

How Marketing Automation Solved System Inefficiencies for this eCommerce Company

## INDUSTRY:

- eCommerce

## TYPE:

- B2C

## UHURU PROGRAMS:

- HubSpot Onboarding and Replatforming

## TOOLS

- HubSpot Sales
- Service,
- Marketing

## CHANNELS

- SamCart

# Case Study



## THE PROBLEM

Our client, a highly successful fitness, nutrition, and lifestyle company, used several different marketing platforms and tools to support their e-commerce and affiliate marketing strategies. As they grew, they were limited by the manual processes required to connect their data across platforms, increasing their risk for human error and incorrect reporting.

Their team built a series of disconnected tools that didn't integrate, making it difficult to standardize processes and generate actionable data. The separated softwares limited their ability to see a lead's progression through their buying journey and understand how their audiences engaged with their website.

With no marketing automation platform to help streamline processes, this client struggled to track customer interactions and affiliate referrals across platforms, provide consistent customer experience, and understand which marketing activities contributed to their revenue growth.



## THE SOLUTION

After a 45-day, hands-on strategic review of their entire marketing strategy and processes, our team worked with the client to fully document their buyer personas, lifecycle stages, conversion points, traffic sources, and highest-priority activities.

We then spent the next 45 days setting up all three Hubs, including building 28-page templates, three email templates, ten campaigns with landing pages, thank you pages, thank you emails and associated workflows. Including four fully custom HubSpot forms and integrating three others; more than a dozen post-purchase and lead nurturing workflows; their sales and service pipelines, and hundreds of email and text communications.

Uhuru also worked side-by-side with their e-commerce vendor to support and test a new integration with HubSpot and integrated their affiliate management system and customer portal with custom development work.



## THE STRATEGY

Successful marketing automation will save you time, money and resources — Our goal was to establish the framework to accomplish this. Our client has saved 40+ hours per month in reporting, campaign setup and cross-team communications.



## CONCLUSION/WORK WITH US

Uhuru's partnership with this client presented the opportunity to work directly with their vendors to support a custom integration, ensuring they had the exact functionality they needed.

As a HubSpot Platinum Partner, we were able to combine our extensive experience with marketing automation, sales enablement, and e-commerce marketing to provide a unique solution and ensure their processes' longevity.



## RESULTS

- Increased productivity — 40+ hours saved per month
- Documented marketing, sales, and service processes and automated wherever possible
- Built Sales, Service, and Marketing Hubs and integrated with additional third-party tools

