

TRIUMVIRATE ENVIRONMENTAL FUELS 4 NEWSLETTERS WITH CONTENT CURATION, INCREASING WEB TRAFFIC AND LEADS

THE SITUATION

Triumvirate Environmental is a waste management and environmental health and safety services company. Content marketing is a guiding principle at Triumvirate Environmental. Webinars, blogs, white papers, case studies, and eBooks are among the elements used by the marketing team to attract and convert prospects and retain customers. But, one key piece was missing: a newsletter.

In 2014, Warren Sukerne, director of Marketing, Triumvirate Environmental, rounded out the content marketing strategy with newsletters. “We’re the only one in our industry to provide content-driven newsletters to help us create awareness and engage and nurture customers prior to and throughout the buying process,” explained Sukerne. The newsletters fill an important early stage need for information as prospects seek educational content. This top of the funnel program leads them to content marketing assets as these prospects seek solutions and make purchase decisions. “We’re able to punch above our weight class,” added Sukerne, “competing against other environmental companies.”

THE CHALLENGE

The Company serves four very different industry segments (i.e., education, healthcare, life sciences, and industrial companies), so one newsletter would not work: Four newsletters were perfect to engage its audience. These newsletters need to be monthly, and provide relevant content for each audience segment. However, their small marketing staff had a difficult time creating enough articles to fuel all four newsletters. They wanted to use content curation to complement their own created content and save time and money; but, they still lacked the time to track down high quality, relevant content from across the web.

THE SOLUTION

Triumvirate Environmental turned to Curata CCS to scale their curation process. Curata’s self-learning discovery engine enables them to identify at least 20 articles a month to complement their own in-house content and feed the content needs of their four newsletters.

The four monthly newsletters serve another important purpose: Driving ideation for new content to be created by the Triumvirate Environmental team. Based on clicks and views of the newsletters, Sukerne and his team are able “to determine what pieces resonate with their audience and then create their own content.”

HubSpot is another key part of the Triumvirate Environmental marketing operation, serving as the company’s web site platform and integrated email service provider. Fortunately, Curata CCS seamlessly integrates with HubSpot. Curata CCS enables their marketing team to easily transfer curated articles into a draft of the newsletters, add company items, edit, and send the newsletters via HubSpot. It is an integrated and clean process with Curata CCS and HubSpot, which includes a newsletter schedule and some of the articles added to the HubSpot calendar.

The story goes beyond a very successful SaaS product implementation. Curata CMO Michael Gerard served as an advisor on content strategy, including how Triumvirate Environmental could use content to improve SEO.



At-a-Glance Company

Triumvirate Environmental is a waste management and environmental health and safety services company. It provides consulting, training, plan creation and management, and waste pick-up and disposal to customers in 17 states from New England to Florida.

Challenge

Launch monthly newsletters for four industries—education, healthcare, life sciences, and industrial—and find quality web content in each industry to complement in-house created content with a tight budget. In addition, any content solution they deployed would need to integrate with HubSpot.

Solution

Rely on Curata CSS to curate at least 20 articles a month (70% of the content needed) to educate prospects and move them closer to becoming customers.

Benefits

- In less than two years, Triumvirate Environmental’s newsletters have attracted more than 10,000 subscribers. “Curata is an integral part of our content marketing success,” according to Sukerne.
- “Web traffic has doubled and qualified marketing leads have tripled due to content marketing with Curata.”
- Curata CCS has easily integrated with HubSpot, rounding out our marketing technology stack.

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THE RESULTS

In less than two years, Triumvirate Environmental's newsletters have attracted more than 10,000 subscribers. Sukerne reported that "web traffic has doubled and qualified marketing leads have tripled due to content marketing, and Curata is an integral tool in helping us achieve that."

In addition, Curata CCS has enabled Triumvirate Environmental's marketing team to:

- Identify the most relevant articles across the Internet to feed the content needs of four industry-specific newsletters.
- Provide content that helps move prospects closer to becoming customers.
- Bolster the company's comprehensive content marketing program.
- Integrate newsletter production with HubSpot marketing.

About Triumvirate Environmental

Triumvirate Environmental provides waste management and environmental health and safety services in 17 states along the east coast. The services include consulting, training, and waste removal and disposal.

About Curata

Curata, Inc. is the leading provider of software that enables marketers to grow leads and revenue with content. Curata CMP (content marketing platform) and Curata CCS (content curation software) enable marketers, for the first time, to harness the power of content creation, curation and analytics to yield a predictable and more successful stream of content. Key components of Curata CMP include strategy, production (e.g., calendaring, workflow) and analytics, along with the industry's leading business grade content curation software, Curata CCS. Thousands of marketers depend upon Curata to fuel their content marketing engine. Curata was founded in 2007 and is headquartered in Boston, Mass. Learn more at www.curata.com or follow us on Twitter [@curata](https://twitter.com/curata).

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