

How Marketing Partnerships Helped Uberflip Land \$500K in Pipeline

 [theupshot.co/posts/2-francois-mathieu-how-marketing-partnerships-helped-uberflip-land-\\$500k-in-pipeline](https://theupshot.co/posts/2-francois-mathieu-how-marketing-partnerships-helped-uberflip-land-$500k-in-pipeline)

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Forming partnerships is an opportunity that many B2B marketers overlook. Here's how partners helped us at Uberflip reach our ideal customers and land \$500K in pipeline in just one week.

Campaign Objective

As a B2B marketer, my #1 goal is to generate leads.

I'm the Marketing Programs Manager for Uberflip, a [content marketing system](#) that helps marketers create, manage and optimize their content experience. I recently worked on a campaign that helped us bring in a flood of high-quality leads. The campaign was a six-part "Marketing Automation Hacks" webinar series that showed attendees how to get more value from their marketing automation systems. Each webinar featured a different vendor that integrates with our platform – including Act-On, Eloqua, HubSpot, MailChimp, Marketo and Pardot.

Here's one of the landing pages that I put together for the series:



THE MARKETING AUTOMATION HACKS WEBINAR SERIES

In our upcoming *Marketing Automation Hacks* webinar series, 6 experts will share their secrets to getting more traffic and leads, higher email open and click-through rates, and ultimately convert more customers using different marketing automation platforms.

The experts featured in this series will consist of HubSpot, Eloqua, Act-On, Pardot, MailChimp, and Marketo power users sharing their tips and tricks for getting the most out of each tool.

Register for the free event(s) of your choice below!

 June 22 Save Your Seat	 June 23 Save Your Seat	 June 24 Save Your Seat
 June 25 Save Your Seat	 June 29 Save Your Seat	 June 30 Save Your Seat

In my demand generation role, my top priority was to boost registrations. Our audacious goal for this webinar series was to attract more leads than we've ever generated through any webinar before.

Target Audience

The target audience for this campaign was our ideal customer – demand generation managers and content marketers who use marketing automation software. This audience is more likely to have sales conversations with us, as they're already invested in marketing technology and use tools that integrate with Überflip.

Campaign Execution

I liked the "Marketing Automation Hacks" title, because it sounded edgy and fun. It conveyed that attendees would get actionable tips and tricks that they couldn't get anywhere else. We wanted them to feel like they would miss out if they didn't attend – while other marketers used the hacks to get ahead.

We promoted the webinar series to our existing contacts by sending out two emails. The first email was tailored towards each person's marketing automation system. [Datanyze](#) helped us find out which system each person used. Then, we invited them to the right webinar. For example, if someone used Eloqua, we invited them to the Eloqua session.

Here's the email that we sent to people who use HubSpot. I hosted this webinar, so the personal invite came from me:



Uberflip Presents

THE MARKETING AUTOMATION HACKS WEBINAR SERIES

HubSpot

June 22

REGISTER NOW

As a HubSpot user, you're probably pretty familiar with the benefits of marketing automation. But are you leveraging the platform to its full potential?

In our upcoming Marketing Automation Hacks webinar series, we'll reveal a few savvy tips and tricks that aim to help you refine your processes and generate more leads using your marketing automation solution.

Join Francois, HubSpot expert and learn to:

- Generate more traffic and leads.
- Improve email and open click-through rates.
- And ultimately convert more customers.

Date: **Monday June 22nd, 2015**

Time: **2pm EDT/ 11 am PDT**

Duration: **1 Hour**





Francois Mathieu
Marketing Programs Manager
Uberflip

SAVE MY SEAT

[Or check out other sessions in this series.](#)

A week later, we sent everyone a generic email. This email came directly from [Hana Abaza](#), our VP of Marketing and webinar host. She used a more personal tone to explain why they should register for the series.

