



case study



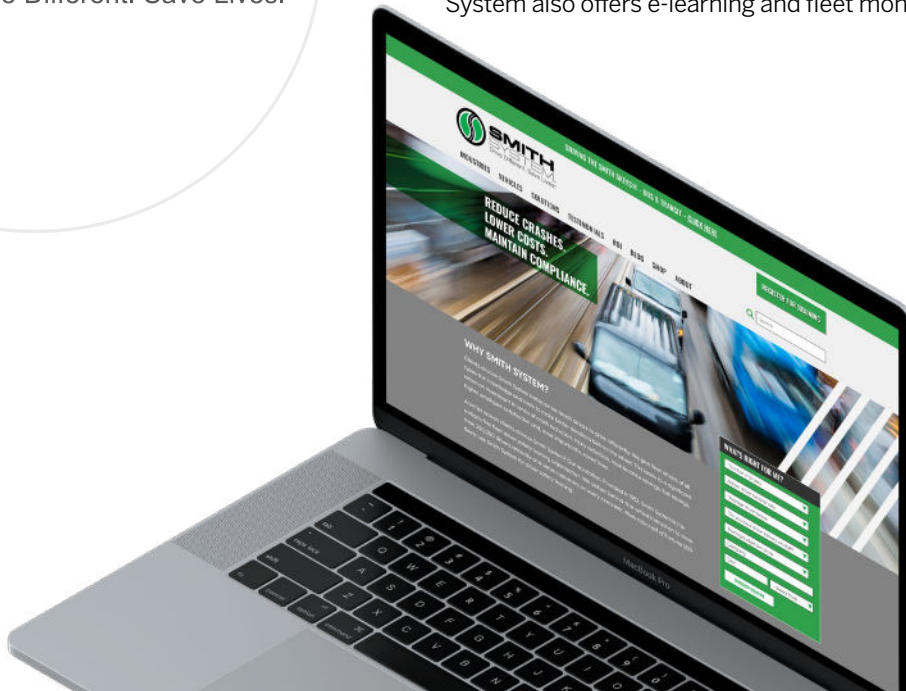
Inbound Marketing Helps **Smith System** Generate More Than \$1 Million in Sales in Just 3 Quarters

Smith System is the world's leading provider of crash-avoidance driver training. At the core of the company's approach is the belief that safe driving is done with the mind, not with the hands or feet. Therefore, the aim is to change drivers' behavior and mental approach to driving.

Smith System delivers behind-the-wheel instruction to tens of thousands of fleet drivers each year. The company has trained drivers in more than 100 countries and in 22 languages. Smith System also offers e-learning and fleet monitoring/telematics.



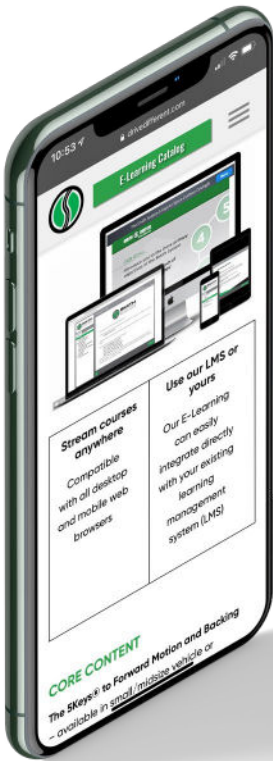
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marketing challenges

Despite the fact that Smith System is a household name among drivers in many industries — including transportation and logistics, oil and gas, pharmaceuticals, health care and utilities — Smith System leaders were concerned that their image and messaging were outdated and out of touch with their target audiences. They wanted to re-establish the company’s identity as the global thought leader that it truly is.

Executives at Smith System were also eager to reach new customers that hadn’t been tapped. However, Smith System had not previously invested heavily into marketing, so the executive team didn’t know where to begin.



Because the transportation industry is changing at a breakneck pace, the field was ripe for Smith System to re-enter the fold boldly with a new marketing approach. As global media coverage shines the spotlight on problems such as distracted driving, drowsy driving and driverless vehicles, the stage was perfectly set for Smith System to make a re-entrance.

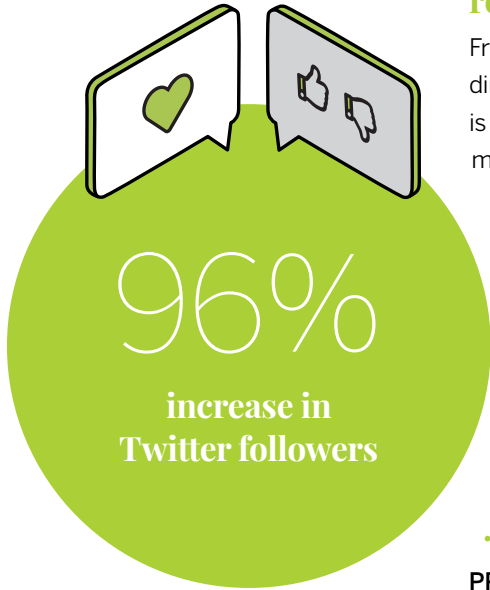
how madison/miles helped

Beginning with the Smith System website and several key pieces of printed sales collateral, m3 substantially refreshed the look and feel of the Smith System brand so that it resonated better with today’s hyper-connected, high-tech world.

Using keyword research, SEO strategy, competitor analysis and best practices in regard to design and user interface — as well as a clear understanding of Smith System’s business requirements — m3 redesigned the company’s website. It now serves as the hub of all inbound marketing activities.

m3 also worked to closely align sales and marketing activities by defining Smith System’s sales framework and integrating the HubSpot CRM and Sales Pro tools into the company’s new website. This allows marketing to track which leads come from inbound marketing efforts, thereby enabling salespeople to nurture those leads through the buyer’s journey. The CRM tools include automated email sequences that engage leads and keep Smith System top of mind.

Additionally, m3 revved up Smith System’s social media activities on LinkedIn, Facebook and Twitter. We also created three lead-generation offers designed to bring in high-quality leads that the sales team can then nurture through to close the deal; we developed a blog; and we launched a pay-per-click (PPC) campaign.



results

From January through September 2018, 2,217 new leads have been generated directly through inbound marketing efforts, leading to 80 new customers. This is a lead-to-customer conversion rate of 3.6%. Sales attributable to inbound marketing efforts total \$1,052,495*.

Social media activities have resulted in:

- 30% increase in followers; 55% increase in interactions on LinkedIn
- 41% increase in followers; 33% increase in interactions on Facebook
- 96% increase in followers; 10% increase in interactions on Twitter

Blog posts have generated:

- More than 15,422 views on the website
- 780 blog subscribers
- 48 new contacts (leads)
- 1 new customer

PPC (pay-per-click) campaign has resulted in:

- 305 leads



Are you considering a digital marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

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