveland-based medical manufacturer relied on traditional sales tactics—trade shows, in-person events and distribution partners. But as the sales landscape changed, the company recognized that they lacked direct visibility into who their customers were and had no way to nurture those relationships independently.

Through ramping up digital marketing efforts with Kuno Creative, the company began connecting directly with buyers, nurturing prospects through the buyer's journey and delivering sales-qualified leads to their internal team. Content marketing, combined with HubSpot Marketing and Sales software, enabled seamless alignment between sales and marketing. This shift led to significant growth in website traffic, leads and—notably—customers.

The Challenge

To succeed with digital marketing, the company first had to overcome several key challenges:

- Fostering relationships with leads and prospective customers
- Determining the quality of marketing-qualified leads
- Getting their sales team on board with inbound marketing and CRM adoption

The Partnership

Strategic Content Marketing

Kuno Creative collaborated with the company's internal marketing team to create content that reached buyers at each stage of the funnel—awareness, consideration and decision. This content laid the groundwork for building stronger relationships over time.

HubSpot Implementation and Lead Scoring

Using HubSpot, the company began collecting behavioral data and implementing lead scoring to identify sales-ready prospects. Hot leads were transferred directly to sales, improving conversion potential.

Sales Enablement and CRM Adoption

Though initially hesitant to move away from Excel, the sales team adopted HubSpot CRM after realizing how intuitive it was—and how it could save time by filtering out unqualified leads. With proper training, they were able to better both track account activity and focus their efforts on high-value prospects.

Key Wins

Shifting from traditional marketing to a data-infused digital approach produced dramatic results:

- **1,100% increase** in customers
- **600% increase** in marketing-qualified leads
- **221% increase** in sales-qualified leads
- **286% increase** in landing page submissions
- **60% increase** in website visits
- **54% increase** in contacts
- **47% increase** in leads

The company also significantly reallocated its budget—cutting traditional marketing to just 30% and devoting 70% to inbound strategies. With HubSpot's content optimization system, they can now track campaign performance and shift resources based on current data.

Quick Stats



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The Vision

Looking ahead, the company is focused on executing a sales and marketing methodology that generates leads across all stages of the buyer's journey—while supporting distribution partners with data-driven perspectives. This approach helps lift the brand and enhance the relationships that propel growth for both the manufacturer and their channel partners.

**Learn more about how inbound marketing
can help your organization get results**

Schedule a consultation with one of our marketing enablement experts today.

Let's Plan Your Growth