

# Hongda Case Study

Marketing & Sales Automation  
Results for China-based B2B Company

# Executive Summary

Founded in 2007, Hongda specialises in business services in China for foreign companies, looking to get set up and need an experienced local company to guide them through the registration, visa and legal processes.

Like most companies new to online sales, and no dedicated marketing or sales staff, Hongda would only ever send one email to new contacts, and if there was no reply, the lead would be lost.

It was clear that in order to grow, Hongda needed more qualified leads – leads that were better educated in order to speed up the sales process and improve customer conversion rates.

After partnering with Oxygen and HubSpot, Hongda utilised inbound blogging to both generate visitors and improve lead generation.

Oxygen's experience of providing complex CRM, automation, marketing and sales solutions to B2B and B2C clients has led Hongda to a more customer-centric solution, bringing in a constant flow of quality leads and business for the company.

**Oxygen was the first HubSpot Platinum partner based in Asia and has won a number of awards including:**



**HubSpot 2019 IMPACT AWARDS**  
WEBSITE DESIGN



**HubSpot 2019 IMPACT AWARDS**  
GROW BETTER: SALES ENABLEMENT

# The Challenge

As the rules in China change frequently and without warning, it is very hard to find reliable and updated information online about the process and legal requirements. Sales staff were busy with the enquiries they were getting but the consultative sales process was long and the initial conversations usually covered the same FAQ. The challenge with this was that Angel, the Hongda founder and CEO, and her business partner Bobby, were fielding most of these questions, making it difficult to scale.

Hongda's previous website was very basic, not mobile friendly, rarely updated and did not have any kind of lead nurturing. The Chinese government did not have an English website to explain investment procedures clearly, so the few leads that came through the website would either call or email, asking detailed questions about how they could set up a business in China.

Hongda's old website was only getting less than **100 views, 2-3 leads per month** and was barely ranking organically for keywords related to their core services.

Like most companies new to online sales, and no dedicated marketing or sales staff, Hongda would only ever send one email to new contacts, and if there was no reply, the lead would be lost. It was clear that in order to grow, Hongda needed a different approach to getting more sales.

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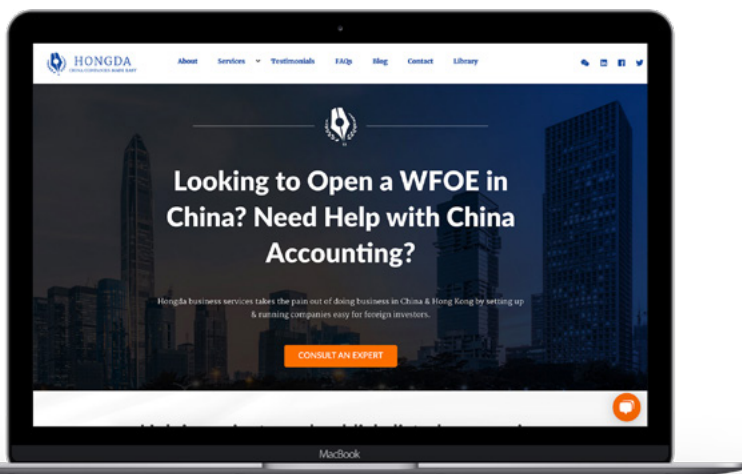


## ✓ The Solution

In 2015 when Oxygen was initially consulted, the timing was perfect to utilise inbound blogging to both generate visitors and improve lead generation.

Hongda immediately moved to the HubSpot CMS and marketing platform and Oxygen began rebuilding the website based on the perceived requirements of Hongda's buyer personas. Getting the client on-board with a radical new 'blue' branding theme was initially difficult however the client did fully understand the need for a Western-approach and accepted that this would be best for business.

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**Angel Ho**  
CEO

*“I’m much more relaxed now. Whenever I have some new business or see new policies I can pass them on to the Oxygen team to handle.”*

# How we attracted visitors and converted them into leads

The first step was to move Hongda to the HubSpot CMS and marketing platform so that they could reap the benefits of inbound content and lead nurturing. Oxygen' content team generated blog content through information gleaned from regular meetings with the Hongda team who could impart information about new policy changes before it was available elsewhere online.



