

---

## Case Study: HogEye & Big Pig Trip





A live-video camera system and steel traps to stop feral hogs from destroying property

## AT A GLANCE

### CHALLENGES

- Sales are steady but heavily dependent on one market segment (B2B).
- The need for their pig trapping solution is high (\$2.5B market loss), but the product isn't well known.
- Ready to expand their marketing efforts but don't know how to move forward.
- Opportunity to increase B2C or direct-to-consumer sales.



"It was time for Hogeye and Big Pig Traps to stop wasting marketing money on activities they weren't sure were even working. By starting all of our work with a full marketing analysis, we were able to quickly identify some small ways we could quickly increase sales, and a powerful action plan for the next 12 months that will continue the momentum."

**SHELL GOWER**  
Clearmark CEO

## OBJECTIVES

Hogeye is a growing company responding to a \$2.5B market loss due to..... But To date, they see their success as somewhat accidental. They wanted to upgrade their marketing strategy and performance. But they don't know how to do it.

## SOLUTIONS

Before Hogeye could create a full marketing strategy, we needed to better understand the industry, needs, differentiators, and marketing best-practices for this type of product.

With a full Marketing Analysis Report we were able to identify key shifts, large and small, that will make a significant difference in sales quickly.

## THE REPORT

### Summary of Executive Interviews

Interview Leaders and team member to identify where they are today and goals for growth.

### SWOT + PESTOL Analysis

We take a traditional SWOT analysis further and also explore political, economic, social, technological, environmental, and legal.

### Competitor Analysis

Find out why they are outselling you when you know your product/service is better.

### Baseline Web and Social Analysis

Know where you are now with recommendations for growth. Metrics that matter so we can measure progress.

# IN PROGRESS



## IN PROGRESS

### **Sales Process & CRM**

We've updated their HubSpot workflows and sales process to shorten sales cycle and increase B2C sales.

### **Social Ads & Google Ads**

We have increased ad spend has seen an increase in website traffic and new leads 5x.

### **Chat Feature**

We incorporated a chat feature onto the website that is connected to HubSpot CRM for sales management to capitalize on leads and retarget to close sales.

### **Social Media Content**

Developed a new 2024 Content Strategy will go into effect in January, increasing content frequency to increase B2C awareness and drive leads.

### **Influencer & Partnerships**

Working to build relationships with influencers and partners to reach B2C clients.

### **New Product Launch**

Planning for new product launch in Spring 2024.