

FROM CONCEPT TO LEADER

*Motivo's Marketing Journey to
2x in Yearly Revenue and a 35% Profit Margin*

CASE STUDY



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DELIVERABLES

- Prospecting
- Lead generation
- Messaging
- Email marketing
- Digital advertising
- Website design & development
- Content creation
- Accounts Based Marketing (ABM)

OVERVIEW

Buried pipe problems pose significant risks to refinery and chemical plant operations, affecting processes, oily water sewers, and pressure piping. Motivo, an upstart company, aimed to position itself as a trusted and innovative provider of trenchless solutions for flow and mechanical integrity-related issues in the oil, gas, and chemical industries.

THE CHALLENGE(S)

Challenge One - Status Quo in the Marketplace

Change is hard. Many plants and oil companies are comfortable in sticking with traditional approaches and fixes to their pipeline infrastructure. Influencing them to try a new approach will require continuous education and showing the results of the solutions that were provided to past clients.

Challenge Two - New Competitors Entering the Marketplace

New innovative competitors may emerge in the future. They may see the opportunities to provide trenchless pipeline solutions and push the boundaries into Motivo's industries.

Challenge Three - Continued Market Awareness of the Motivo Solution

While Motivo is a smaller company, it has the competitive edge to be more adaptive in the marketplace. The challenge will be how fast Motivo can increase its marketplace visibility and how well they can connect and engage with their prospects and customers, while consistently demonstrating how it truly delivers through its phased approach.



SOLUTION

Going through the **MIGHTY BLUEPRINT™** process to establish a branding and marketing foundation.

Branding

Establish Motivo as an industry leader through a strong brand identity that highlights innovation, expertise, and problem-solving capabilities. Create a visually appealing logo and cohesive visual elements across all marketing materials. And brand their comprehensive approach, Phase Zero, to solving buried pipeline issues. Their approach allows Motivo to gain a deep understanding of the challenges faced by their clients. By leveraging their expertise and knowledge of sewer system failure causes, they bring in new and alternative solutions to address specific issues.

