

CASE STUDY

HubSpot

CLIENT: **nolte**
KÜCHEN



SECTOR: HOME / FURNISHINGS

BACKGROUND STORY

Nolte Küchen is a leading manufacturer of fully fitted German-quality kitchens. Exporting to over 60 countries worldwide. Nolte Middle East has been a client of NEXA for some time now, with the original engagement based in Dubai helping Nolte support partners in marketing the Nolte brand. On the back of this work, we were referred to the Maz Holding, a Family Group, who own exclusive distribution rights of Nolte in the Kingdom of Saudi Arabia, Nolte KSA.

Nolte KSA and NEXA have been working together since February 2020 on an array of activities but the main focus from the period of March 2022 to August 2022 was consistent delivery of integrated marketing campaigns to drive lead generation during key sales periods.

OBJECTIVES

- Increase online campaign leads from 772 to 1,000.
- Increase the number of showroom sales staff that are successfully onboarded and are using HubSpot from 28 to 45
- Ensure 100% of deals coming from Offline sources are being logged and updated on HubSpot.

CHALLENGES

- Competitors were running aggressive digital marketing campaigns with heavily discounted offers.
- The sales team showed a distinct lack of propensity to use data and platforms to ensure a better customer journey and to increase sales efficiency.

SOLUTIONS

- We created landing pages specific to the different campaign messaging, and used different key messages to suit the customer journey.
- Further to the above we A/B tested subtle variations on messaging, creative and kitchen images used to test conversion based on this.
- Building dashboards to report on marketing and sales KPIs to better inform sales showroom staff and management.

RESULTS

1,217

Leads were generated from online campaigns

100%

Of the sales staff were onboarded to HubSpot

The sales staff at Nolte are now successfully adding, logging and tracking deals on the platform itself.