



CONNECT & ENGAGE:

How Hydro-Dyne Engineering Found
Their Ideal Audience Using HubSpot



The Situation



Hydro-Dyne Engineering is a leading screening and grit removal equipment manufacturer for municipal and industrial water and wastewater facilities. Their equipment is essential in fostering successful water treatment processes.

Manufacturing entities like Hydro-Dyne, typically rely on trade shows and face-to-face interactions with potential customers as their primary source of sales leads. When in-person events stopped, and existing digital ad efforts did not produce results,

Hydro-Dyne realized that they must **pivot their strategy** to rely on a more robust approach.

The Challenge

Forecast Sunny was faced with Hydro-Dyne's assumption that new customer acquisitions may only be possible through in-person interactions such as tradeshow and on-site demonstrations. In response to COVID-19, trade shows were postponed indefinitely, and on-site activities were not a reliable option. So, the Forecast Sunny team **explored the possibilities of finding specifically relatable B2B audiences** through digital and inbound marketing techniques.

Inbound Marketing includes the creation of **valuable content, search engine optimization, social media, and more to increase brand awareness and revenue growth**. Hydro-Dyne entrusted Forecast Sunny Marketing with creating a new marketing strategy using these digital tools. Being a HubSpot Partner agency, Forecast Sunny's team was a perfect fit for what Hydro-Dyne sought to achieve.

Forecast Sunny focused on identifying where Hydro-Dyne could foster online connections with manufacturing professionals making major decisions for their wastewater treatment firms.

Since trade shows were no longer a reliable option to meet potential clients, Forecast Sunny Marketing explored the possibility of finding relevant audiences on digital platforms, including Facebook Ads, Google Ads, and LinkedIn ads. Forecast Sunny focused digital ads on engineers, wastewater management, municipal leaders, and project managers. We were confident that if Hydro-Dyne could connect with these individuals, they would become **loyal Hydro-Dyne customers and future brand advocates**.

Hydro-Dyne entrusted Forecast Sunny Marketing with **creating a new marketing strategy** using these digital tools.

The Solution

Forecast Sunny Marketing created an **Integrated Inbound Lead Generation strategy** that connected Hydro-Dyne with their target customers and converted the target audience into **quality leads** for their sales pipeline.

After conducting a deep discovery session and gaining a thorough knowledge of their brand, culture, and product offerings, the Forecast Sunny Marketing team **crafted and distributed targeted, valuable content using HubSpot**. This strategy positioned Hydro-Dyne as a **leader** in the wastewater screening industry and invited relevant stakeholders, including municipalities and engineering firms, to engage in conversations and submit inquiries.

Forecast Sunny Marketing implemented LinkedIn Ads into Hydro-Dyne's marketing strategy where previously, they were not taking advantage of this professional platform. Since launching our inbound strategy on LinkedIn, Hydro-Dyne has begun interacting more effectively with its target audience online and leveraging the power of social media. In addition, for the last several years, Hydro-Dyne has used Google Ads but was not seeing results. With the implementation of our inbound strategy, the landscape of their presence on paid search changed and resulted in a **735% increase**.



735%

INCREASE IN CONVERSIONS

The Strategy

Through audience segmentation and the introduction of targeted, quarterly campaigns, we ensured a **meaningful way to connect and speak to Hydro-Dyne's audience**. The quarterly campaigns allowed us to **hyper-focus** on different products and services and cross-segment prospects depending on which area they sought out.

Our approach was rooted in the principles of Inbound Marketing, where we **provide potential customers all the information they seek at a time when they need it**. We did this by creating workflows that segmented prospects into the buyer's journey stages of awareness, consideration, and decision. The value of this approach is that we can continue to nurture leads as they progress to the next step at the correct time.

The creation of a newsletter was vital in allowing Hydro-Dyne to **re-engage with former contacts**. Their existing list was a mix of aging contacts, those with unclear origins and eager leads looking for an invitation to engage. So, through creating the newsletter, we were able to **demonstrate Hydro-Dyne's expertise** and allow for lead nurturing over the long term.



"Forecast Sunny has been a great partner to work with; they helped us to scale quickly at the beginning, while still being forward-thinking to long-term goals."

— PAULA MALTEZ
Marketing Manager,
Hydro-Dyne Engineering

The Results

Once Forecast Sunny Marketing implemented our **Integrated Inbound Lead Generation strategy**, we monitored the performance of each campaign over **120 days**. The results, even after the first 30 days, were astounding.

Hydro-Dyne experienced a **61% increase in organic traffic** and a **750% increase in contacts** in a year-over-year comparison. While they did not make any new sales that month, there was strong potential for sales conversions with continued efforts. Sixty days after implementing our strategy, Hydro-Dyne's **contacts increased by 1,483%**.

This translated to **18 sales opportunities, 4 closed deals, and over \$1.5 million of sales** in Hydro-Dyne's sales pipeline. In just 60 days, our inbound marketing strategy delivered **results**.

After 120 days of Forecast Sunny Marketing's inbound marketing strategy, Hydro-Dyne experienced a **1,020% increase in contacts** (year-over-year comparison). While the percent increase in contacts decreased from 60 days (1483%) to 120 days (1020%), Hydro-Dyne engaged with **26 opportunities and 8 deals, resulting in over \$2.8 million in their sales pipeline**.

1,483%

INCREASE IN
CONTACTS

61%

INCREASE IN
ORGANIC TRAFFIC

\$2.8

MILLION IN
SALES PIPELINE

What's Next?

To continue this momentum, Forecast Sunny will **continue to develop quarterly automated campaigns** focused on a specific product or service, **maximize in-person marketing efforts** such as trade shows and regional demonstration tours using HubSpot Meetings, and **convert successful quarterly campaigns to ongoing automated campaigns** for maximum impact.

Forecast Sunny and Hydro-Dyne have agreed to pursue a **RevOps framework**, beginning with tracking Sales Pipeline data in HubSpot to analyze the sales impact of digital marketing efforts. In 2022, Forecast Sunny and Hydro-Dyne will be establishing intentional communications between **Marketing, Sales, and Service**. This will ensure that Marketing continues to target, engage, and hand off quality leads to Sales, while also **aligning all three departments** around the goal of creating a **smooth customer journey** throughout their entire lifecycle.



Summary

Forecast Sunny Marketing provided Hydro-Dyne with an Integrated Inbound Lead Generation Strategy to allow the wastewater screen company to **harness the power of content marketing, paid digital advertising, and digital lead generation** for B2B clients.

By creating workflows, delivering the right content at the right time, and developing high-quality content, Hydro-Dyne's engagement with potential B2B clients **dramatically increased**. Over 120 days, this increased engagement resulted in **over \$3 million in Hydro-Dyne sales**.

This strategy is also effective for **long-term lead nurture**, and we anticipate that Hydro-Dyne will continue to see results and sales conversions in the future.



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