Blogs



eBooks



Emails

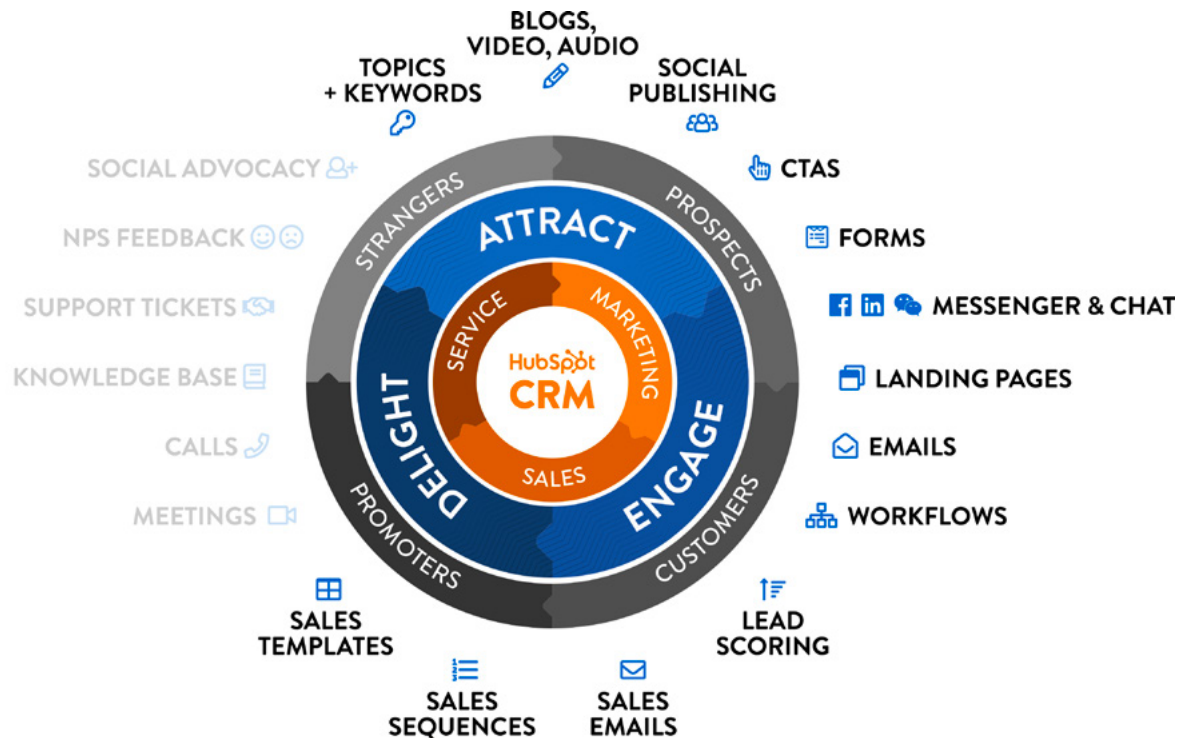


Website



Checklists

We then followed the "marketing" component of the inbound flywheel to add value to every stage of the customer journey.



By utilising HubSpot's blog tool and Hongda's insider knowledge on Chinese legal practises, Oxygen was able to create quality content on key topics that many foreign investors were searching for on Google, which steadily built organic traffic and grew Hongda's overall Google ranking.

A few years later and Hongda **is now number one** on Google for many searches related to their core business services making them the 'online experts' for many China company formation questions.



# A new challenge arose

As service online generally improved and people got more used to getting instant replies conversion rates of leads started to plateau and in some months even fell. The Chinese sales team were used to getting notifications and managing leads through their phones, and were ignoring most of the HubSpot tools and rarely logging calls and other data, making it impossible to track who had been contacted and when.

In response, Oxygen held further training sessions and ensured the sales team were able to use the HubSpot app on their phones. This was no easy feat in China, with notifications often blocked, so Oxygen also helped set up VPN software to ensure sales reps were seeing notifications every time a new lead was registered through the system. This was one of the most effective deliverables in getting sales engaged and active.

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## Ongoing optimisations

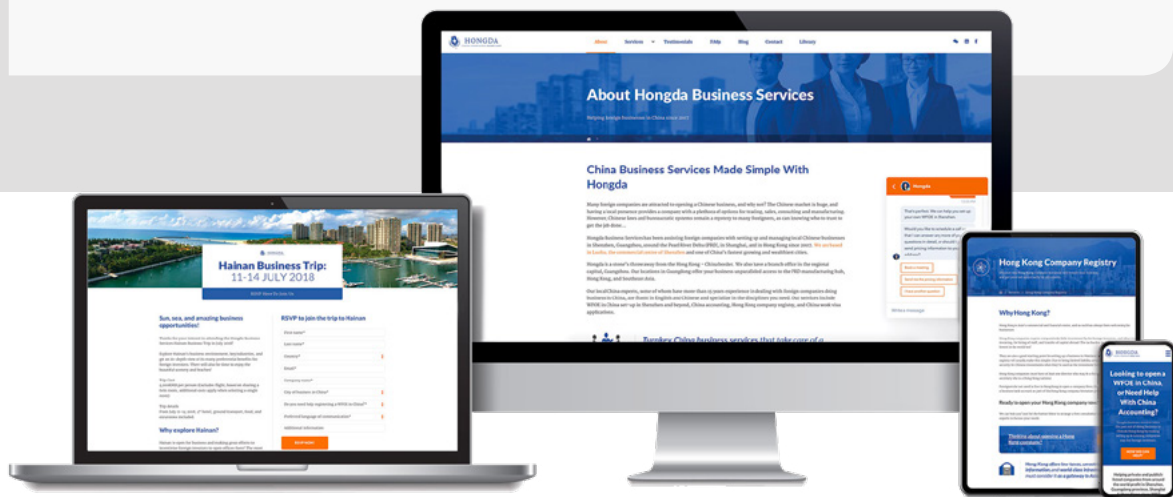
In November 2018, we implemented the HubSpot chatbot feature to better manage and qualify leads through online chat. However, sales were often missing leads or responding very late as they were used to getting mobile notifications for everything. We had to rethink our strategy and after some weeks of redevelopment of the chatflow and creation of SMS notification workflows for the sales team, the new chatbot launched.

