

# CASE STUDY

## ALLIED METAL PRODUCTS LTD

Industry: Manufacturing

## Generating Industrial Sales Leads through An Online Sales & Marketing System

Originally founded in the late 1960's, Allied Metal has grown its business in custom metal fabrication around quality workmanship. Through 50 years of operation and an expanding number of skilled staff and quality equipment, Allied Metal has come a long way from its humble beginnings.

With a team holding more than **80 years of combined experience**, Allied Metal is recognized today as a top metal fabricator in both Calgary and Edmonton, and one of Alberta's sheet metal experts.

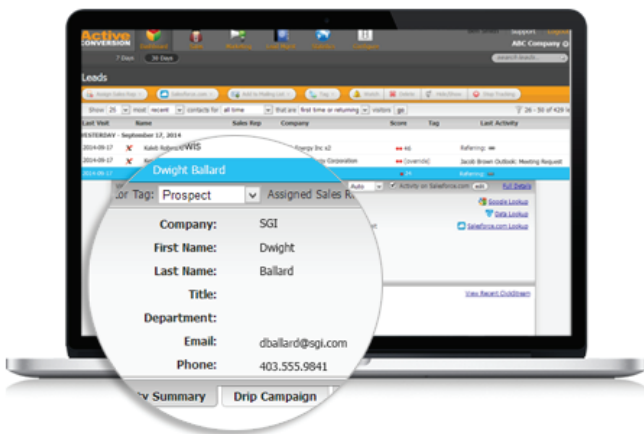


## The Problem

When ActiveConversion first approached Allied Metal, they already had some experience with online marketing through Google AdWords, but had yet to see the full results they had hoped for. **“Our Google AdWords campaign was working decently I would say, but not providing the amount of sales generation that we expected,”** said Glen Brooks, General Manager at Allied Metal. With more and more customers searching online to find reliable fabrication shops, Allied Metal felt that they could achieve a higher volume of qualified sales leads from their online marketing.

When ActiveConversion began work with Allied Metal in 2013, they were presented with the challenge of helping to develop an online sales and marketing system that was measurable, and worked to generate identifiable sales leads. With previous experience working with a number of fabrication companies to achieve similar goals, ActiveConversion began planning for the implementation of a complete online sales and marketing solution for Allied Metal.

## THE ACTIVECONVERSION SOLUTION



To increase the number of online sales leads being generated for Allied Metal, it was identified that ActiveConversion needed to implement its repeatable and measurable online sales and marketing system. This system would work to generate higher volumes of targeted traffic to Allied Metal’s website, then to help to convert these visitors into qualified sales leads, all the while tracking the results of their marketing campaigns.

## Target Market Traffic

To increase Allied Metal's number of online sales leads, ActiveConversion needed to help them increase the volume of targeted traffic to their website. In order to do this, ActiveConversion worked with Allied Metal to determine relevant key terms and phrases that represented their business.

Once these key terms were determined, ActiveConversion implemented their proven search engine marketing methodology to help Allied Metal get found online easily under these searches.

Using the free or 'natural' search engine optimization, Allied Metal was able to receive so called 'long tail' searches, which were not high in volume, but led to strong inquiries.

These 'long tail' searches included terms such as 'metal railing fabricators' and 'icc sheet metal fabrication.' These were terms that Allied Metal had not yet targeted, but held strong capabilities in.

Best of all, there was no cost to these keywords, as they were inherent to the content on Allied Metal's website.

When ActiveConversion had completed their work, Allied Metal appeared on the first page of Google in paid advertising, natural results, and map results, under key terms such as "Precision Metal Fabrication," "Precision Sheet Metal," and "Sheet Metal Calgary."