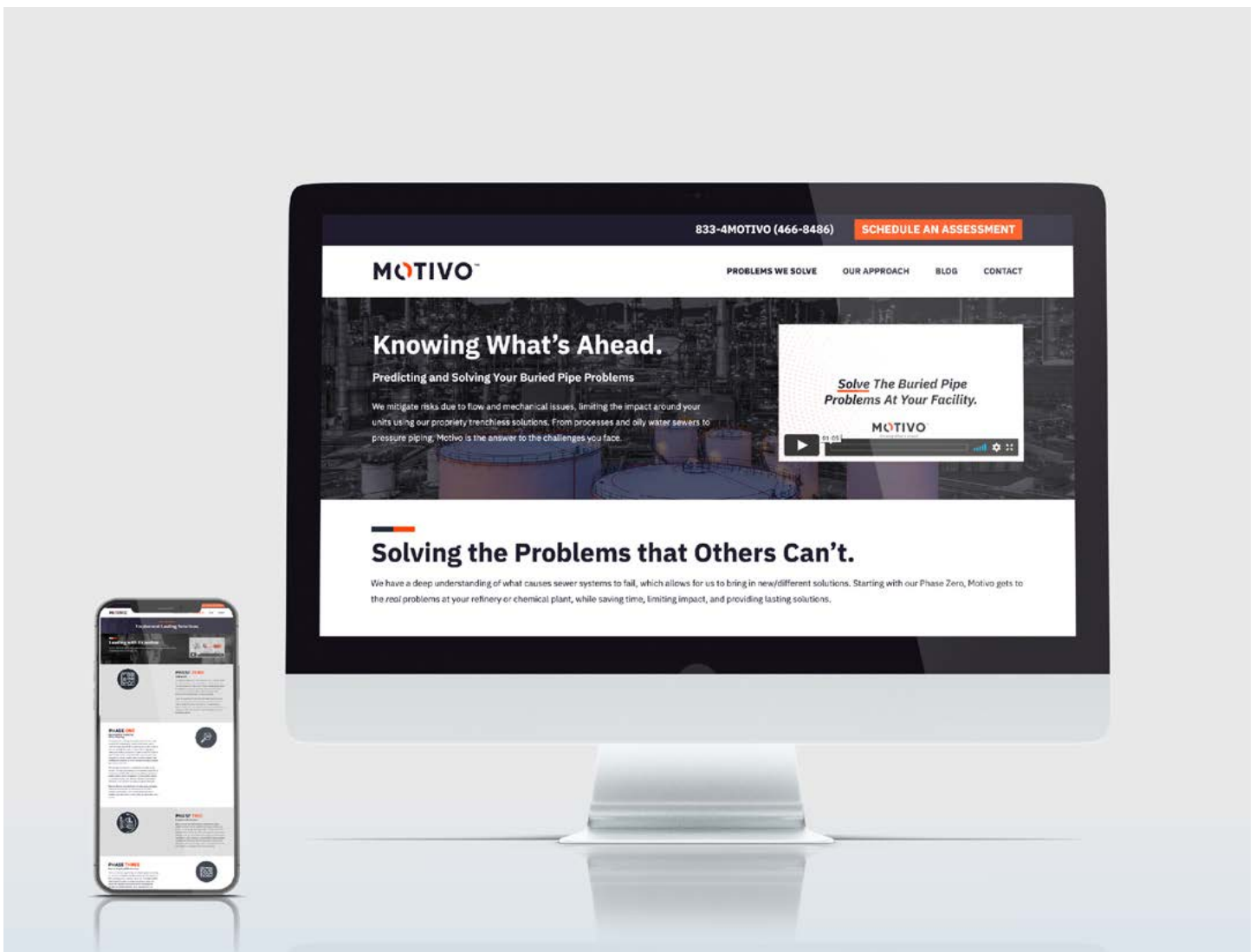


81% of consumers need to trust a brand to consider buying from it. And 10-20% of marketing budgets are spent on branding and rebranding by most companies.

Source: wisernotify.com

Website Optimization

Enhance the Motivo website to provide a user-friendly experience, emphasizing the company's unique solutions, case studies, and testimonials from satisfied clients. Incorporate strong calls-to-action to encourage potential leads to schedule a Phase Zero or inquire for more information.



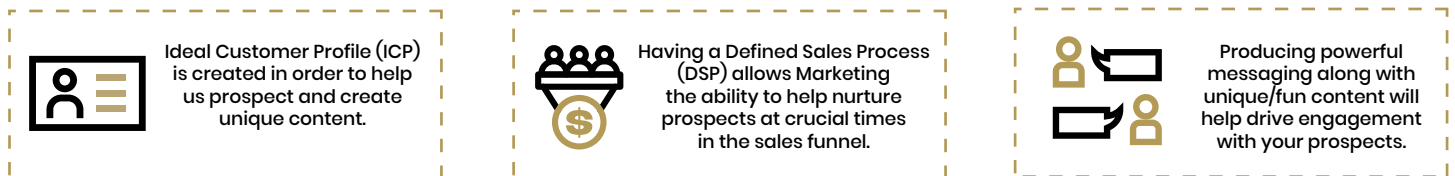
Content Marketing

Develop informative and engaging content, such as blog posts, articles, and whitepapers, that educate the target audience about the benefits of trenchless solutions and highlight Motivo's expertise in solving flow and mechanical integrity-related problems.

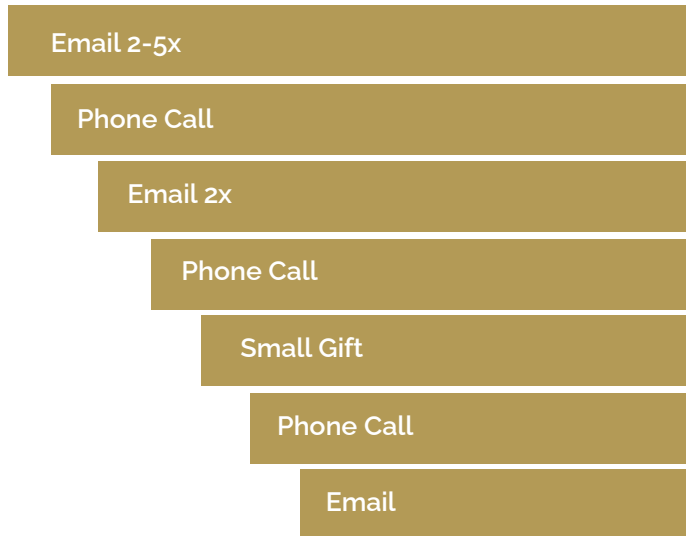


Accounts Based Marketing (ABM) Campaign

Forge strategic partnerships with reputable organizations in the oil, gas, and chemical industries to expand Motivo's reach and credibility.

