

Powered by its firm conviction of transforming the commercial window cleaning industry into a customer-focused excellent end-to-end experience, Aquamark felt **frustrated that its message was not being heard.**

Socially committed to a more approachable and environmentally sustainable cleaning service, they realised their marketing efforts required a complete reformulation.

Seeking marketing advice that would be familiar with the construction industry, Aquamark partnered with Insynth in March 2020, ready to **upgrade its tech stack and streamline its customers' journey.**

OBJECTIVES

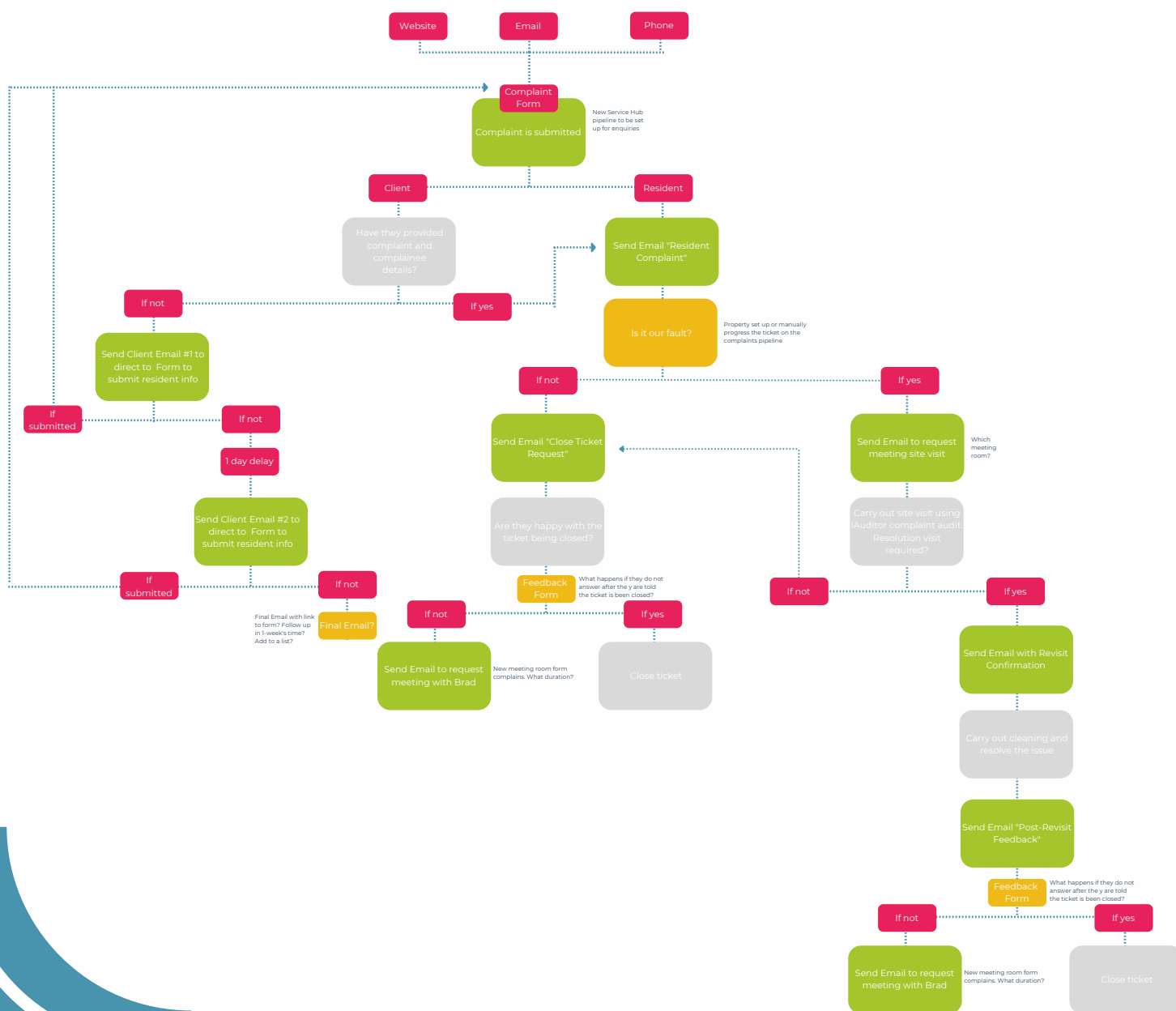
Aquamark sought the help of Insynth Marketing as they specialised in aligning building product brands business better with their customers. After a thorough audit of Aquamark's value proposition and website, Insynth identified Aquamark as a clear candidate for a lead generation strategy based on the inbound marketing methodology.

With a compelling content offer already being produced, Insynth encouraged Aquamark to invest in the right tools, moving from a disconnected and siloed tech stack to the industry-leading solution, HubSpot. Optimising their new tech stack, Insynth developed the following objectives in cohesion with Aquamark.

Insynth took an innovative stance and introduced the idea of **automating Aquamark's sales and service pipelines.** So, they created over 60 automatic workflows.

We help good people with great products. Imagine what we could we do for you?

AQUAMARK'S AUTOMATED SALES AND SERVICE PIPELINES.



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THE RESULTS

Less than a year after, Aquamark has witnessed **unprecedented lead generation rates**, whose follow-up has been facilitated through the implementation of **sophisticated automation**. These processes gathered sales, service, and admin tasks, helping Aquamark see their **workload reduced** and allowing them to **provide customers with the flawless experience** they base their philosophy on.

This approach translated into an undeniable success, with unbeatable customer feedback and a reliable influx of successful deals converting from organic visitors.

44%

Customers renewed or agreed to another contract

£40,852

Revenue exclusively from deals generated through organic traffic

£1,034,019

Generated in sales opportunities

92%

Customers considered their service very good or excellent

Making the most of HubSpot reporting tools, Insynth enabled over 10 bespoke dashboards for Aquamark to be **in control of their portal**. These reports allowed them to **collect data** like the graphics viewed in the previous slides. For example, HubSpot helped Aquamark **report on the performance of their ads, their current lead generation rate, the success of their emails, the traffic on their website, and their most successful conversion points**.

The results exceeded Aquamark's expectations for 2020 and 2021, putting them in a healthy position to undertake future challenges.

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