

# HubSpot – Leading Platform in Transportation and Logistics

---

## The Client

Anonymous Platform is a prominent platform in the transportation and logistics industry, founded and hosted by an industry expert. It features a popular podcast that provides valuable insights, information, and resources for trucking entrepreneurs and professionals. The platform has expanded beyond podcasting to become a comprehensive community, offering educational content, networking opportunities, and industry news. With a significant following on various social media platforms and over 140,000 YouTube subscribers, the platform has established itself as a go-to source for those looking to start or grow their trucking businesses. The company also organizes events like an annual conference that brings together industry experts and professionals to discuss trends, challenges, and opportunities in the transportation and logistics sector.

## The Problem

**A large but unusable and unsegmented database.**

**Bad data and no process for enriching the database.**

**Lack of a lead qualification and nurturing process.**

**Ineffective email campaigns with no fruitful results.**

**No meetings were being booked for their podcast.**

## The Tech Stack



**HubSpot**

# Our Approach

We began by conducting a comprehensive HubSpot audit, which included:

- **Database Audit:** Analyzed total contacts, companies, deals, and lists.
- **Email Audit:** Reviewed all marketing and transactional emails.
- **Marketing Campaigns Audit:** Evaluated email and other marketing campaigns.

Additionally, we performed a thorough audit of their database and lead generation sources, documenting our findings and preparing an audit report. We then initiated a clean-up process and set targets for lead generation into two parts:

- Podcast Guest Lead Generation
- Podcast Sponsorship

We segmented the database based on these key components and created targeted email campaigns for each segment.

# The Solution

**ICP Creation:** Developed Ideal Customer Profiles (ICPs) for two sets:

- The target audience for guests on the podcast.
- The target audience for podcast sponsorships.

**Database Cleanup:** Removed junk data, empty fields, and unsubscribed data, reducing the HubSpot database from 170,000 to 120,000 contacts. This cleanup reduced costs and improved data quality.

**Workflow Automation:** Created workflows to automate the process of marking non-marketing contacts, ensuring future cost savings and data cleanliness.

**Email Campaigns:** Developed two separate sets of email campaigns for each target audience, using plain-text emails that appeared to be sent directly from a salesperson's Outlook/Gmail. We synchronized the salesperson's calendar with HubSpot and used "Book a Meeting" CTAs in all emails.

## The email campaigns included:

- PT Email - 1 (Initial Email)
- PT Email - 2 (Initial Email Opened)
- PT Email - 2 (Initial Email Not Opened)
- PT Email - 3 (Not Opened the above email)
- PT Email - 3 (Opened the above email)

These emails worked in a workflow manner, sending personalized emails based on the field data in the database.

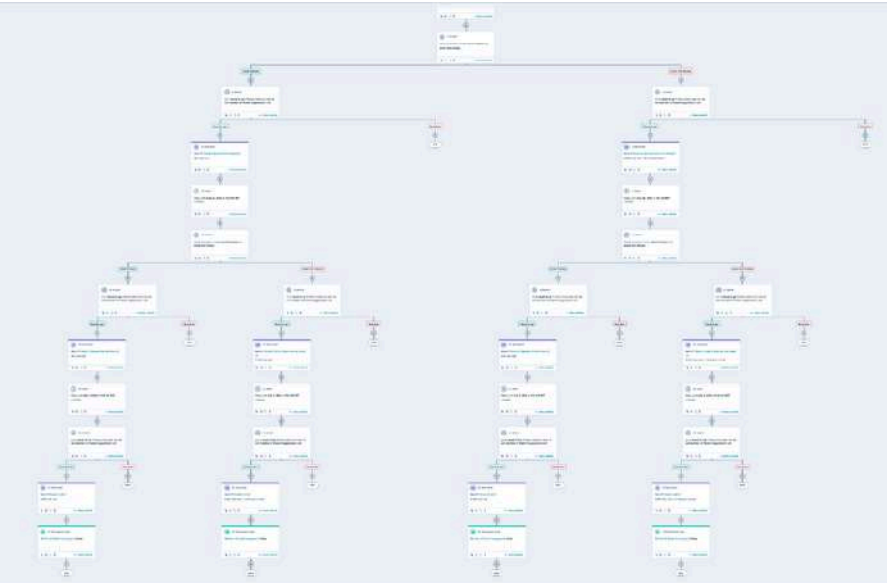
**Guest Posting and Collaborations:** Collaborated with a top podcast company and featured on their social media channels and newsletters, boosting engagement and meeting bookings.