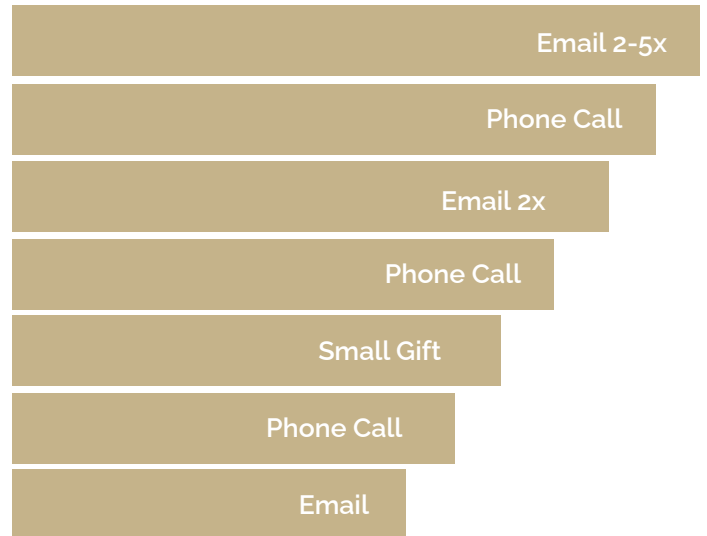


NEW PROSPECTS WE CURATE FOR YOU



EMAIL SOFTWARE / CRM

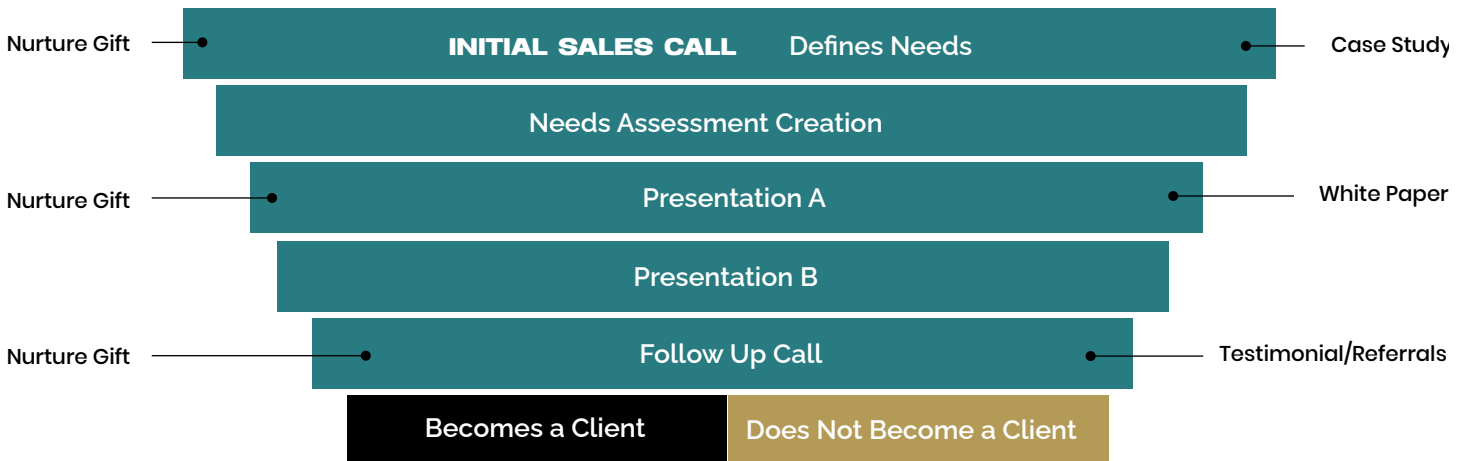
YOUR CURRENT PROSPECTS



MUST HIT LEAD SCORE

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INFLUENCING MESSAGING



THE RESULTS

**AFTER ONLY A FEW YEARS MOTIVO
HAS SEEN TREMENDOUS GROWTH.**

**\$5 MILLION
IN REVENUE SECOND
YEAR IN BUSINESS WITH
35% NET PROFIT**

Through Mighty Marketing's comprehensive marketing efforts, Motivo established itself as a leading provider of trenchless solutions for flow and mechanical integrity-related problems. They gained brand awareness and presence by branding and marketing their innovative approach, Phase Zero, a process that gives them a deep understanding of sewer system failures, and ability to provide effective and lasting solutions, earning the trust of refineries, chemical plants, and other industrial clients.

BOTTOM LINE

Branding their comprehensive Phase Zero approach to tackling buried pipeline issues not only boosted brand awareness but also set them apart from the competition.

Boost your business with our expert marketing in the infrastructure sector.

CALL 317.903.2078 OR EMAIL STEVEN@MIGHTYMARKETINGCO.COM