

## Inbound Marketing Program Creates Steady Stream of New Leads for Water Industry Manufacturer



### The Company

Based in Surrey, B.C., Singer Valve is a leading manufacturer of products for the municipal water industry. The company had a large website built on the Drupal platform, which wasn't optimized for mobile devices and was difficult to change without the involvement of a developer. Without the ability to easily add new CTAs or make website updates, Singer Valve was finding it difficult to take advantage of HubSpot's full feature set.

### Strategy

Kuno Creative worked with Singer Valve on a strategy to help take the Singer Valve brand to the next level and set it up for success for years to come.

First, Kuno and Singer Valve determined the plan of action: building a modern, attractive, mobile-optimized website on the HubSpot COS.

The vision for the new website was to go above and beyond the site's current static, brochure-like functionality. Singer Valve wanted to provide users with a dynamic, interactive experience full of compelling calls-to-action and conversion points that would encourage them to engage with the company's content.

Once the new website was in place, Singer Valve wanted to sustain its success by launching an ongoing inbound marketing program, thus continuing to increase conversion rates and add new qualified leads to the contact database.

### Results

In August, Singer Valve launched a redesigned website on the HubSpot COS. The new website provided visitors with a better user experience on all devices, more opportunities for conversion, a blog, an updated resource center, and niche sections dedicated to the brand's primary buyer personas, such as an "Engineer's Corner."

Once the website launched, the company saw an immediate uptick in contacts, as well as an increase in its visit-to-contacts ratio.

With the new website as the foundation, the company was ready to implement a full-fledged inbound marketing program. The strategy consisted of a quarterly piece of advanced content targeting the company's primary buyer personas, supported by an email lead nurturing campaign. Other supporting pieces of the strategy included regular email communication about company events (such as trade shows), light blogging, and an increase in social media activity.

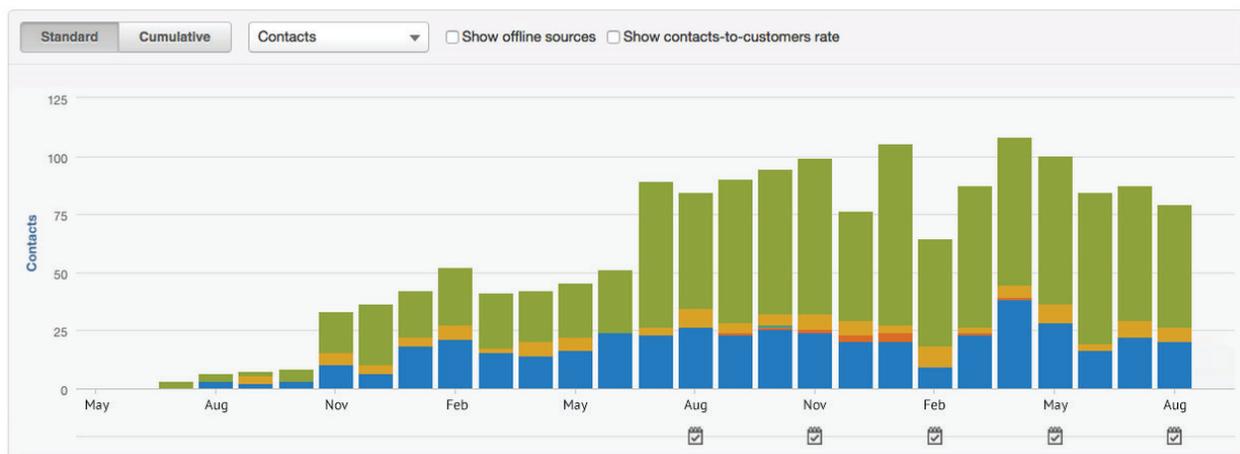
## Impact

The inbound marketing program launched in September. After 12 months, 75-100 new leads have been generated per month (compared to between 0 and 50 prior to the inbound marketing program). Additionally, the website's conversion rate has jumped from a low of near 0.1% to a high of 1.66%, settling in at the 1% level currently.

Mark Gimson, Business Development and Marketing Manager at Singer Valve, said, "We have come to see the Kuno team as an integral part of our organization and are overjoyed with the positive results we have seen in website traffic, customer feedback and overall improvements to our branding!"

