



Lead Nurturing Generates Sales and Revenue for PSI Urethanes

ABOUT PSI URETHANES

PSI Urethanes is a leading manufacturer of cast urethane products. In business for over 45 years, PSI provides companies around the globe with a wide range of urethane parts including sheeting, rods and rollers while consistently staying on the cutting edge of industry innovations.

“We are very pleased with Launch’s work. It’s obvious that they pay attention to the details and always put a great deal of effort into our campaigns. We very much depend on Launch Marketing’s expertise.”

-Susan Dunlavy, PSI Urethanes

The Opportunity: Take Marketing Efforts to the Next Level

Equipped with a savvy sales team but no in-house marketing department, PSI Urethanes was looking to take their marketing to the next level and turned to Launch Marketing to act as their virtual marketing department. PSI initially engaged Launch to manage their outside online marketing vendor who handled their SEO and PPC campaigns and who was currently in the process of updating the PSI website. As the engagement progressed, PSI looked to Launch for additional marketing support.

The Solution: Lead Nurturing Strategy and Execution as PSI’s Virtual Marketing Agency

While PSI had a robust database of customers and prospects, lead nurturing was a completely new marketing effort for them. Launch Marketing began by developing a library of thought leadership articles and relevant email content, working closely with the PSI team to leverage their extensive knowledge of the industry. Regular email touches to PSI’s existing database were scheduled and implemented. Additionally, Launch worked closely with PSI’s online marketing vendor to optimize and improve both their SEO and PPC campaigns, driving a larger volume

Launch’s lead generation campaign resulted in a

100%

increase in revenue
from 2010-2011

Additionally, Launch’s efforts continued to have an impact on generated revenue and quality of leads, resulting in a:

↑ **30%** increase in sales

↑ **46%** increase in MQLs in 2012



DEVELOPED LEAD GEN CAMPAIGN

- *created library of articles*
- *built and implemented email marketing strategy*
- *worked with vendor to improve PPC and SEO results*
- *designed lead reporting system specific to PSI's needs*

of quality leads through PSI's website. These new leads generated from their website were incorporated into the lead nurturing plan.

With more leads being generated, PSI needed a simple and efficient way to track the quality, sales potential and source of the leads. Together with Launch, they developed a system that was both detailed enough for analysis purposes yet easy to use so that PSI's sales team could input this data quickly and easily. This data was presented in regular reports to PSI, and the lead generation tactics were refined and optimized based on the campaign performance results.

The Results: Campaign Generates an Increase of Leads and Revenue

The lead generation campaign increased the total number of sales by over 30% from 2010 to 2011, and doubled revenue during the same time period. Launch Marketing continued to optimize the campaign, and the outstanding results continued in 2012, as 46% of leads generated were considered marketing-qualified.

"The team at Launch is a pleasure to work with," said Susan Dunlavey of PSI Urethanes. "They are flexible in their approach and their delivery of projects is always on time. In addition, they are great at keeping projects on track so that we don't miss any opportunities to generate leads."

