

BioGill Enters Craft Brewery Market & Triples Sales Pipeline in First Year

BACKGROUND

BioGill North America is an Australian-based wastewater solutions company that entered into the U.S. market in 2018. Its main objective was to capture market share among the growing list of thousands of craft breweries via introduction of proprietary wastewater treatment technology.

BioGill hired Voom Creative to design, launch and manage a national 11-month campaign, which focused primarily on coastal regions and specific states where wastewater surcharges are high and wastewater disposal is closely monitored and/or regulated. The campaign targeted brewery owners and brew masters through an integrated campaign of print and digital advertising, direct mail, telephone cold calling, videos, a webinar, an ROI calculator, white paper, tradeshow strategy and a campaign website. Voom Creative's role included market research, design and implementation of all marketing tactics, and monitoring/reporting on monthly KPIs through a custom-created dashboard.

"Voom becomes your partner in business. Together, we delivered a lead generation campaign which tripled our sales pipeline. The team at Voom listened, learned and added value with thoughtful strategy and mind-blowing, great creative ideas. An impressive agency that really delivers results."

ELIZABETH LETTE

International Marketing & Strategy Manager
BioGill

OBJECTIVES

Core objectives for BioGill included:



Generate "marketing qualified leads" (MQLs) among craft brewers that produce between 2,000 and 50,000 barrels of beer per year in targeted key states



Through an integrated marketing approach, help educate potential buyers of the key benefits, long-term cost savings and a specified ROI of BioGill's water solution technology, which can be distributed to MQLs for deeper engagement



Of all MQLs generated, convert a small subset to "sales qualified leads" (SQLs) that have potential buyers asking for a quote and proposal from BioGill

SOLUTIONS

We achieved BioGill’s objectives by:

1. Extensive research of target audience attributes, including buyer behaviors and key pain points to generate relevant, educational and motivational messaging within focused communication channels
2. Development & targeted deployment of educational marketing assets and advertising via multiple channels that showcase BioGill water treatment system benefits for craft brewers of all sizes
3. Development of a unique, free online ROI calculator that allow potential buyers of water treatment systems to instantly determine an “investment return horizon” based on customized water usage and other localized metrics

Advertising, Video, Media Planning & Buying, Marketing Collateral



"Hi, my name is Dave and I have a wastewater problem."

Don't let wastewater disposal cost up your profits. Puller's had one.

1. Choose your system size
2. Choose your water usage
3. Choose your local disposal rates

Can't let wastewater disposal cost up your profits. Puller's had one.

1. Choose your system size
2. Choose your water usage
3. Choose your local disposal rates

PROBLEMS SOLUTIONS

Paying high wastewater disposal hauling and tipping fees. Treats BOD/COD to domestic strength levels.

Wastewater too high strength for local or surface discharge. Lowers costs by reducing waste to local or surface.

No time to deal with wastewater treatment. Quick to install, simple to operate, easy to maintain.

VOOM CREATIVE™

Call: 214-296-6675 | Email: info@voomcreative.com

Truly or Best Case | To learn more visit bio.gill.com

"Hi, my name is Dave and I have a wastewater problem."

Story of a distributor: craft brewer discharging wastewater to sewer and paying high surcharges

1. Choose your system size
2. Choose your water usage
3. Choose your local disposal rates

PROBLEMS SOLUTIONS

Cracking fact, needs create wastewater system in best price. Great for any size brewery.

Right capacity where every inch counts. Small footprint and modular design.

No time to deal with wastewater treatment system. Quick to install, simple to operate, easy to maintain.

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"Hi, my name is Becca. And I have a wastewater problem."

Need for wastewater disposal cost that can't be ignored.

1. Choose your system size
2. Choose your water usage
3. Choose your local disposal rates

PROBLEMS SOLUTIONS

Cracking fact, needs create wastewater system in best price. Great for any size brewery.

Right capacity where every inch counts. Small footprint and modular design.

No time to deal with wastewater treatment system. Quick to install, simple to operate, easy to maintain.

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KEY RESULTS

>3X
SALES PIPELINE
GROWTH

Through targeted marketing that focused on education of water treatment solutions, BioGill’s sales pipeline more than tripled during the promotional period



Educational sales materials with a long shelf life were created to allow for greater efficiencies in marketing spend



Lead volume generation was so successful that at one point, the campaign was paused to allow BioGill personnel to catch up on lead outreach



Direct mailers won an international 2019 Hermes Gold Award, while the entire integrated campaign won a coveted international 2019 MarCom Platinum Award

Contact us to explore how to creatively expand your brand with outstanding results.