



Case Study: Pattern.com Hubspot Implementation

Pattern Needed Hubspot Implemented with many different landing pages and email templates for their marketing activities



Pattern.com

Industry: Software
Location: Global

Company Bio

Born on Utah's Silicon Slopes, Pattern has become the industry's leading player in ecommerce intelligence, sales optimization, marketplace management, and global expansion.

Overview

Pattern rebranded themselves and need their marketing automation system to match and communicate their customer database with all fresh re-branded designs and content. The microsities and landing pages were interactive and able to engage with their new clientele on a new level! Effectively generating leads and more sales.

"Sales & Marketing Automation is fast, responsive, and creative in their approach to solving highly ambiguous and complex tasks. We used them for a variety of different projects and they did an exceptional job for us."

*- Happy Customer
Vice President, Sales
John Labron*

Increase Engagement and lead generation growth

Increase Landing Page Views

50%

Lead Generated In 6 Months

1560

New Landing Page Templates Created

4

New Email Templates Created

5

Improved Conversion Rates of Up To %30



The Challenge

The client decided to rebrand, build a new website and connect everything to Hubspot. This included creating all-new email template designs, landing page designs, and nurture workflows in Hubspot. We help do design and full development of their complex requirements and interactive design in Hubspot.

Strengths: Good re-brand, and good existing customer database

Weaknesses: No automation, no marketing assets, or integration with new re-branded website

Opportunities: Able to re-build and nurture leads with better offerings and better lead capture

Threats: Need to get marketing campaigns running effectively with new branding which is not proven

The Approach

We had to fully re-build Pattern's Hubspot instance. Our agency has a team of Hubspot experts, designers, strategists, and developers we were able to take on the challenge of re-launching the brand. We worked with Pattern's designers to build out all their web forms, lead capture assets and bring all the pieces together.

"We simply loved being completely comfortable with letting them guide us"

- John D.
VP Sales

The Solution

We analyzed their content, and focused on quality and developing their assets that can be used to generate better-qualified leads. We developed their mock-ups using Hubspot code so they can edit and re-use there the templates.

Going forward the client's marketing team at Pattern was able to learn how to replicate and use the templates going forward to run their marketing campaigns and grow their business effectively. They launched promotions to get new leads and engage people on their new website.