



How Clarity is helping McCloud Services generate over 200 new leads per month

McCloud Services is a leader in integrated pest management solutions headquartered outside Chicago in Elgin, IL with service locations throughout the Midwest. McCloud specializes in the high-visibility world of food protection and works with food processing, food packaging, and food distribution companies.

In early 2016, McCloud approached Clarity Marketing Services for help to enhance their digital marketing efforts and to increase the amount of inbound leads. McCloud's primary marketing challenge was generating enough high-quality leads for its nine-member direct sales team.

Clarity proposed a three-stage approach with McCloud:

Define and Document the Customer Buying Journey

To increase the number of potential customers for McCloud Services, it was critical to understand how a prospect moved along the journey from awareness, to interest and consideration, and finally to purchase. This exercise helped everyone involved shift their thinking from a seller's mindset to one focused on the buyer's perspective.

We defined the specific demographic and psychographic characteristics of all the potential buyers and influencers and organized them into Personas. A persona is a character that models the common attributes of your best customers.

The key is that each persona represents segmented groups that are large enough to represent a marketing opportunity and distinct enough from one another to require meaningfully different content or tactics.

Once we understood this process, we were able to document the complete journey for each of McCloud's five verticals. Having clearly defined our target audience, we were ready to think about how we were going to attract these different audiences to our website and how we were going to treat them differently when they arrived.

Review Website

McCloud understood that today's buyer has virtually unlimited access to information. They have the power to research products and services at their own pace and direct their own paths to purchase – and they do this mostly online.

McCloud also understood that their website was their most important marketing and sales asset.

Unfortunately, like many B2B companies, McCloud's website was more digital brochure – focused mostly on features and the history of the organization and not directly organized around the concerns and issues facing their customers. There were also a myriad of technical shortcomings to the site including its lack of mobile responsiveness (now penalized in search by Google).



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Website Review - Continued

Clarity helped McCloud redesign their website with a customer focus. The new design made it easy for prospects to find information that was relevant to their own journey as a food processor, retail grocer, apartment manager, or healthcare facility.

The most important change was the development of content that was highly relevant for each of the Industry verticals and spoke to the main issues faced by each Buyer Persona at each stage of the buying process.

We used several digital marketing tools to discover and confirm the kind information that would be most useful to buyers – by documenting the number and frequency of relevant queries in Google. The key was to develop content that was meaningful and relevant to prospective buyers and to offer a clear path to discover that information.

Our goal was to provide information that was valuable enough to our audience that they would be willing to share their email with us in exchange for access to the information.

Lead Generation and Conversion Engine Implementation

To take full advantage of the investment in their new website, it was critical for McCloud to implement a software platform that would allow them to organize multiple marketing functions under one execution and reporting umbrella. Clarity identified a software platform that met both their short term and long-term needs and provided planning and implementation services.

The Marketing Automation platform provided the following features:

- Inbound Lead Identification Tracking
- Email Marketing
- Drag-and-Drop Form and Landing Page Development
- Lead Scoring
- Automated “Drip” Campaigns
- Social Media Posting and Listening
- CRM Integration
- Marketing Analytics Dashboard



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Implementing a Lead Generation and Conversion Engine - *continued*

Clarity worked with McCloud to document clear and measurable goals for the program. We focused on thinking big, starting small, and moving quickly. Partnering with Clarity allowed McCloud to get up and running fast and focus on programs that delivered clear and meaningful wins in the first few months of the program.

Clarity provided the software and the expertise that enhanced McCloud's existing resources of a single marketing manager, allowing her to drive strategy and high level planning while leaving the more technical aspects of the marketing execution tasks to Clarity.

Results

"Clarity delivers. They improve our marketing execution and help produce measurable financial results. Clarity is a high integrity organization and they are easy to do business with."

- Stephanie Dickson, COO McCloud Services

Clarity and McCloud continue to partner and our relationship has grown to include two subsidiary organizations. Our partnership has resulted in substantial return on investment and McCloud is driving over 200 MQL's per month. This represents a 100% increase from the start of the program. These leads are converting and represent increased revenue for McCloud. Additional benefits include a more aligned Sales and Marketing team that has improved operational efficiency.

If you would like to learn more about how Clarity Marketing Services can help your organization, please [click here to Request a Free Marketing Assessment](#).