

Marketing Automation, Content & The Human Touch Yields Strong ROI for Republic Services

Our Client

Republic Services, a \$9 billion recycling and waste firm with 14 million customers in 39 states and Puerto Rico, is an industry leader in U.S. recycling and non-hazardous solid waste. Known for the company's "We'll handle it from here.™," brand promise, customers count on Republic to provide a superior experience while fostering a sustainable Blue Planet™ for future generations to enjoy a cleaner, safer and healthier world.

Situation

When it came to "handling" B2B customer research, content development, lead nurturing and timely lead follow up, however, Republic Services knew they needed help bringing it all together to win more business. The company's marketing leaders reached out to long-time lead generation partner Televerde to play strategic quarterback for a cohesive marketing campaign involving people, process and technology.

Solution

The Televerde-led research on purchase objections and persona purchase triggers led to a seven-touch email program using Republic Services' Pardot marketing automation platform—with landing pages, downloadable articles, ebooks and infographics, conceived by Televerde content services. The concepts, copy and initial design were largely based on past-purchaser primary research

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-Beth Graham, Vice President of Marketing, Republic Services



Industry:

- Waste Management

Success Highlights:

- 50% lead conversion rate
- 2x industry standard contact rate
- 10 month reduction in sales cycle
- 300% increase in marketing attributed revenue

Televerde Services:

- Strategic Engagement Planning
- Buyer Research
- Content Services
- Teleservices
- Data Intelligence
- Marketing Automation Consulting – Pardot

and modified by Republic Services brand managers to maintain consistency. The email nurture campaign via Pardot was synched to the company's Salesforce instance and integrated with inbound and outbound teleservices support by Televerde. This ensured that nurtured contacts have a human touch to foster a crisp handoff to sales executives for a conversion from Marketing Qualified Leads (MQLs) to Sales Qualified Leads (SALs), and, ultimately, a closed/won deal.

Results

Republic Services, with the help of Televerde on the creative and campaign strategy, saw the following returns on marketing investment:

- 15% increase in Marketing Qualified Leads (MQLs)
- 60% increase in pipeline value
- 300% increase in marketing attributed revenue
- 50% increase in Sales Accepted Leads (SALs)
- 50% lead conversion rate
- 2x industry standard contact rate with objection-handling content and campaign structure
- Reduced sales cycle from 16 months to 4-6 months

For Mike Piazza, Republic Services' vice president of sales, this effort helps his team have better conversations with more hot prospects. "This new approach to lead generation allows us to expand our reach and more efficiently engage and qualify prospective customers on their terms. This gives our sellers the ability to have more meaningful and targeted conversations with each key buyer that participates in the purchasing decisions."

Beth Graham, Mr. Piazza's counterpart as the vice president of marketing, agrees, adding: "It's great to see this multi-channel approach using new and old channels work together to enhance the customer buyer journey. We're able to reach new customers that may not have found us. It's truly right customer at the right time thereby driving efficiency in targeting and speed to close."

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-Mike Piazza, Vice President of Sales, Republic Services

This project is a perfect example how capturing the customer voice and using that knowledge to overcome objections to purchase for new customers can create new deals. Your customers know more than anybody about the process involved with purchasing what you sell. If you ask people who have already purchased about that experience, you can turn curious prospects into customers.



To learn more about this work or the building blocks for achieving similar success, contact a Televerde Strategic Engagement leader at 888-787-2829.

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