**China sales team actually loved interacting via chat and with the mobile app** and due to the SMS notifications are now responding on average within a few minutes down from several hours to a few days previously.



## The result?

The website design greatly helped to improve the overall perceived professionalism of the company and since then has been used as a branding guide to style print media and other offline marketing materials. **Oxygen has since assisted with many online and offline campaigns, creating quarterly marketing campaigns around key topics based on the changes in China.** Most importantly, the website is now 100% mobile-friendly and looks great on devices of all sizes.



# 2-5%

Previous estimates of conversions before the new website launched ranged from **2-5%** according to sales.

# 23.86%

After the launch of the new website conversions per landing page jumped to up to **23.86%** in Jan 2018. Considering the amount of raw traffic to the website through organic this meant that Hongda's content was immensely successful.

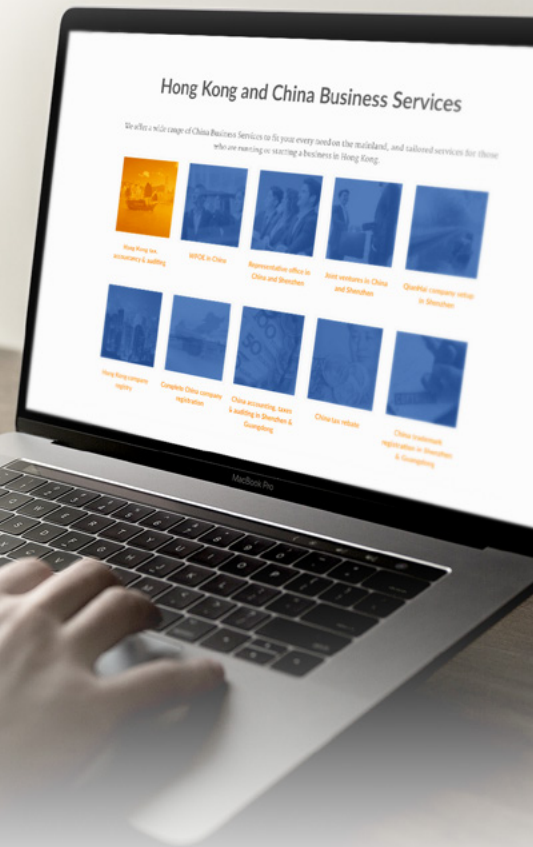
# 35%

Many of the landing pages on the website have over **35%** conversion rate for visitors to contacts.

The clean design and user experience have been optimised to focus the visitors' attention on orange CTA's which are strategically placed to funnel visitors into the right areas. While "Contact" is an option on the main menu, it has been made less prominent and instead many people are opting to use the chatbot – which is much more successful in getting more information from leads.

As of March 2019, the Hongda chatbot was responsible **for over 51%** of all new leads each month collected on the website, and has overtaken all other methods on the website for lead conversion and engagement.

The sales team also enjoy using this tool and are the most responsive here getting the best results. Through Databox integrations it was also possible to measure the performance of the chatbot and how each person was answering different questions.



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**Angel Ho**  
CEO

*“At first we were completely unfamiliar with using HubSpot and Oxygen provided very clear training for us involving our sales team. And when we are lagging behind in following up with online leads, Oxygen will remind us and tell us when we have prospects with strong intentions and that we should contact them.”*

# The Impact

In terms of raw ROI, **Hongda has booked roughly 5.6X the cost of HubSpot** (not including referrals from these new clients, a major lead source) and Oxygen's marketing retainer in generated revenue through online sources over the past few years. Today over 35% of all new business can be directly attributed to online sources, 85% of which have come from organic content.



Hongda is now the proud owner of many #1 spots on Google for coveted keywords. These quality SERP rankings, based around solutions to customer problems or core services, bring in a constant flow of quality leads and business for the company. The Hongda blog has also become somewhat notorious among business owners in Southern China and continues to provide valuable insights – not only Hongda customers.

Hongda spends absolutely nothing on advertising each month and has better lead generation than their competitors just through solving for their customers, embracing inbound and the HubSpot sales methodology.



## Does your company need assistance with marketing and sales automation in China?

Speak with one of our marketing experts to find out how we can help.