## Conversion Oriented Website Design

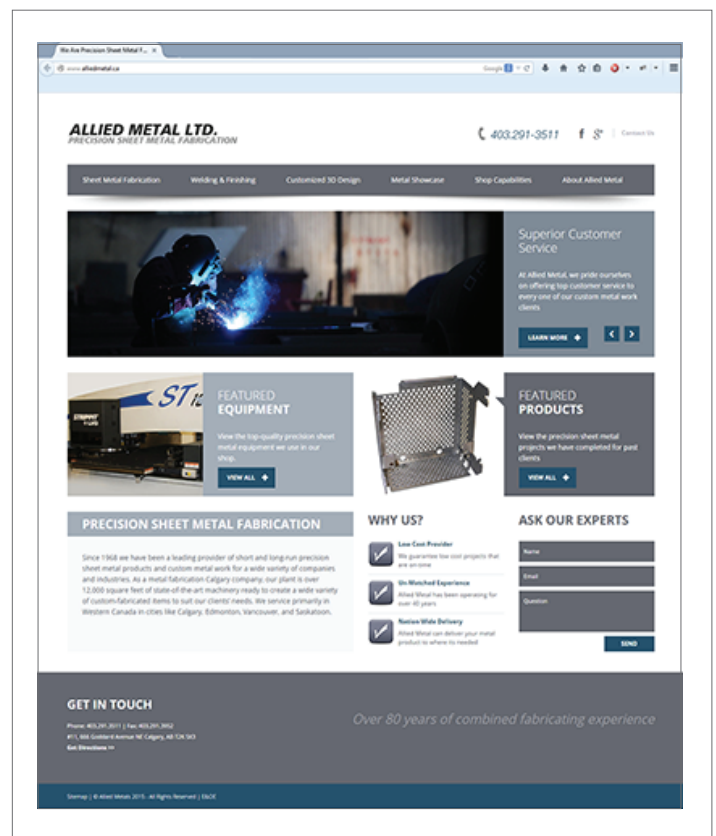
Allied Metal provided high quality work in metal fabrication, but without a website that communicated this, or that made it easy for interested prospects to contact them, visitors to their website were not converting into leads.

With an expertise in online conversion, ActiveConversion worked to develop intuitive conversion paths on the re-designed Allied Metal website.

These conversion paths guided visitors through relevant information on the website about Allied Metal's services and capabilities, while also prompting visitors to convert into leads through a number of tailored calls to action.

With a specialization in working with industrial companies, ActiveConversion was able to identify and showcase the information that was most important to Allied Metal's business in these conversion paths.

This information included their; certifications, expertise, services, shop capabilities, and more.



## Measuring ROI

With an automated lead generation system put into place, it was time for Allied Metal to measure the results of their work. To allow Allied Metal to see which of their marketing efforts were most effective, ActiveConversion integrated its sales and marketing software into the newly re-designed website. ActiveConversion's software worked for Allied Metal to identify sales leads to their website, and which marketing efforts had brought them there. With the ActiveConversion software in place, Allied Metal no longer had to wonder if their marketing was working, but had the data available to identify which of their efforts were generating the best results.



“ We have definitely seen an increase in online sales since the redesign of the website, and search engine optimization. We have also seen a decreased monthly cost from running strictly a Google AdWords campaign, ”

Glen Brooks  
General Manager at Allied Metal Products Ltd.

## Results

ActiveConversion first began their work with Allied metal in 2013, and in 2015 their results continue to improve. In February of 2015, overall traffic was **41.77% higher** than February of the previous year.



## Conclusion

ActiveConversion used their online sales and marketing experience and industry knowledge in fabrication to help Allied Metal generate more online sales leads for their business. ActiveConversion's sales and marketing system for Allied Metal involved improving traffic to the company's website through targeted search engine marketing, converting website visitors into leads with a conversion oriented website, and tracking the ROI of marketing efforts through sales and marketing software. Through ActiveConversion's work, Allied Metal was able to grow their business by increasing both website traffic and online leads.

## About ActiveConversion

ActiveConversion provides a leading industrial sales & marketing system that substantially increase ROI.

We employ best practices and tools to get website visitors and then convert those visitors into qualified leads and revenue. Using leading edge tools and a proven methodology, ActiveConversion has provided services to over 300 successful projects including over 100 of those being in the energy service providers, manufacturing and fabrication industries since 2003. For more information, visit [activeconversion.com](http://activeconversion.com) or call 1-877-872-2ROI.