



How Hubgen helped Bloom Hearing Specialists generate a 350% ROI from digital lead generation.

The challenge

- To regain control of their customer acquisition by generating leads in-house
- To profitably scale their revenue using digital lead generation

The project

- A robust 12-month strategy was created
- Digital assets were built and campaigns launched
- Every step of the funnel was optimised using Hubgen's proven process

The results

- 350% return on investment
- 22% reduction in Cost Per Lead
- 90% of all leads now generated internally

Bloom Hearing Specialists UK

Connie Tope, Marketing Director of hearing specialists Bloom, explains how Hubgen helped them bring lead generation in-house and take control of their own growth.

Background to the project

Connie had been buying leads for five years. This worked well but “I couldn’t control the quality, quantity or price of those leads, or who else bought them. I also had no say in the wording of the ads, which were generic - I was spending a shedload of money on ads that didn’t promote our brand!”

The company had ambitious growth goals coming out of Covid. Also, the competitors had started buying in leads and as industry pioneers Bloom were keen to stay ahead.

Time to make a change

“We wanted to double our size. But I didn’t have double the marketing budget!” Connie laughs. The obvious solution was to bring lead generation in-house. However, “we didn’t understand how digital marketing and lead generation worked, or how to do it ourselves.”

How Hubgen got involved

Connie realised that trying to figure out all this herself, and learning from her own mistakes, was out of the question – it was too risky and the business would suffer. Who could help her not only design and build an internal resource

but gain the skills to run it successfully herself?

For the past five years Connie had outsourced Bloom’s digital lead generation to the company set up and run by Justin Elliott and Graham Taylor. Well aware of their knowledge and experience, as well as finding them easy to work with, Justin and Graham were the obvious people to ask for help. The timing was perfect – their company was starting to help clients to develop and optimise their own in-house lead generation activities.

“We’re now self-sufficient and entirely in control of our own growth. In terms of the financials it’s also been very successful. ROI is 350%.”

Connie Tope, Marketing Director

Planning, implementation and more

Connie explains that “They provided everything we needed, every step of the way. First stage was strategic, planning what we needed, with lots of detail about how it was all going to actually work.”

“Then they got hands-on and implemented everything themselves. They’re not just consultants but doers! Building the landing pages. Creating the digital campaigns to drive the traffic. Setting up the management systems. They bring everything to the

table – not just what you need but why you need it, and how to make that work.”

Justin and Graham also helped recruit a small in-house team. “They told me the kind of people I needed, what should be in the job description, went through the CVs and conducted the interviews with me. They set up the team structure and trained the people.”

Adding value in other ways too

Connie is keen to emphasise that “They are commercial people who’ve built their own businesses. They have personal experience of how individuals and corporations operate, so they’re pragmatic and skilled at creating practical solutions. If plan A wasn’t appropriate they always come up with a great plan B!”

“One area where their input is proving invaluable,” Connie adds, “is tracking. They showed me what reports we needed then got it all up and running. We can now track our spend to the penny and see exactly what data, conversions and revenue we’re getting.”

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Connie Tope, Marketing Director

Connie now has direct control of the advertising. “Agencies like to run the same ads forever and getting them to create new ones was a challenge. We’ve just launched in Scotland and needed ads that appealed to people north of the border. No

problem. Offer a Black Friday deal? No problem. We understand our business better than an agency so it’s better, quicker, easier, cheaper to do the ads ourselves. Plus every ad is a Bloom ad, specifically talking about our products, services and brand.”

How successful has it proved?

Bloom’s goal was to produce 90% of their leads themselves. “In less than a year we’re achieving that.” Connie reports. “We’re self-sufficient and entirely in control of our own growth. ROI is 350%.” What’s more, the global corporation that owns Bloom is now hiring Hubgen to replicate this exercise in other markets.

Personal benefits

“I’m from a traditional marketing background” Connie says, “but these days it’s essential to have a proper working knowledge of digital marketing and lead generation. For years I’d been listening to external providers explain how complex it was, baffling me with jargon, feeding me the smoke and mirrors stuff.” Justin and Graham helped her make sense of it all. “They set me little exercises to do on Facebook, I’d ask them questions, I’d get them to jargon-bust, they’d point me to free online courses. Also, I had no idea how to manage a team of digital people, what they should be doing, the KPIs they should be working towards. Justin and Graham coached me, and the team, through all this, and continue to do so. They’ve made me a bigger asset for the business and future proofed my career as well!”

Easy to work with

Asked about how smoothly the transition went Connie describes it as "Painless. Justin and Graham are just nice, normal people, keen to share their knowledge and experience. They're not nerds trying to impress, not patronising...you feel like you're in charge of the process and that everyone is equal. You don't feel stupid asking a question!"

Looking ahead

Connie is confident about the future. "We now have the knowledge and skills to be self-sufficient and in control of our own destiny. Not reliant on others whose agenda is quite different from our own. Day to day we don't need Justin and Graham but we can call on them for input and support whenever we want. Personally, I wish I could keep them forever!"

Who are we?

We fuse the best of in-house and outsourcing expertise with entrepreneurial know-how to create a team that allows you to own your growth.

We started Hubgen because too many of our clients were asking for something different. They wanted all the benefits of an in-house team, but didn't know where to start.

We help you take ownership of your company's growth by defining, running and then recruiting for the in-house digital lead generation strategy and team which will serve your business best.

Our unique framework has been refined over a decade to create a tried-and-tested methodology for creating a high-function lead generation strategy.

If you'd like to discuss any of the areas outlined in this document, please don't hesitate to contact us by going to www.hubgen.co.uk.

Book a free 30 min chat to share your lead generation challenges with us. Visit www.hubgen.co.uk/contact

