



CASE STUDY

RPM Machinery Reports \$2.5M in Marketing Attributable Revenue After One Year with V+M

RPM Machinery is a leading CASE® Construction Equipment dealer, providing new heavy equipment, rentals, and service to customers throughout Indiana. RPM was founded in 1965 and acquired by Kenney Group in 2018.

Objective

Repeatable, Scalable, and Profitable Marketing to Drive Revenue

After stalled growth, a lack of focus on marketing, and a three-year goal of growing by \$10 million, RPM Machinery engaged Valve+Meter to develop and implement a repeatable, scalable, and profitable marketing program to drive revenue.

Solution

1. Research & Strategy

RPM Machinery partnered with Valve+Meter to complete a comprehensive research study and marketing strategy. This *ThinkFirst* process involved evaluating current marketing programs, competitor analysis, and *Math Before Marketing™* strategy. The effort resulted in prioritizing revenue-generating marketing programs with the (i) greatest chance of winning, (ii) winning quickly, and (iii) least amount of risk.

2. Inbound

Much of the website traffic earned to date was returning traffic or otherwise referred to as returning customers. It was then through the ThinkFirst analysis and competitive research was Valve+Meter able to create a revenue-generating inbound strategy that would serve RPM Machinery in the short term and for the future.

Valve+Meter built RPM Machinery a high-performance website focused on solving the equipment and maintenance problems many heavy-equipment organizations face. The site builds trust with prospects, and was designed with UI/UX in mind to drive conversions in the direction RPM Machinery should march for the future. In addition, a foundational SEO strategy of building directory listings, backlinks, and local citations was launched to produce the necessary online industry authority to drive increased organic traffic and leads.

3. Outreach Prospecting

During the *ThinkFirst* Strategic planning process, Valve+Meter's Demand Generation Team analyzed RPM's customer and sales data, as well as its existing lead generation strategy.

3. Outreach (cont.)

From there, V+M built an outbound marketing strategy focused on generating qualified new equipment, rental, and service leads. Valve+Meter's team of Demand Generation Specialists built tailored prospect lists that fit RPM's ideal customer profile. Our team then used a multi-channel approach – including cold-calling and cold-emailing prospecting – on behalf of RPM Machinery. V+M provided RPM's sales team with 16 additional qualified leads per month, allowing RPM's sales teams to focus on closing more deals.

Return on Marketing Spend (ROMS)

Overall:

Gross Margin ROMS Target: **\$2.25**
 Gross Margin ROMS Actual: **\$6.46 : \$1**
 Marketing Attributed Revenue: **\$2,512,571.38**
 YOY Marketing Expenses: **Reduced**
 In-House Marketing Personnel: **Headcount Reduced**
 Path to the Three-Year Goal: **On Pace**

Outbound:

Goal: **173/194 (112%)**
 Sit-Rate: **92%**
86% of Meetings Were Held with Owners

Inbound:

Gross Margin ROMS: **\$11.59**
54% Increase in Backlinks
73% Decrease in Cost per Lead

"We are now quickly achieving much greater results with a lower spend.
Engaging Valve+Meter is one of the best decisions I have ever made."

Mike Kenney, CEO
 RPM Machinery