

Raynor Garage Doors Inbound Marketing Program



Opportunity

Develop an inbound marketing program with a new spectrum of online communications activities to engage prospects at each stage of the purchase journey. Major goal is to deliver relevant content that homeowners, architects and other stakeholders are exploring as they move from the early consideration phases to eventual brand selection and purchase.

Strategy/Implementation

In support of Raynor's network of more than 800 dealers, an inbound marketing plan was implemented using the HubSpot® platform that has been seamlessly integrated into the Raynor.com website. Heinzeroth is responsible for all aspects of the program including design, setup and SEO for the additional web pages, writing and posting of articles and eBooks on the new Raynor blog, social media deployment of the articles, scheduling of regular email campaigns, creating website landing pages to convert any resulting visitor traffic, plus monitoring and reporting of campaign results.

Cont.

Client Brief

Raynor Garage Doors is a leading manufacturer of overhead door systems for residential and commercial applications. Raynor overhead doors and operators are sold in the U.S., Canada and more than 60 other countries worldwide.

HEINZEROTH
Marketing Group

415 Y Blvd. Rockford, IL
815.967.0929

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Case Study



Results

In the first 12 months of this program's launch, activities included:

- **Emails:** 15000 sent, generating 2700 responses
- **Blog articles:** Posted monthly for homeowners and architects.
- **Landing pages with forms and eBooks:** 30 are live on the website.
- **Email automation (homeowners):** Followup emails connect with customers registering their warranties or with all others that download eBooks and other content.
- **Email automation (architects):** Lead nurture emails go out automatically to architects that have requested a continuing education class, downloaded a project profile or have registered their design manual.

For more information contact:
Call 815-967-0929 or email hmg@heinzeroth.com

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