

CASE STUDY

MOSS INC.

INBOUND & OUTBOUND CAMPAIGNS THAT LED TO THE 2 BIGGEST SALES IN COMPANY HISTORY

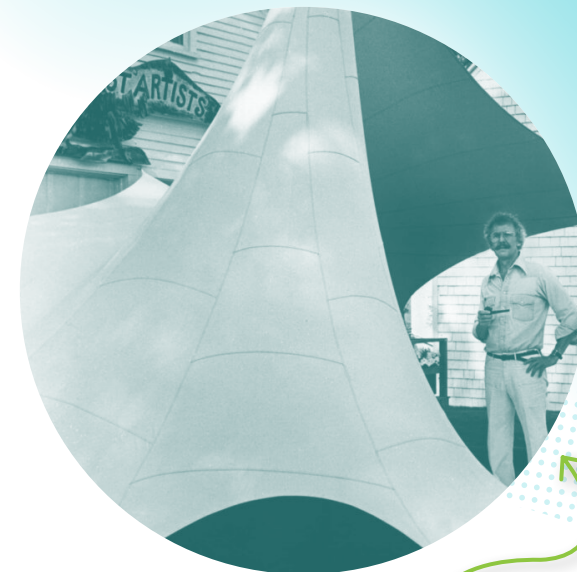


THE STORY

COMPANY BACKGROUND

Moss Inc.'s origins date back to 1955, when artist and outdoor enthusiast Bill Moss designed the world's first "pop-up" tent. Moss Inc. grew throughout the 20th century as innovators in "tensioned fabric" technology and wowed attendees of the 1983 Outdoor Retailer Show with their fabric and frame product backdrop. The Moss team continued to ride this creative momentum into the 2000s and expanded their manufacturing capabilities, joining forces with fabric printing pioneers, event décor experts, and graphical design vanguards across the globe.

Today, the Moss team continues to create unforgettable exhibit, event, corporate, and retail experiences with a commitment to providing outstanding service and world-class products. Moss Inc. prioritizes sustainable business practices by reducing waste, recycling, and streamlining operations throughout its production cycle. With the support of its valuable team members, Moss Inc. has been able to partner with brands around the world to help bring their presentation visions to life.



1955 Bill Moss



CHALLENGE / OPPORTUNITY

A LACK OF DIGITAL MARKETING

Prior to working with Vonazon, Moss essentially had no digital marketing strategies in place. Their sales team had no connection to their marketing efforts, and their customers were largely unaware of the extent of services and products that Moss offered.

Moss recognized that in order to grow, they would need to work with an agency that could help bridge the gap between sales and marketing and properly utilize technology to create clear and effective outreach to their prospects and customers.



THE LACK OF MARKETING MEANT:



LIMITED BRANDING WORK



NO MARKETING ROADMAP



NO OUTBOUND MARKETING



CUSTOMERS LEFT IN THE DARK ON SERVICE INFO



OUR SOLUTION

ALIGN SALES, MARKETING & TECHNOLOGY

Our goal is to provide product awareness on top of a more streamlined and effective brand awareness strategy. We execute this by highlighting Moss's involvement at trade shows and other in-person events.

By performing a complete audit of their Salesforce instance along with their Act-On account, we outlined a holistic plan of action to increase the quantity and quality of touch-points with Moss's customers and prospects.

Beginning with an identification of their various market verticals, we put together an implementation strategy targeting each sector that Moss services. This approach features a two-pronged approach, focusing on both inbound and outbound marketing.

After identifying Moss's target market verticals, Vonazon put together an inbound and outbound implementation strategy.



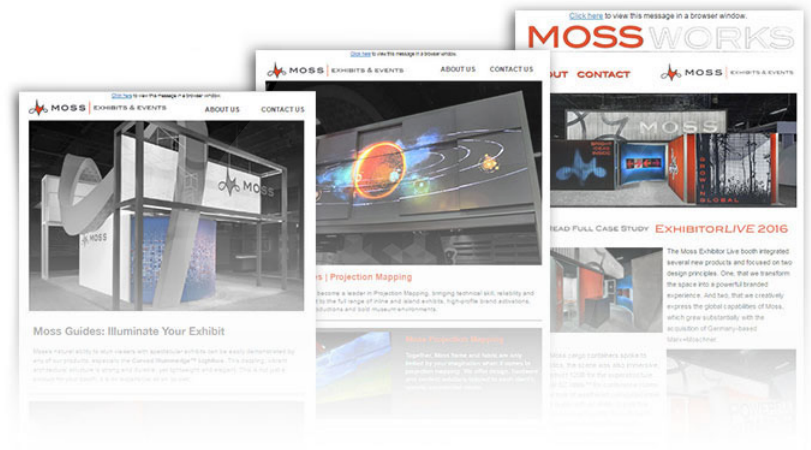
OUR PROCESS

JOINING SALES, MARKETING & TECHNOLOGY

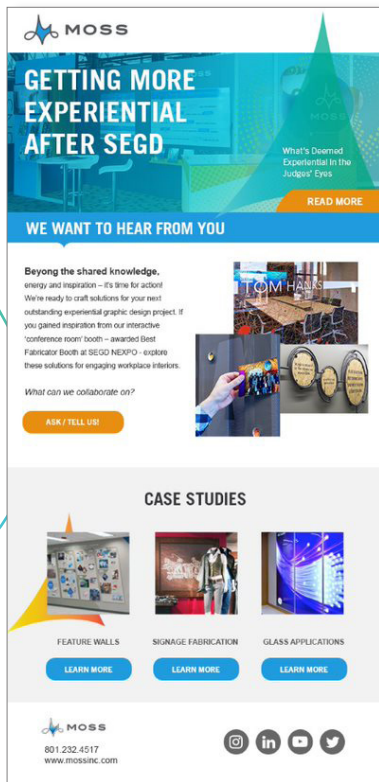
By identifying key trade shows, events, markets, and groups to target strategically, we put in place a roadmap for success to engage with their prospects and customers. Using a variety of custom, targeted messages (based on market and lead status) that were sent across multiple different platforms including email, website, and social media, we created an impactful omnichannel presence for Moss.

For Moss's trade show presence, we developed a pre-event, during the event, and post-event marketing campaign in Act-On that focused on generating in-person meetings.

The goal was to invite prospects and customers alike to visit Moss at their booth to engage and get informed on their new products, experiences, and projects. Once a lead has engaged with Moss reps, we put in place a series of follow up messages to solidify the relationship.



TWO BIGGEST SALES MONTHS IN MOSS HISTORY



After Vonazon stepped in to perform a complete overhaul of their website, email, and content strategies, Pangea's brand had new life breathed into it—and their leads, prospects, and customers couldn't be happier to engage with it.

Even better, with the full strategy fully executed and in place within their Act-On platform, Pangea had real-time insight into how their leads were engaging with their collateral, as well as detailed information about which prospects offered the hottest opportunities for their sales reps to follow up with. In addition to more deals in the pipeline, Pangea finally had strategic insight pertaining to their marketing efforts, which allows them to make intelligent decisions about where to invest further to generate the greatest return on investment for future campaigns and initiatives.



3000+
Unique website visitors



20
More conversions per month



24%
Overall engaged click-through rate

KIND WORDS FROM MOSS

Jim Lovelady, Senior Vice President, Sales Operations at Moss Inc., shares **“I highly recommend Vonazon, not only as an agency partner, but as an advocate for your business.”**

[Watch the video »](#)



CONTACT US

CONTACT VONAZON

LET'S WORK TOGETHER

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