These emails brought us lots of registrations. However, since our goal was to attract new leads, we knew that we had to think beyond our current list. Here are some of the other promotion techniques that we used:

Partners. We worked with several partners on this campaign. The presenters included a mix of marketing automation vendors, agencies and in-house marketers.

For example, Pardot's Senior Client Advocate Hannah Freeman led one of our sessions about underutilised Pardot features and other clever marketing automation tips. Pardot was eager to email its entire list about this event, because it helped empower their own customers while showcasing the product to their current prospects.

Other examples of partners included agencies like [Perkuto](#) and [MASS Engines](#) who are well known for their deep knowledge of the Marketo and Eloqua platforms respectively. Their participation in the series helped us spread the word within their network.

Most registrations, and most importantly, most net new leads came from our partners.

Blog posts. Each of our presenters wrote a teaser blog post on [our content hub](#). We included calls to action in every post that asked people to register for the webinars.

User communities. We wanted to reach people who use marketing automation systems, so we promoted the webinars in each vendor's forums and communities. For example, we shared it with Marketo's "Marketing Nation" and Eloqua's "Topliners".

Advocate communities. Both HubSpot and Marketo have advocate communities with customers who are eager to share their content. We knew that these communities would be ideal places to promote our webinars.

Social media. We used organic and paid promotion on Twitter and LinkedIn to generate more

registrations. We targeted users based on which vendors they were following on Twitter or which LinkedIn groups they belonged to.

Paid email placement. We took out ads in a popular marketing newsletter to expand our audience.

We spent a total of \$11K to promote this webinar through social media advertising and paid email placements. We got to promote six webinars with just a little more budget than what it normally costs us to promote a single webinar.

Results

Turning a \$11K Investment Into Half a Million in Pipeline

I was very happy with our results. We received 3,984 total registrations with 2,364 unique registrants.

I blew my demand generation goals out of the water, as the webinars brought us 1,584 warm, net new leads. I was amazed that we could generate that many B2B leads in such a short amount of time.

We also generated higher quality leads than we have generated from other webinars. This series really helped us attract the right audience – B2B marketers who use automation tools.

It's only been three months since we ran this campaign, and we've already closed six deals from it. We've also generated about half a million dollars in pipeline for our sales team – which is amazing considering we only invested \$11K to promote it.

Learnings

3 Keys to Running a Successful Marketing Campaign

This campaign taught us a lot about how to cut past the noise and attract the best leads. Here are three key learnings:

Understand your ideal buyer and what is important to them.

We already did a great job at creating resources around content marketing, which is core to what our solution does. But since our ideal customer also uses sophisticated marketing automation software, we needed to create more specific content around that topic.

The "Marketing Automation Hacks" webinar series got such a great response, because we answered our audience's questions and helped them get better at their job.

Partners are crucial.

Partners are one of the biggest untapped opportunities in B2B marketing. This campaign showed us that forming partnerships can quadruple your marketing results. Partners can dramatically lower your cost per lead by connecting you with audiences that would be very expensive to reach through paid channels. They can also amplify your reach and help you generate a larger volume of leads in a short period of time.

Start planning early.

If I could do this again, I would give our partners more time to promote their sessions. We reached out to

them six weeks before the webinars but found that they needed more time to plan their blog posts, emails and other related content.

The "Marketing Automation Hacks" series was a great success. It was challenging to coordinate with six different partners, but the efforts paid off.

"I loved the marketing automation hacks webinar series! It really got me excited about exploring the possibilities of custom CTAs for my content hub and integrating them with HubSpot."

Stephanie Casstevens, Marketing Manager at Duo Consulting

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- Francois Mathieu
Marketing Programs Manager at Uberflip

Francois Mathieu is the Marketing Programs Manager at Uberflip, a content marketing system that allows marketers to manage content, place contextual calls-to-action, and measure performance. Before becoming a startup marketer, Francois worked in the banking industry where he specialized in the fields of market intelligence and customer data analysis.

Want to shine like Francois? Share your story without writing a word!

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