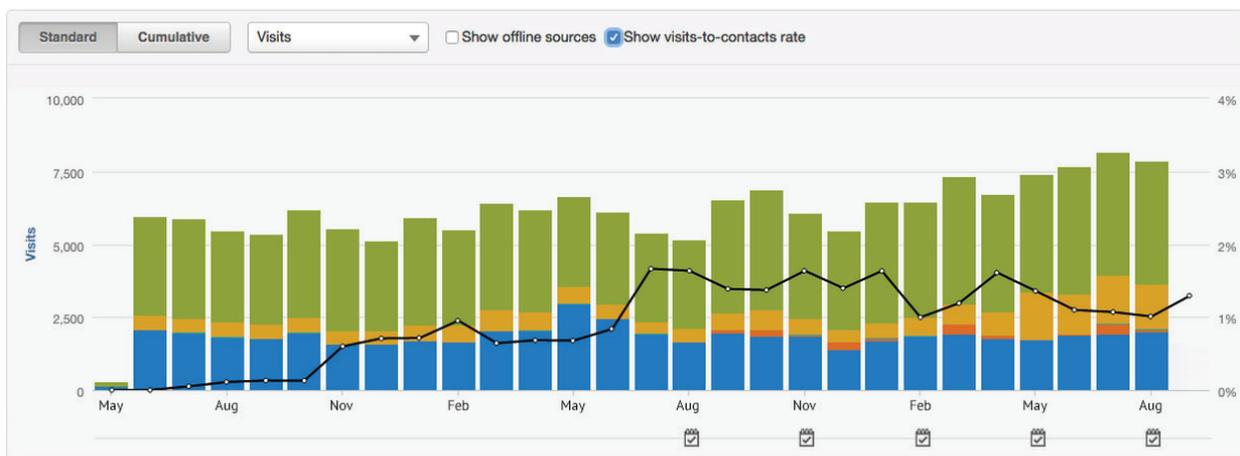
### Fig. 1 Growth in Contacts

(New website launched in August)

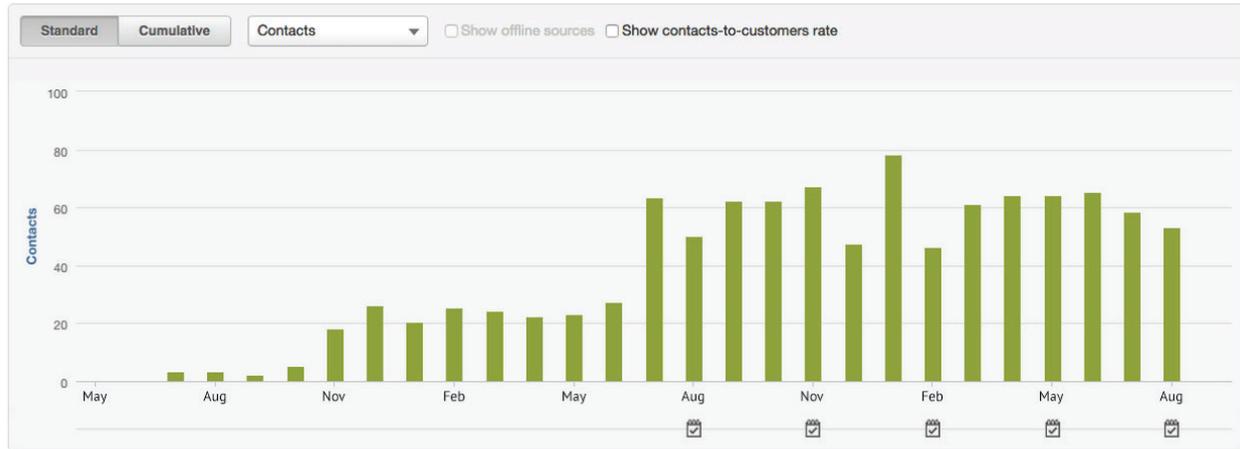


### Fig. 2 Growth in Visit-to-Contact Rate

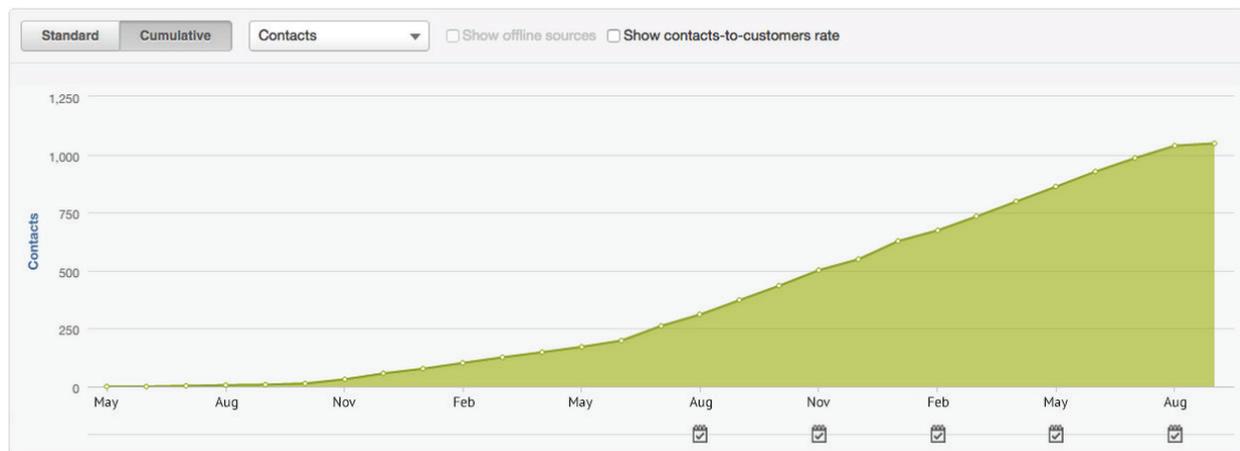
(Black line shows visit-to-contact rate growing from 0.111% to 1.01% in two years)



**Fig. 3 Growth in Contacts from Organic Search**



**Fig. 4 Growth in Contacts from Organic Search (Cumulative)**



**About Kuno Creative...**

Kuno Creative provides content marketing, demand generation, lead nurturing and marketing automation services to deliver more qualified leads to your sales team, reduce churn and increase customer lifetime value. We supply access to talent and speed to market to increase leads and conversions to customers via enterprise inbound marketing.



**For More Information:  
Contact us today!**

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