



SUCCESS STORY | PROFESSIONAL SERVICES

Professional Services Agency Wins 7 New Customers, Re-engages Clients With Digital Marketing



INDUSTRY

Professional Services

COMPANY GOALS

The agency sought to reconnect with inactive clients, promote a new technology offering and convert longtime prospects into paying customers.

Introduction

A leading language services agency already had a well-established contact database, but many of their clients had gone quiet. Without consistent outreach, the company risked losing engagement with customers who once relied on their on-demand services. In addition, they wanted to build awareness around a new technology offering and convert long-time prospects into active buyers.

The company partnered with Kuno Creative to develop a more consistent digital presence using email marketing and content campaigns. With a typical customer capable of spending thousands in annual revenue, even small improvements in re-engagement could result in significant impact on the bottom line.

The Challenge

Although the company had a large contact list, it did not regularly engage inactive clients. They needed a better way to re-establish relationships and encourage repeat business. Simultaneously, the company wanted to raise awareness of a new technology offering and turn long-considered prospects into active customers.

The Partnership

Content Strategy Development

A Kuno Creative brand journalist interviewed internal stakeholders and conducted research to build a strategic content plan. This included weekly blog posts, a downloadable guide promoting their new technology and a series of emails designed to re-engage the contact database.

Email Marketing Campaign

Kuno created and deployed a series of three emails using HubSpot's marketing automation tools. The emails introduced the new offering, provided value-driven messaging and included calls-to-action inviting users to request demos and consultations.

Email marketing efforts were synchronized with regularly published blog content to reinforce messaging and drive continued interest.

Key Wins

The campaign performed well above industry benchmarks, delivering measurable engagement and conversions:

- **32% open rate on the first email**
- **8.6% clickthrough rate**
- **125 demo requests as a direct result of the email campaign**
- **347 visits to the Contact Us page**
- **54 consultation requests**
- **7 new customers acquired through the campaign**

Quick Stats



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The Vision

Building on this early success, next steps are centered around refining the strategy. Future efforts will focus on more sophisticated lead scoring, better segmentation of the contact database, increased email personalization and deeper alignment between marketing and sales teams to drive even more conversions.

Learn more about how content marketing can help your organization get results

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

[Let's Plan Your Growth](#)

