

CASE STUDY

# Market expansion success: audience research and intuitive outreach generate leads

[elevationb2b.com](https://elevationb2b.com)



**elevation**marketing

## BACKGROUND

# Integrated marketing campaign increases leads and awareness in competitive industry

For years Composite Resources, Inc. achieved rapid growth based on word of mouth advertising in the auto and defense industries thanks to its high precision, specialized composite engineering and manufacturing at its Rock Hill, South Carolina, plant and headquarters. The company earned a stellar reputation designing and manufacturing composite spoilers and decklids for NASCAR vehicles, nose cones for rockets, and lightweight cooling fan plenums for unmanned aerial vehicles, among other items.

As a leader in composite design, prototype development and innovative carbon-fiber solutions, the company wanted to expand into new industries. While the company was already a leader in its industry, growth and wider acceptance of composites and advanced materials like carbon fiber in manufacturing led to an increased number of competitors. This led Composite Resources CEO, Jonathan Bennett, to turn to Elevation Marketing for help **creating an integrated marketing plan that increased brand awareness and drove lead generation in key industries.**

Bennett tapped Elevation for its expertise in the aerospace, defense and medical manufacturing industries as well as the firm's proven track record designing successful integrated marketing campaigns.

**To branch out into additional industries, Composite Resources tapped Elevation Marketing for an integrated marketing plan boosting brand awareness**





## CHALLENGE

Expand into fast-growing medical manufacturing and aerospace industries by addressing three different personas

Composite Resources wanted to expand into the aerospace and medical manufacturing industries, which were rapidly adopting composites and carbon fiber as material options. Elevation Marketing's team knew tapping those markets would require them to reach **three different decision makers – engineers, procurement and business influencers** – each with different needs and pain points to solve.

Rather than waiting for word of mouth to spread and penetrate new markets, Composite Resources wanted to create an inbound marketing strategy to promote its specialized engineering and design services to increase website traffic, revenue opportunities and sales pipeline activities. In addition, Elevation needed to create a stronger, more relevant **brand message and value proposition that resonated with Composite Resources' different audiences and helped differentiate the firm in the crowded marketplace.**

## STRATEGY

# Develop a multifaceted lead gen campaign with inbound marketing, focused on specialized engineering and design services with an “idea kit” targeted at engineers

Elevation Marketing conducted internal and external qualitative interviews with employees, management and customers to better gauge the Composite Resources brand, awareness and target audience needs. The outcome of these interviews showed Elevation Marketing that Composite Resources didn’t have recognized brand statements or a discernible high-level company message that helped prospects understand what the company does.

The company’s value proposition was generic and not segmented by target industry, and the website didn’t allow visitors to self-select a path based on their industry or sector. The site also lacked content to attract prospects, keep them engaged or help convert them into customers.

Elevation Marketing’s team developed a multifaceted lead generation campaign based on inbound marketing that strengthened the Composite Resources website to increase traffic and sales pipeline activity. The plan included creating a distinctive value proposition for Composite Resources to raise awareness among the targeted growth segments, one that promoted the company’s specialized engineering and design services.

To achieve that increased awareness, Elevation Marketing formulated a campaign consisting of email blasts, landing pages, and infographics centered on an “idea creation kit” they could send to select customers.



To support the campaign, a sales funnel was set up with lead flow and management processes to engage prospects from awareness to closed business. Programs to optimize processes with Composite Resources personnel followed, showing how to create direct engagement with qualified leads. Also content and marketing collateral were created to engage prospects. Elevation Marketing identified more than 10 case study opportunities to showcase Composite Resource’s expertise in a number of industries – case studies that could be used to increase content on the website, leverage with trade publications and use as sales collateral.

Using its market and company research insights, the Elevation team then brainstormed and honed in on a great idea that would appeal to engineers, often a difficult audience to reach and engage.





