



Scenario Guide: Increasing B2B E-commerce Sales With Nuun360™

Background:

PennStation is an e-commerce office supplier that's been in business for 10 years, supplying office essentials to small companies in the Northeast United States. The company's customer base began to decline due to increased competition, so it needed to find ways to re-engage former customers and increase sales volume for current customers. The company was struggling with an inefficient sales process that relied too heavily on outbound sales efforts. Another issue was customers not adopting new products due to lack of awareness.

Gross Revenues: **\$13MM** Units Sold/Month: **216,700**
Revenue/Unit: **\$5** New Leads/Month: **950,000**

Industry:

Business Supplies and Equipment

Segment:

B2B/B2C, high volume, low RPU

Goal:

Increase sales for current customers



Goals:

PennStation wanted to use Nuun360™ to:

1. Improve efficiency of sales process
2. Increase purchase frequency by cross-selling to existing customers
3. Accelerate adoption and first purchase of new products
4. Re-engage former customers that had switched to other suppliers

Tactical Philosophy:

PennStation fully integrated with Nuun360™ to track sales from open leads to closed-won opportunities. Segmenting companies and creating drip campaigns to provide relevant content to those segments enabled PennStation to cultivate relationships with current and former customers. With Dynamic Web Content, PennStation was able to serve relevant and complementary products to its customers. This resulted in higher sales volume and cross-sales of complementary products.

Recommended Tactics:

1. **End-to-End Analytics with Campaigns:** PennStation created campaigns and integrated its CRM with Nuun360™. Through reporting, the company tracked end-to-end ROI to determine which campaigns performed effectively and which wasted valuable marketing dollars.

Penn Station found that during the sales process there was a clear point that had a very high drop-off rate. Within the post-sale phase, the sales team was not sending follow-ups, leading to a higher percentage of companies not making a repeat purchase.

2. **Drip Campaigns through Segmentation with Dynamic Lists:** PennStation wanted to encourage cross-sale and repeat purchases. Using Dynamic Lists, customers were divided into segments based on the category of products they currently purchase and purchase frequency. PennStation created workflows for highly targeted email drip campaigns that allowed automated communication on a regular, almost one-on-one level.

This resulted in much higher conversions and decreased the amount of time the sales team spent per lead. **For Example:**

- To remedy the high drop-off rate in the sales cycle, customers were added to a post-purchase drip campaign that sent reorder reminders, as well as maintained contact every few weeks to see if there were any issues or if the customer needed additional products.
- To re-engage former customers, a Dynamic List was created to identify businesses that had previously purchased from PennStation but had not made a purchase in three months. These companies were included in a nurture campaign that sent reminders to purchase office supplies, new product offerings, and a 10% off the next purchase coupon.
- PennStation grouped inventory into complementary product groups. When a customer purchased items from a particular set of products, it was added to a nurture campaign that sent information about the other products within the group to promote cross-sales.

| Customer Segmentation Grid | Low Purchase Frequency (every other month) | Medium Purchase Frequency (once a month) | High Purchase Frequency (2x+ a month) |
|-----------------------------------|---|---|--|
| Office Supplies | Office Supplies, Low | Office Supplies, Medium | Office Supplies, High |
| Paper | Paper, Low | Paper, Medium | Paper, High |
| Ink & Toner | Ink & Toner, Low | Ink & Toner, Medium | Ink & Toner, High |
| Breakroom Supplies | Breakroom Supplies, Low | Breakroom Supplies, Medium | Breakroom Supplies, High |
| Technology | Technology, Low | Technology, Medium | Technology, High |
| Copy & Print | Copy & Print, Low | Copy & Print, Medium | Copy & Print, High |

3. **Targeting with Specialized Campaigns:** Specialized campaigns were created in Nuun360™ when new products were added to the inventory, and workflows were built to provide the most relevant businesses information about these new products. **For Example:**
 - When PennStation began offering custom-sized poster printing services, it created a specialized campaign to inform companies that new sizes were available.
4. **Proactive Sales Engagement with Notifications and Shopping Cart Integration:** PennStation relies on Nuun360™ shopping cart integration to track purchases and get the full idea of the customer journey. **For Example:**
 - New leads were created when a previously unknown customer purchased an item, and those leads were added to nurturing campaigns to encourage repeat purchase.
 - Items purchased were tracked for each lead, and customers were added to the corresponding segment and included in those drip campaigns.
 - For larger customers, automatic notifications were set up to let sales reps know when a priority customer returned to the site, enabling the sales rep to reach out and re-engage on a personal level.
 - Automatic reminders were implemented for each sales rep to inform them when high-spending customers should be reached out to, such as when the customer was near the end of its sales cycle.
5. **Dynamically Target for Products with Dynamic Web Content:** PennStation used SharpSpring's ability to provide Dynamic Web Content to cross-sell additional products, based on consumer behavior and the complementary product groups that were created. **For Example:**
 - When a returning customer that had previously purchased a large supply of computer paper returned to the PennStation website, the site was able to dynamically serve that customer with information about printer ink, along with a \$10 off coupon.

In The Future

PennStation continues to use Nuun360™ to maintain contact with its current customer base, while expanding to new markets outside of the Northeast. The company has begun building a shopping cart abandonment program to bring buyers back through automated, personalized email communications. It is using paid search and tracking the success of those campaigns, and is building its new-customer base with an automated referral program.