**Dashboards:** Prepared comprehensive dashboards for the client, providing a bird's-eye view of progress.

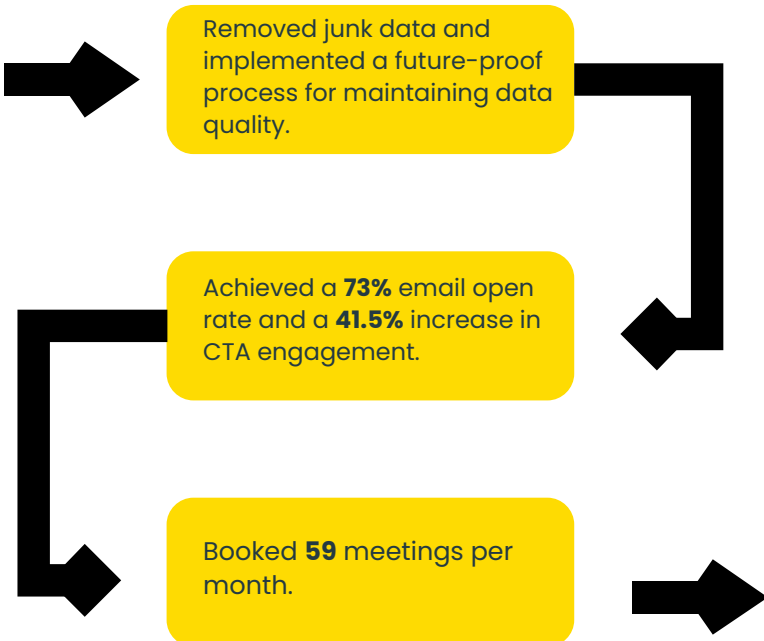
### The dashboards included data reports from:

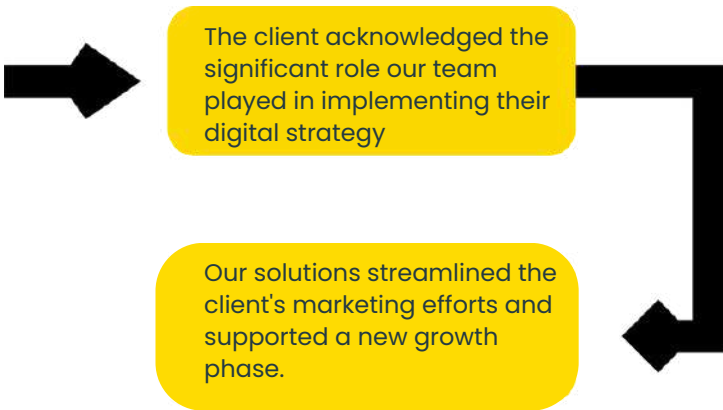
- Email Marketing
- Deals Creations
- Website Visitors from Emails
- Workflow Stats
- LinkedIn and YouTube Channel Feed

EMAIL NAME ⓘ
● PT Email - 3 (Opened the above email) - Email Campaign 1
● PT Email - 3 (Not Opened the above email) - Email Campaign 1
● PT Email - 2 (Initial Email Not Opened) - Email Campaign 1
● PT Email - 2 (Initial Email Opened) - Email Campaign 1
● PT Email - 1 (Initial Email) - Email Campaign 1



## Impact and Outcomes





This comprehensive approach not only improved the client's marketing performance but also provided them with the tools and insights needed to sustain and build upon these improvements.