## STRATEGY

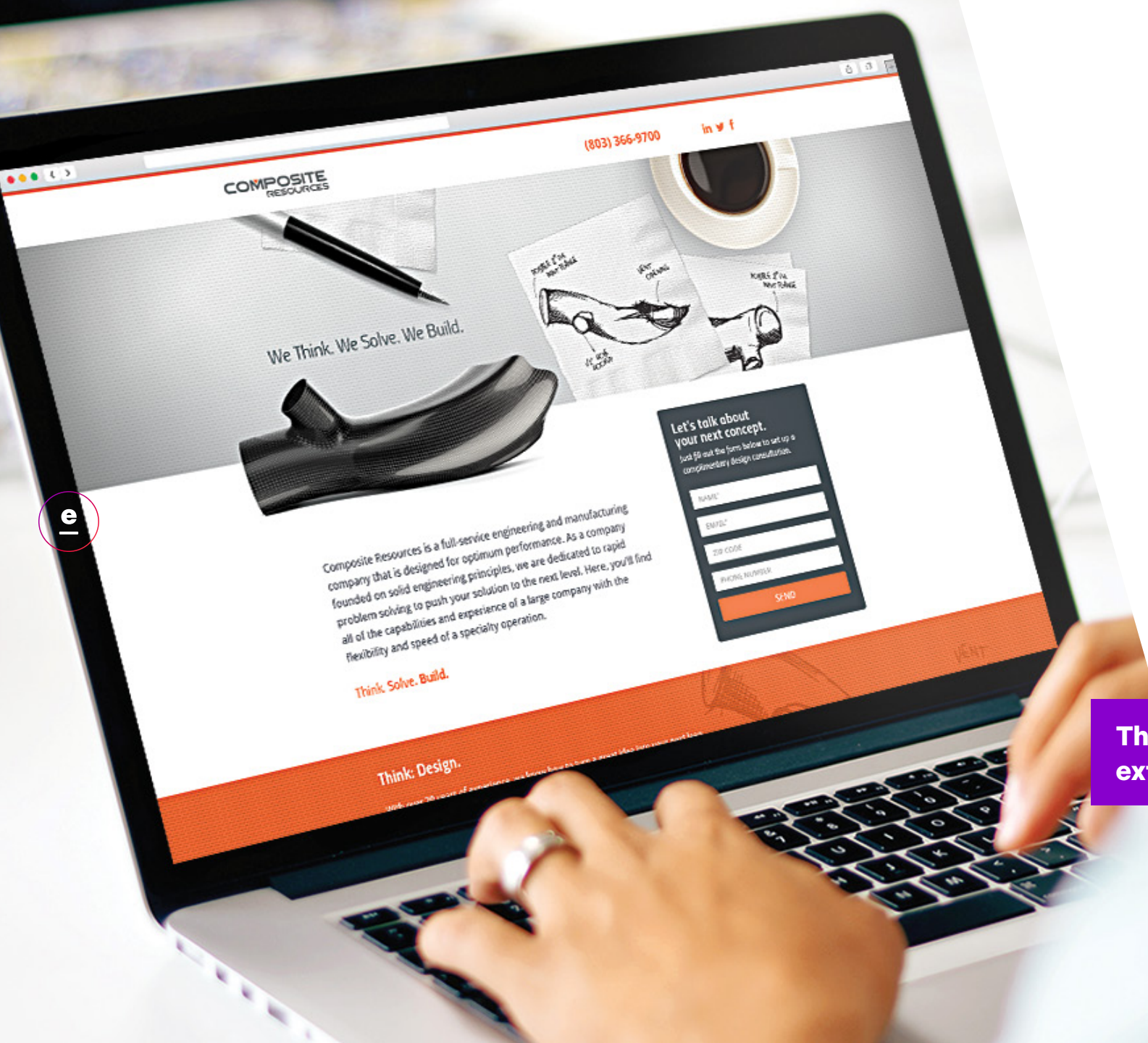
### THE IDEA KIT

It's not easy to break into the aerospace or medical manufacturing markets due to the many stakeholders that adhere to stringent requirements for precision, strength, weight and durability. Procurement teams typically source suppliers based on engineering requirements, and both groups are hard to access. To get their attention, Elevation's team knew they needed a creative idea that would resonate with engineers as a door opener to conversations, and **came up with a bulk mailer idea that they could leverage via an email blast campaign and online micro-site.**