The results that PennStation is achieving using Nuun360™ are not possible with traditional ESPs and a basic CRM system. Integrating all marketing efforts into a single marketing automation platform has allowed the company to have near one-on-one communication with customers in a high-conversion process. The end-to-end tracking has allowed PennStation to see the ROI of marketing and sales efforts, allowing the company to effectively allocate resources to the highest-performing initiatives.

| Customer Segment | Tactic | Effort | Sales | Revenue |
|---|---|---|--|---|
| All Segments | Analytics and Campaigns: Implemented to track the ROI on each campaign run, to determine the most effective methods of marketing and focus efforts on these. | 10 minutes to set up per campaign | Supports All Tactics | |
| All Segments | Sales Team Engagement Notifications: Send text messages/emails to sales team to notify when previous customers return to the site or is due to be reached out to, that way they can contact the lead with targeted content. | 10 minutes to set up | Supports All Tactics | |
| All Segments | Dynamic Web Content: After inventory was grouped into similar products, dynamic web content was used to cross-sell products to customers that have purchased one of the products within the group. | 2 hours to set up, need programmer that knows html | Dynamic web content was used as a tactic to cross-sell, in conjunction with drip campaigns. | |
| All Segments | Specialized Campaigns: Introduce custom-size poster printing capabilities, offer a 10% coupon, give ideas for projects that can be completed. | 30 minutes for set up, in addition to time for content creation | Resulted in 15,000 custom-posters ordered. | \$75,000 |
| All Segments | Specialized Campaigns: Begin carrying single-serve coffee makers and coffee pods, created campaign to promote these. | 30 minutes for set up, in addition to time for content creation | Resulted in 560 single-serve coffee makers and 13,400 coffee pod packs sold. | \$57,000 |
| All Segments | Specialized Campaigns: Sign up for repeat delivery within 2 weeks and receive \$25 off first purchase over \$100 | 30 minutes for set up, in addition to time for content creation | Of the 2,160 engaged companies PenStation delivers to, this resulted in 180 companies signing up for repeat delivery (once a month). | \$54,000 |
| Segmented Drip Campaigns: | | | | |
| Key Segments were chosen by PennStation. to begin targeting with highly relevant campaigns. Once the segments were set up, Dynamic List automatically update customers as their needs change, becoming a permanent growth engine for PennStation. | | | | |
| All Segments | Post-Purchase nurture campaign that sends reorder reminders based on their purchase frequency, and reminders set for sales reps to reach out every few weeks to ensure that orders are going through and maintain a good level of customer service. | 5 minutes to set up 5 hours for content creation | An ongoing nurture campaign that occurs after each sale to increase customer satisfaction and retention. | |
| All Segments excluding tech, Have Not Purchased > 3 months | Re-engaging nurture campaign to convince to purchase again with coupons, new product offerings. | 5 minutes to set up 3 hours for content creation | Sent to 5,100 companies that were reengaged for over 3 months and less than 1 year. Of those, 295 companies became reengaged. | \$295,000 |
| Copy & Print, Medium Purchase Frequency | Send regular coupons to this group to try to encourage higher purchase frequency and encourage them to only get printing services done by PennStation, versus other companies. | 5 minutes to set up 1.5 hours for content creation | Sent to 1,600 companies, which resulted in 122 companies going from purchasing once a month to twice a month. | \$146,400 |
| All paper & office supplies, Low Purchase Frequency | Use dynamic web content and nurture campaign to cross-sell for breakroom items (coffee/snacks). | 5 minutes to set up, 3.5 hours for content creation | Resulted in 380 companies increasing their breakroom spend. | \$38,000 |
| Technology, All Purchase Frequency | Cross-sell customers that have purchased laptops for their company, laptop accessories (flash drives, keyboard & mouse sets, anti-virus software, etc.) using dynamic web content and targeted nurture campaigns. | 5 minutes to set up campaign, 4 hours content creation | Sent to 950 companies, resulted in 80 buying additional tech items. | \$40,000 |
| Ink & Toner, High Frequency | Offer a discount on purchase of ink and toner if they send in their used cartridges for recycling. | 5 minutes to set up campaign, 2 hours content creation | Able to save \$8,000 on cost of new ink cartridges by recycling old ones. | \$8,000 |
| Office Supplies, low frequency | Promote cross-selling of additional products in this category by drip campaigns and dynamic web content highlighting products in group that were not purchased. | 5 minutes to set up campaign, 4.5 hours content creation | Sold an additional 24,000 units. | \$120,000 |
| Paper, medium frequency | Promote bundle package of buy 10 reams of paper, get 1 free to encourage higher volume purchases. | 5 minutes to set up campaign, 1 hour content creation | Sold 260,000 reams of paper. | \$260,000 |
| All Segments, new leads | Immediately after first purchase, receive a 10% off next order purchase + free delivery (expires 1 month after purchase). Dynamic Web Content will show items that they have previously purchased when they visit the site for easier reordering. | 5 minutes to set up campaign, 2 hours content creation | Sold 50,000 units sold | \$250,000 |
| | | | Net Impact | \$1,343,400 increase in sales, a 10% lift. |