

Marketri Guides a Packaging Company's Successful Entry into a New Market



INDUSTRY

Manufacturing

MARKETING SERVICES

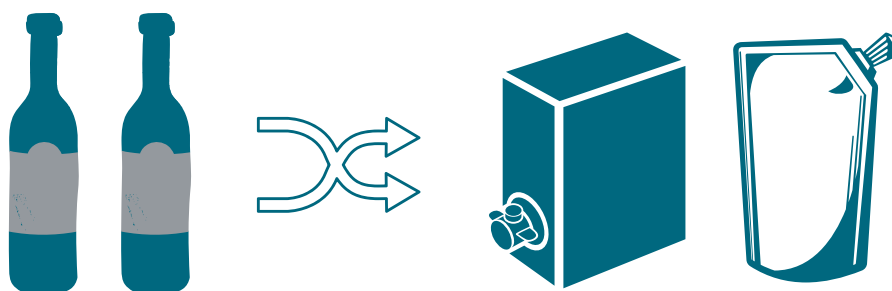
Marketing Strategy
Research & Positioning
Persona Development
Lead Generation
Content Marketing
Paid Media
Marketing Automation

BACKGROUND & GOALS

B2B companies often find some of their best growth opportunities in new markets. But breaking into a new market is not for the faint of heart; it takes a strategic, research-based approach to drive measurable results.

So when a packaging company that was already an established leader in the coffee industry set its sights on the spirits market, it couldn't just jump in feet-first. The company was providing innovative packaging for a couple of beverage alcohol clients and saw great potential to grow this segment of the business. Yet, the management team admittedly didn't have in-depth knowledge of this market and wasn't certain how to approach it effectively.

Marketri had already helped this client develop a modern website with informative content on its products for the coffee industry and other niche markets. In early 2020, the client commissioned Marketri to guide its strategic entry into the spirits market.



JOB ONE: UNDERSTANDING THE BUYER

Always grounded in strategy and research, the Marketri team began by understanding the dynamics of the spirits market and the ideal buyer for spirits packaging. During the first couple of months, Marketri interviewed the client's internal spirits team and a beverage alcohol client, analyzed key competitors, and conducted a SWOT (strengths, weaknesses, opportunities, threats) analysis. The team also conducted keyword research for spirits packaging and an in-depth SEO (search engine optimization) audit of the client's website.

Through this important groundwork, Marketri gained invaluable insights on the key influencers for spirits packaging, the drivers of their purchase decision, the stage at which they make the purchase decision, and the product benefits that would best address their pain points.

Guided by this research, the firm developed a strategic marketing plan designed to build awareness of the company as a spirits packaging provider and drive leads into the revenue funnel. The comprehensive plan outlined the target audience personas, optimum marketing channels, a cohesive marketing strategy, and key messaging. The messaging exercise was especially critical, since the client had two products well-suited for beverage alcohol—a flexible pouch and a bag-in-box package—but neither was positioned for use in the spirits market.



TAKING A STRATEGIC, MULTI-CHANNEL APPROACH

In late March Marketri began executing on the plan, which took a three-pronged, multi-channel approach.

1. Organic Content

With no real content aimed at the spirits market, Marketri quickly developed SEO-optimized webpages, blog posts, guides, and social media content to establish the client's credibility as a spirits packaging provider and generate organic traffic to the website. Product brochures that were once shared freely are now gated, enabling the client to capture leads. And product pages for the flexible pouch and bag-in-box now highlight their benefits and functionality for wine and spirits.

2. Pay-Per-Click (PPC) Ads

Leveraging its keyword research findings, the firm launched Google search and LinkedIn ads featuring a strong call to action: request a sample of the liquor pouch packaging. The new call to action was also added to the website and used in e-mail marketing campaigns.

3. Account-Based Marketing

Marketri helped to compile a targeted e-mail list that homed in on the desired company type, geographic area, and revenue range for the ideal buyer. Optimizing the client's HubSpot software for e-mail workflow automation, the team developed a series of e-mails designed to nurture these prospective buyers through the revenue funnel.

Beyond executing and managing these campaigns, Marketri identified gaps in how the sales team receives and interacts with leads and developed recommendations for closing those gaps for better lead conversion. The firm also established lead scoring to effectively handle the influx in lead volume, drive the right next message for each lead, and ensure the sales team focuses on the highest priority prospects.

DRIVING THE METRICS THAT MATTER

After just two months, the Marketri campaigns had already yielded significant results, including:



21 LEADS
FROM PPC
CAMPAIGNS



5 NEW
LEADS
FROM
SEO



9 NEW
LEADS FROM
ABM EMAIL
MARKETING



13 EBOOK
DOWNLOADS



26 PRODUCT
BROCHURE
DOWNLOADS



25 REQUESTS
FOR A
PRODUCT
SAMPLE

285% increase in
traffic to liquor &
wine pages

19% average open
rate for email
campaigns

62% spike in traffic
to spirits webpages
overall

While the spirits packaging purchase decision involves a long cycle, these early results have generated excitement from the client about the potential for growth. As the vice president of sales and marketing said, "Our new digital campaigns aimed at the spirits market are generating strong leads that will help us achieve our revenue growth goals. I can see us using a similar approach to build business in other markets."

KEY TAKEAWAYS

CHALLENGE

A packaging company that was already a leader in the coffee industry saw the spirits market as ripe for growth. Successful entry into a new market requires a strategic, research-based approach.

SOLUTION

After conducting targeted interviews and a competitive analysis, Marketri developed and executed a strategic, multi-channel marketing program designed to position the client as a credible provider of spirits packaging and generate quality leads. The three-pronged approach included SEO-optimized content to drive organic traffic, a pay-per-click ad campaign program, and an account-based e-mail marketing campaign.

RESULTS

Within just two months these campaigns had yielded significant results, including 21 leads from the PPC campaigns alone, high conversion rates, a 62% spike in traffic to the new spirits-focused webpages overall, and 25 requests for an alcohol packaging sample.



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Vice President, Sales & Marketing