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AMG identified an opportunity to capture high-quality leads and feed them into the Aquatherm CRM platform to help the sales team maximize use of their existing technology





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AMG used our pipeline marketing approach to develop and test an integrated plan in one sales region that could be optimized and scaled to a national level the following year



**Capture  
Leads**



**Qualify  
Leads**



**Engage  
Prospects**



**Accelerate  
Sales  
Timeframe**





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## Challenges

- 1 Generate high-quality leads for Regional Sales Managers
- 2 Qualify the leads so the RSMs see the value of engaging with them
- 3 Create a strategic plan on a regional level that's scalable
- 4 Test the plan for only a two-month duration



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## Insights

### VISIBILITY

Buyers were already interacting with existing Aquatherm content

### RELEVANCY

New Steel Tariffs were impacting the industry and relevant content on this topic provided an opportunity to connect with prospects

### REGIONALITY

Customers identify with local projects in their area, making regionality important



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## Strategic Approach

### CONTENT

Authored an original content piece using the trending steel tariffs as the hook

### TARGETING

Defined audience segments that care most about the cost impacts of steel tariffs

Served segmented ads via Facebook and LinkedIn with targeted messaging that persuaded the audience to download the content in exchange for contact information

Used paid search to target leads and drive them to a landing page to download content and a request a consultation

### NURTURING

Qualified leads with the Regional Sales Manager

Added leads from the completed form fills into a three-part email series to “warm” them

Passed leads through to Aquatherm’s CRM and tagged them for follow-up from the sales team



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## Winning Results

**+25%**

of the people who landed on the landing page engaged with content further down the funnel

**98%**

conversion to Sales Qualified Leads

**30%**

less cost-per-lead than the industry average