

Converting on a Major PR Win

Proven lead generation tactics and a public relations opportunity are a winning mix.

About the Client

Gates Corporation (www.gates.com) is one of the world's leading manufacturers of industrial and automotive products, systems and components with operations in 29 countries. Gates maintains sales and marketing operations in every major industrial and automotive market, including North and South America, Europe, Asia, Australia and the Middle East. Gates is part of the Industrial & Automotive group of Tomkins plc, which is owned by a consortium comprising Onex and the Canadian Pension Plan Investment Board. Tomkins enjoys strong market positions and technical leadership across all of its business activities and owns some of the best-known brands in their respective markets.

Challenge

Gates Corporation's Automotive Aftermarket division had the unique opportunity to be featured on a SPEED Channel episode of "Two Guys Garage." The program's hosts, Bryan Fuller and Kevin Byrd, discussed serpentine belt wear in vehicles and demonstrated a new belt wear diagnostics and measurement tool from Gates. The challenge? On short notice, 90octane needed to leverage this public relations hit to educate target audiences of professional technicians, parts distributors, parts manufacturers and DIY installers on quality Gates products. We saw an additional opportunity to generate qualified leads and grow a strong database of prospects.

Solution

Future customers learned about the differences between Neoprene belts, which auto manufacturers were phasing out, and a newer belt with EPDM construction. They were also invited to register for the free belt wear gauge. Gates would prove to prospects that it could be a trusted source for information and ultimately for belt replacement.

To launch in conjunction with the "Two Guys Garage" episode, in only one week 90octane developed a custom lead generation microsite focused on belt wear, complete with educational information and a form to request the free tool. At the site, prospects could also request contact from a Gates representative for more details. Both the belt wear gauge request and contact request registration forms on the site helped generate qualified leads and build a database of prospective customers.

Results

Between its launch in September 2009 and September 2010, the site received 99,410 visits by 92,283 unique visitors. Tremendous spikes in traffic were seen after each airing of the television show. News travels fast online, and the offer was also picked up by many deal sites and shared socially amongst online users, greatly extending the program's reach. In fact, 74% of visitors referred from other sites came from an unexpected source – not Gates.com, Google, Yahoo, Bing

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or TwoGuysGarage.com—but actually from social sites. Gates received 22,235 registrations for the belt wear gauge during the 12-month period, and in registering for the gauge, 15,721 users opted in to receive further communications from Gates.

Strategic lead generation was successfully integrated with a major media opportunity, driving droves of qualified prospects to the Gates Auto sales team.

Client Testimonial

“Quick integration was the key to turning a big PR win into a big conversion opportunity.”

Kent Van Oort

Marketing Communications Manager, Automotive Aftermarket

Gates Corporation

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