

Safety In Numbers – The **Arbill** Story

How Inbound Marketing Integration Increased This Safety Enterprise's Bottom Line

Arbill provides innovative industrial safety products, services and training programs to protect workers on the job. With warehouses across the U.S. and the world, Arbill deals with some of the largest Fortune 500 companies, including Coca-Cola and Harley-Davidson.

Founded in 1945 to provide suitable hand protection, Arbill quickly grew to provide Personal Protective Equipment (PPE) in all equipment categories. By 2012, the business had grown significantly, but they weren't conveying the story that they hoped to tell: that Arbill was on a mission to ensure every employee returned home safely each day.

That all changed when Arbill integrated their marketing efforts with an inbound marketing program.

This is the story of how they became an industry thought leader and expressed their beliefs in a way that resonated with their audience.



THE SITUATION:

No Message Integration

When Arbill President and CEO Julie Copeland approached Square 2 Marketing, the company's tagline, appearance and communications weren't expressing the message Arbill wanted to convey. Their design and branding lacked a uniform approach – not only in appearance but in conveying their company's core value of safety for every worker.

These inconsistent tactics reflected a common mistake many large enterprises make: not integrating their marketing and design elements into a **cohesive marketing strategy**.

Copeland knew that Arbill needed to change their marketing approach. She was right – the key to telling a consistent, innovative message is an inbound marketing strategy, and not just disjointed tactics.

THE SOLUTION: Inbound Marketing Integration

Square 2 Marketing met with Copeland and two other key members of her team: Robyn Zlotkin, Arbill's Executive Vice President, and Wendy Miller, the Vice President of Operations. Together, this team co-created an inbound marketing plan to tell Arbill's story in all channels and in a way their prospects and clients would best understand.

The Arbill team had a **key advantage** in the process: Copeland understood what made her company remarkable. Copeland and the Arbill team were *truly* passionate about protecting people on the job. Their company's products and training services weren't just words they said, but a philosophy they lived by.

This safety concern and philosophy created an emotional connection between Arbill's prospects and their products and services. It answered the question their prospects were asking: the *why* of safety and not just the *how* of equipment and training.

Together, the Arbill and Square 2 Marketing teams created specific buyer personas patterned after Arbill's best clients, explored the pains and problems of their prospects and matched remarkable solutions to those pains. Then, the Square 2 Marketing team created individual tactics to integrate this strategy into a cohesive inbound marketing plan.

That plan involved two major steps ...



The First Step: Integrating Efforts

Once the inbound marketing strategy was created, Square 2 Marketing rolled out individual tactics, integrated to create a consistent appearance and messaging approach for Arbill.

Design upgrades included an updated website design, brochures, one-page sell sheets, a fresh product catalog, email signatures and even a full-color sample box to send the latest safety products to prospects and clients. In addition, everything, from their new blog to their social media platforms, was redesigned to match the consistent brand look and message.

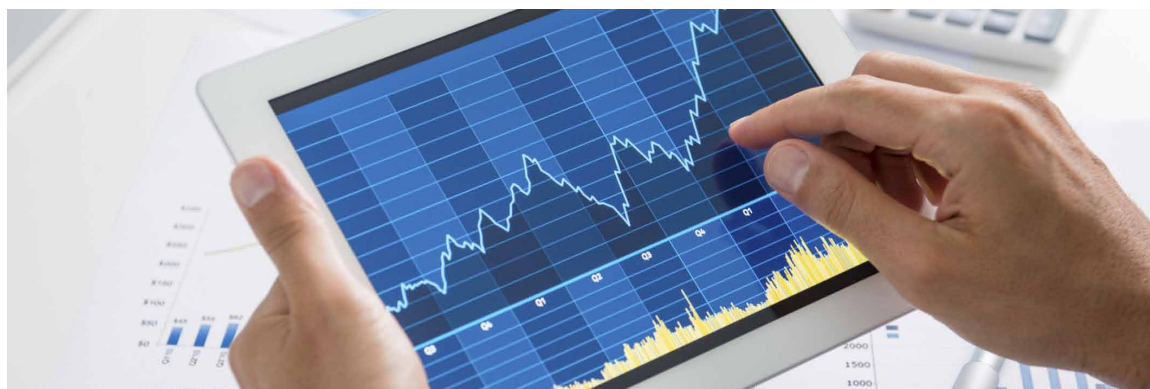
Arbill's remarkable characteristics – Safety Architects, Safety Specialists and their Savings Through Safety™ program – served as the keystone of their new inbound marketing program, helping to differentiate them from their competitors and offering potential clients more compelling reasons to purchase their products or services.

The Second Step: Increasing Visibility

Copeland could have achieved the first step by simply hiring a branding agency, but she knew Square 2 Marketing wouldn't just provide some design services then leave the rest to Arbill. Instead, the new, integrated brand was only the beginning.

Now, with consistent, prospect-focused messaging in place, Arbill was ready to increase web traffic and visibility. The inbound marketing strategy directed new traffic to Arbill's site through consistent blogging, a monthly promotional email and another monthly thought-leadership email. Inbound-oriented website design and SEO best practices also contributed to increased site traffic.

The results were dramatic.



THE RESULTS: Quantifiable Differences

The inbound marketing strategy and brand integration paid off. Once individual tactics began to play their part in Arbill's inbound marketing plan, results began to show. After just 18 months:

- Informative and educational blogs helped position Arbill as a thought leader, with some posts getting more than 23,000 views
- Monthly website traffic increased by 326%
- Lead generation increased by 478%

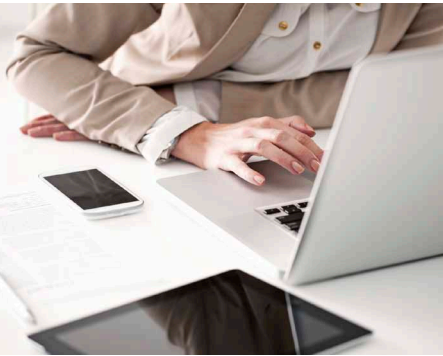
Website traffic and visibility weren't the only results, however. As a byproduct of these increased numbers, not only did their market share increase, but the company's position in the marketplace also changed. Arbill is now perceived as a pacesetter in the safety products and training industry and their message of sincere safety is communicated consistently: a message that not only resonates with their clients and prospects, but with the entire Arbill team.

KEY LESSONS: **Inbound Marketing Pays Off**

Looking back, Copeland recognizes these key lessons from her company's inbound marketing engagement:

- Inbound marketing is easier when you recognize the imperative to be remarkable.
- Inbound marketing *strategy* (and not just tactics) takes a lot of upfront work, but it pays off with a better return on marketing investment.
- Inbound marketing requires consistent effort (in blogging, emails, etc.).
- Inbound marketing made a significant difference for Arbill's public perception and for their bottom line.

By integrating Arbill's appearance and voice, strategizing its remarkable approach to solving prospect pains and executing inbound marketing tactics consistently, Copeland was able to communicate her message of worker safety in a way her audience could truly appreciate.



Want to start *your* inbound marketing success story?

Contact Square 2 Marketing – the leader in enterprise inbound marketing – to learn more about how an integrated inbound marketing strategy makes makes a bottom-line difference.

Square 2 Marketing – Leading the Reality Marketing™ and Inbound Marketing Revolutions!