chain relations, An Act-On Managed Service Provider, Gets Bookwire Found & Known with a Soup-to-Nuts Inbound Strategy

An Act-On Managed Services Partner since 2014, chain relations specializes in content creation and online lead generation, and has worked to bring marketing automation to countless companies in Germany and beyond. One such company was Bookwire, which is responsible for multi-channel distribution and marketing for over 200,000 digital products (ebooks, audiobooks, print-on-demand), and also offers content creation, marketing services, and data analysis services.

Challenge

Bookwire wanted to bring its eBook distribution services to Latin America, but faced several hurdles: the local book market was opaque, eBooks' overall market share was low, and the company was unknown. Bookwire needed a different approach, one that didn't require extensive market insight, and sought out chain relations for help.

> "
>
> **Thanks to chain relations and Act-On, Bookwire met and comfortably exceeded its projected goals**
>
> "

Solution

- chain relations helped Bookwire implement an inbound marketing strategy, first by identifying segments of the market to target and nurture online: South American publishers of literature and textbooks.

- As part of this strategy, the agency introduced Bookwire to Act-On -- a clear standout for its native integration with Salesforce (Bookwire's CRM), its rigorous compliance efforts in Germany, and its attractive pricing.

- chain relations then created a two-tier marketing automation workflow. In the first stage, prospects identified via the ads and events were sent a market study to download, gated by Act-On forms and landing pages and custom offers in English and Spanish. In the second stage, promising contacts were sent invitations for personal consultations.

Results

The campaign was a wild success. Thanks to chain relations and Act-On, Bookwire met and comfortably exceeded its projected goals. The landing pages in English and Spanish were visited 4,000 times and saw 880 downloads, a 22% conversion rate -- huge in a still small market where Bookwire was unknown. The Spanish LP proved even more successful than the English LP -- 24.76% compared to 18.95% conversions. The campaign resulted in 465 emails, in English, Spanish and Portuguese, for a 15.5% conversion rate on the linked landing pages. The Latin American market now knows about Bookwire; customers in the region are actively seeking it out.

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

www.act-on.com | @ActOnSoftware | #ActOnSW