Realizing engineers spend a lot of time figuring out how to turn great ideas into tangible reality, **Elevation created an Idea Starter Kit comprised of a nice carbon fiber pen and several blank napkins,** with the printed marketing message on a similar-sized napkin, all in a custom-made box. The messaging talked about how engineers often have great ideas they've scribbled on napkins, and how Composite Resources often figures out how to bring those ideas to life. It also **invited the engineers to visit the microsite to learn more about the company and talk to a Composite Resources engineer** who could discuss their project or address their particular challenge.

They initially targeted engineers thinking they would talk to procurement, telling them they wanted Composite Resources as part of the bidding and procurement process. The mailer was a big hit. **After the initial mailing, Elevation sent an email blast out to a different list, telling engineers how to get their Idea Kit by submitting information through the website.** This approach worked well as an additional icebreaker.





## DELIVERABLES

- Website Update
- Traditional Campaigns
- Print Marketing Collateral
- Digital Email Marketing
- Buyer Persona Development
- Brochure Creation
- Lead Gen Executive Mailer
- Research and Strategy
- Branding and Positioning
- Digital Campaigns
- Account Based Marketing Program
- Media Buying Program
- Creation and Distribution Of Idea Kit


The idea kit resonated  
extremely well with engineers



Web traffic and case study  
downloads increased







**COMPOSITE RESOURCES**

## We Solve. Using Cutting-Edge Precision Engineering.

In the drive for true innovation, time is money. To save both, you will not only need to develop your idea, you will need to optimize that concept as quickly as possible. That takes more than expertise. It takes precision engineering.

At Composite Resources, our full-service composites engineering and manufacturing team specializes in pushing the limits with engineering, processes and materials that propel your idea to the next level. A big part of that process includes in-house prototyping services that allow us to form, evaluate and optimize your concept on its way to becoming a reality.

**Prototyping Services:**


- Rapid prototyping and 3D Printing
- Laser Cutting
- Model Making
- Hand Lay Up
- CNC Machining

**Click here for a Complimentary Design Consultation**

Let's talk about your engineering challenges and bring your design concept to completion as quickly as possible.

**For more information call (803) 366-9700 or visit [ThinkSolveBuild.com](http://ThinkSolveBuild.com)**

**Think. Solve. Build.**





Initial follow-up efforts yielded over

# 8,000

new prospects for Composite Resources



"The Idea Kit really resonated with our targeted audiences and opened the door to more conversations than we ever expected. Our website traffic increased and every day, more and more people are reading our case studies and learning more about what we do as a result of Elevation's efforts."

## BUSINESS WINS

The idea kit and inbound marketing efforts greatly expanded Composite Resources brand recognition and paved the way for their foray into the aerospace and medical manufacturing industries

Initial interest and the follow-up efforts of the Idea Kit lead **generation campaign** yielded over 8,000 prospects, 500 soft leads, and 100 qualified leads, from companies ranging from aerospace, medical devices, automotive and industrial market sectors. It also led to **30 customer engagements all worth \$1MM or more and up to \$15MM.**

Elevation's fresh creative positioning also helped to bring Composite Resources' new brand to life in all new marketing activities.

The success of the marketing and brand program led to the sale of the company a year later.



From the initial 8,000 prospects, Composite Resources boasted **500 SOFT LEADS AND 100 QUALIFIED LEADS**



**30 CUSTOMER ENGAGEMENTS** with values from \$1M to \$15M



ABOUT ELEVATION

# Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss  
your project?**

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