

# CASE STUDY

## NORTHERN ELECTRIC CANADA

Industry: Electric Contracting Services

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## Northern Electric Canada: Reaching a Diverse Audience Online

Northern Electric Canada provides electrical contracting services to Alberta and Western Canada. From home and business repair and maintenance, to construction installations and special services, Northern Electric has a broad range of prospective clients.



Oil, Gas & Petrochemical



Low Voltage Systems



Alternative Energy



Automation & Controls



Industrial Construction



E-Houses

## The Problem

“Often an electrical company will specialize in a certain area or sector, so they know who their prospective clients are. The diverse range of expertise and services offered at Northern Electric makes that tricky for us,” explains Jim Fiddler, VP Finance/Human Resources for Northern Electric. To capture Northern Electric’s vast market, Fiddler saw the need to develop a more proactive online sales and marketing strategy.

When Fiddler first contacted ActiveConversion, Northern Electric was experiencing a number of problems with their online marketing and website. These problems resulted in barriers to generating interest and inquiries from their target market online. One of the first issues for Northern Electric was that their website was difficult for prospective clients to locate online. To make matters worse, the small number of visitors that did make it to the website, had a difficult time finding the information they required. Further, there was no way for visitors to leave their contact information for follow up with the company. With all of these problems combined, there were high levels of frustration amongst users, and lost sales opportunities from visitors who weren’t exposed to the wide range of services offered by Northern Electric.

## THE ACTIVECONVERSION SOLUTION

ActiveConversion understood the problems that Northern Electric was experiencing online, and was able to provide a solution by developing a comprehensive online sales and marketing system. ActiveConversion’s system for Northern Electric involved making it easy for Northern Electric’s diverse target market to locate their website online, and then working to convert these targeted visitors into prospects and sales leads.

## Increasing Website Conversion

ActiveConversion saw that Northern Electric's original website was not easy for visitors to navigate and did not provide opportunities for visitors to contact the company. Identifying website layout as an issue, ActiveConversion resolved to redesign the website.

“ A good website is about information accessibility and being able to intuit the needs of the user. A user shouldn't have to look very hard to find the information he or she needs on a website ”

Yves Matson,  
Account Manager for ActiveConversion



ActiveConversion focused on redesigning Northern Electric's website in a way that was more user-friendly, provided better opportunities for online conversion, and enhanced Northern Electric's credibility. A key focus in the redesign, was implementing action items on the website that encouraged continual page-to-page viewing for online visitors. Further, calls to action and contact opportunities were included on every page to help and improve website conversion rates. With better access to information and contact opportunities, new visitors were more likely to return to the website, engage, and become warm leads.

## Attracting Website Traffic from a Diverse Target Audience

Once the website redesign was complete, the ActiveConversion team turned their efforts towards increasing targeted traffic to the website and enhancing Northern Electric's online presence through advertising. "This was an area we really didn't know much about. We wanted more visitors to the website, but we weren't sure how to go about getting them," explains Fiddler. Through ActiveConversion's implementation of search engine optimization, the Northern Electric website experienced a substantial increase in online traffic and saw an improvement in Google's credibility ranking. To compliment these efforts, ActiveConversion also developed online advertising campaigns through Google AdWords. Once these targeted campaigns were in place, online advertising alone accounted for 41% of first-time visitors to the Northern Electric website.

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As a result of search engine optimization, prospective clients can find us using a wide variety of search terms. We are now found by the people that want to find us,

”

**JIM FIDDLER,**

VP Finance Human Resources

## RESULTS

By increasing Northern Electric's website usability and ease of access to information, in combination with a prominent online presence, Northern Electric can now attract new prospective clients to its website. With greater online visibility, more business opportunities are created for Northern Electric every day. **"With the help of ActiveConversion, the number of people visiting our website has increased by 217%, and our website traffic increased by 64% from this same time last year."**

## Conclusion

By identifying Northern Electric's problems with engaging with their vast target market online, ActiveConversion was able to develop a comprehensive online sales and marketing solution. ActiveConversion worked with Northern Electric to help them develop a repeatable means of driving more traffic from their target market to their website, and converting their website visitors into sales leads, and. The result of ActiveConversion's efforts was a sustainable means for Northern Electric to engage with their diverse target market online, and generate more sales opportunities.

## About ActiveConversion

ActiveConversion specializes in developing repeatable online sales and marketing systems for industrial companies. Our technology-based system employs best practices in online marketing and lead generation, and delivers measurable results to our customers. Since 2004, we have completed more than 500 successful projects to help companies succeed online. For more information, visit [activeconversion.com](http://activeconversion.com) or call 1-877-872-2ROI.

## A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

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