



## Case Study

"Hostway's inbound marketing success sees the cost of acquiring a customer plunge from \$1,000 to \$60"

Hostway is a multinational web hosting company headquartered in Chicago, US. It provides individuals, small and medium-sized businesses, and large corporations with email and hosting services for websites, databases and business applications. It counts over 500,000 customers.

Hostway had a problem. It wasn't generating enough good quality leads from its digital campaigns. The leads that were generated cost approximately \$1,000 via pay-per-click, which is an expensive return. The company was using marketing automation platform, Marketo, but the team lacked the expertise to manage it effectively.

### Creative thinking

Champion introduced Hostway to inbound marketing and the platform HubSpot, which helps companies attract visitors, convert leads, and close customers. Inbound marketing provides a subtle but effective twist on traditional sales; rather than selling to customers and potentially alienating them, it draws prospects in by targeting those with an 'interest'.

To leverage the value of inbound marketing, Champion created a quick and creative digital marketing campaign using owned and earned media channels to generate marketing qualified leads. Targeted specifically at US IT decision makers, the campaign focused on offering the audience a choice of 'beer or BBQ', in return for a 30-minute chat about their hosting requirements. Being a proud Texan company, Hostway offered its prospects a choice of ribs or a case of beer.

### Striking results

Champion also provided the Hostway marketing team with training to help get them up and running within the HubSpot platform, and a fully managed inbound marketing service. By adopting an inbound strategy and using HubSpot, new leads were generated for less than \$60 per lead. This was a huge reduction on the \$1,000 it was previously costing Hostway.

Champion met all of Hostway's objectives, including developing sales and marketing leads, reducing the cost per lead Hostway was spending with pay-per-click, and smoothly transiting to a new marketing automation system. Strikingly, HubSpot was set up and the inbound marketing campaign launched, in less than a week.

#### Client

Hostway

#### Industry

Hosting services

#### Champion provides

Inbound marketing

#### Location(s)

North America

*"Since we began working with Champion, we've not only seen continuous sales growth, we've gained a strategic partner."*

#### Jay Newman

Vice President of Sales