

CUSTOMER CASE STUDY

Fiberglass Manufacturer Lands \$30K Quote Request From First Sugar Market Email

The world's largest producer of pultruded fiber reinforced polymer, Strongwell Corporation has a presence across the globe. By investing heavily in Research and Development (R&D) and new product development, the company provides a premium product for the construction and engineering industry.



Industry ///

Construction &
Engineering

Location ///

Bristol, VA

Website ///

www.strongwell.com



The Story

In search of a more efficient and measurable marketing outreach method, Strongwell turned toward marketing automation to amplify its inbound marketing efforts and integrate with its CRM, Microsoft Dynamics. “After undergoing a Sugar Market demo, our team saw the platform’s immediate value. It’s revolutionized the way we prospect,” said Barry Myers, Marketing Manager, Strongwell.

Only one year after implementing another marketing automation platform, the company was unsatisfied with its inability to accurately track website activity and email engagement. Strongwell received recommendations for Sugar Market and was impressed by its capabilities and convenient price point. These web traffic reports, combined with advanced email metrics, provide Strongwell the knowledge needed to manage leads in real-time.

Sugar Market’s integration with Microsoft Dynamics also allows the marketing team to qualify and engage prospects before passing them to sales through the CRM. This helps Strongwell maintain the quality of its database.

Strongwell also has utilized the platform to execute personalized nurture campaigns. Previously, the company sent prospect emails under a generic Strongwell account. Now, emails are sent from individual sales representatives. The campaign – including product features and use cases – was sent to a list of contacts, immediately spiking interest in their niche market. Within a few weeks of launching the campaign, Cataract Steel was able to track engagement and created five new opportunities off the bat.

“Email personalization has bolstered the effectiveness of our marketing outreach. Sending personalized emails through Sugar Market generated a quote request for a \$30,000 project on day one. Results like that confirm we’ve made the right choice,” said Myers.

Sugar Market’s real-time web and email tracking have transformed Strongwell’s marketing operations. By integrating all content capture points with Microsoft Dynamics CRM, Sugar Market provides the data needed to qualify leads accurately. The result for Strongwell: a better means of marketing and a healthier bottom line.

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).