

HELPING THE FIRST MICRO-INFLUENCER CENTERED FIRM AMPLIFY ITS REACH WITH HUBSPOT MARKETING HUB

ABOUT APEXDROP

ApexDrop is a growth-focused marketing firm founded in 2015 by Zakary Stahlsmith, an accomplished entrepreneur with a history of success helping marketing firms network with industry leaders. Zakary formed ApexDrop around one core principle: to help brands grow through micro-influencers. ApexDrop has become the first fully micro-influencer centered agency in North America. They found success by building their culture around the belief that trust is not a commodity—something that Vonazon greatly identifies with. They've developed a community that bases its decisions on how consumers react to content, creating a more authentic image while providing cutting-edge marketing services that produce genuine long-term results for their partner's brands.

ALL THE RIGHT TOOLS, NONE OF THE DIRECTION

ApexDrop wanted to establish itself as a leading partner in the influencer marketing sphere. One who could connect brands to decision makers with a white-glove approach using digital media. They planned to offer access to micro-influencer networks, campaign development, and analytics reporting. Problems began to arise for ApexDrop when it became clear that its digital services lacked an effective way to achieve these goals—resulting in drops in consumer leads. ApexDrop struggled to use HubSpot effectively. Their website did not have a good user interface and lacked proper SEO to drive organic traffic. They didn't understand how to use their decent contact list to target specific market segments. Poor sales content then prevented ApexDrop from launching lead generation campaigns.

OUR SOLUTION

The Vonazon team helped clean up ApexDrop's HubSpot account, created landing pages with gated assets, streamlined their website, and implemented a lead nurture campaign. The campaign aimed at creating and nurturing industry leads while explaining why they should work with ApexDrop to boost brand reach.

Our team started by developing content for three specific stages of the influencer marketing journey, providing a personalized, tailored experience for clients on HubSpot. Our TOF stage targeted developing brands, identifying their pain points and challenges of working with micro-influencers. The MOF stage introduced ApexDrop, how their services work, and why brands should work with them. Finally, the BOF stage triggered text-based emails, alerting sales teams whenever a lead downloaded a gated asset from ApexDrop's database.



These emails then encouraged qualified leads to contact ApexDrop to discuss unique solutions for challenges related to the marketing pain points mentioned in each attached asset. This automated campaign became a consistent source of lead generation for sales, prompting engagement with all potential lead partners who visited ApexDrop's database.

VONAZON'S HUBSPOT EXPERTISE

As a HubSpot Elite agency partner, we have a deep understanding of HubSpot's key functions and features. Our committed HubSpot Specialists work to identify operational pain points and implement tried and tested automation solutions designed to generate qualified leads. Our HubSpot Specialists are certified in each of HubSpot's platform 'Hubs,' offering end-to-end solutions for the entire marketing automation process. We can aid in developing, designing, implementing, and executing various marketing strategies specific to the client's needs. Meaning we go above and beyond for our partners.

UTILIZING MARKETING HUB TO ITS FULL POTENTIAL

We noticed ApexDrop had difficulty fully utilizing HubSpot. So, a top priority in our strategy was to familiarize the client with HubSpot and Marketing Hub's immense revenue-generating potential. One of the main benefits of HubSpot's Marketing Hub is intuitive campaign-building tools. These include emails and dashboards to tailor campaign features for specific user content. We made the client aware of Marketing Hub's insightful reporting tools, made easier by having all relevant data accessible on one platform.

Another benefit of using Marketing Hub is how easily granular list segmentation can improve lead generation by targeting individually sorted pockets of customers. These lists can be used to build personal experiences on websites and landing pages. We also highlighted HubSpot's well-supported knowledge base that makes locating industry data simple and stress-free when creating a marketing strategy.

OUR RESULTS

Once our lead nurturing campaign went into full effect across all of ApexDrop's processes, the results were immediate. The client saw an abrupt increase in leads on their website and published assets (blogs, eBooks, sales reports, case studies, and one sheets) thanks to greater user engagement. This change resulted in a spike of 43 new client meetings, 7 sales closed due to re-engagements with previous contacts triggered during the nurture campaign, and an increased revenue of \$165,246.67.

ApexDrop has reported that a percentage of meetings from the now 19,999 generated leads keep flooding into their system each day, further stating, "The campaign has been quite successful." The client even closed a significant deal before our campaign ended.



IMPROVING BUSINESSES AND INCREASING CLIENT ROI WITH HUBSPOT

Marketing exists to help support sales. We carry this fact with us throughout our work, recognizing that the solutions we provide as an agency must be valuable, measurable, and provide a positive impact on our partner's ROI.

Our growing team of marketers makes it our mission to proactively improve our partners' businesses. HubSpot's innovative tools have helped us realize our mission of delivering quality experiences that drive results, and Vonazon wouldn't be the business it is today without this ingenious marketing automation platform.
