

ACCOUNT BASED MARKETING 2024

Niche Hangar Door Manufacturer Reaches More Qualified Leads

CASE OVERVIEW

An airport hangar door manufacturer looking to grow saw an opportunity to reach FBOs and airport operators in a new way, differentiating themselves with a reliable product, believing that, with more leads, other hangars would follow.

CHALLENGES

1. Their product was innovative and new so it had no awareness or even search activity in their key market.
2. Their only lead generation was coming from a sales team doing their own things and had incohesive business development strategy.
3. With no internal marketing team, it was crucial to have a partner to carry some of the execution load.
4. Walking in the door wasn't an option due to regulations; yet they didn't know the specific person to call.

SOLUTIONS

- Developed a comprehensive business development plan through a blueprint process that set sales and marketing in the same direction with goals, metrics, messaging, and tactics.
- Leveled up their branding to show their specific audience the value of what they are beyond price.
- Came alongside to increase their lead generation so they could hire, expanding their marketing team beyond the leadership level to assist their sales team.

THE RESULTS

- 121%** increase in the number of leads year-over-year
- 55%** of handpickd audience engaged with ads in the past 6 months
- 282** lead responses during a full year of marketing