

CASE STUDY

UNITED SAFETY LIMITED

Industry: Oil and Gas Safety Services

United Safety Limited: Canadian Leader In Oil & Gas Safety Solutions



United Safety Limited (USL) has been providing safety services to Alberta's oil and gas industry since 1987. From exploration and production, all the way to upgraders and refineries, their "customer first" philosophy ensures that the personnel, systems, processes and equipment provided by USL accurately reflect the reality of their client's work environment.

The Problem

As a multi-faceted company, United Safety Ltd. (USL) used a wide range of channels to reach prospective clients including; trade shows, cold calls, email campaigns, a sales team, and their website. Despite these efforts, without dedicated marketing to nurture leads, the company had trouble consistently managing repeat customer engagement and generating interest from new leads. In their relationship selling environment, USL felt they needed a solution to create more customer engagement at multiple touch points, develop a deeper relationship with customers during the period between sales, and establish them as thought leaders for innovation and education.

ActiveConversion offered United Safety Ltd. a two pronged solution that would increase the number of prospective leads engaging with USL while improving their ability to proactively identify and engage with interested leads.

1 The first step in this solution would be improving USL's online presence. By streamlining search engine optimization initiatives and creating valuable thought leadership content, more qualified leads were directed to USL's website.

2 The second step of the process, would then be to implement a lead generation and engagement system that would allow USL to identify, sort, and nurture inbound leads interested in safety solutions.

“ We wanted to know who exactly to talk to and what they were interested in. **”**



Yves Matson,
Director, Marketing

By harnessing the ability of ActiveConversion's software to sort and nurture leads, USL would be able to efficiently allocate resources to maximize their sales.

THE ACTIVECONVERSION SOLUTION

To increase traffic and engagement on United Safety's website, ActiveConversion designed a strategy that included search engine optimization and pay per click campaigns to direct highly relevant and interested traffic to their website. In order to satisfy USL's need to improve efficiency in creating multiple touch points with their existing customers and newly generated, but interested, leads, ActiveConversion implemented their marketing automation and lead nurturing software.

United Safety was able to leverage ActiveConversion's software to manage successful drip campaigns and email blasts for trade shows generating better leads. These leads were then handed over to business development reps who would engage and convert them to sales ready leads.

This system accounted for more than a 300% increase in sales leads from lead nurturing activities and the ActiveConversion tool alone.

The screenshot displays the ActiveConversion software interface. At the top, there is a navigation bar with icons for Dashboard, Sales, Marketing, Lead Mgmt, Statistics, and Configure. The user is identified as Ben Smith, with links for Support and Logout. Below the navigation bar, there are filters for '7 Days' and '30 Days', and a search bar for 'search leads...'. The main content area is titled 'Companies' and features a table of leads. The table has columns for 'Last Visit', 'Location', 'Name', 'Company', 'Score', and 'Last Activity'. The table shows 1 - 25 of 319 leads filtered. The leads listed are:

Last Visit	Location	Name	Company	Score	Last Activity
2015-05-22	Morristown		Honeywell	3	Google: Industrial Pump Suppliers
2015-05-19	Brampton	Danielle Miller	BMP Metals x5	45	Goal Page Reached: EP1097 Specifications
2015-05-19	-		Nordson Corporation x 2	6	Google: Industrial Pump Suppliers
2015-05-16	Morristown		Power & Control Engineering Solutions x5	54	File Downloaded: EX7001 Spec Sheet
2015-05-14	Abilene		Rentech Boiler Systems Inc.	3	PPC: Centrifugal Pump Distributors
2015-05-11	Redmond	Michael Davis	SNC-Lavalin Constructors	68	File Downloaded: Case History - May 2015
2015-05-07	Brussard		FMC Technologies Inc. x 7	28	Google: Pricing For Centrifugal Pumps
2015-05-02	Edmonton		Canadian Dewatering x2	23	Email Open: April Newsletter

“ The gem of this system is the Microsoft Outlook Plug-In which allows business development reps to followup with leads generated from inbound and outbound marketing efforts ”



Yves Matson,
Director, Marketing

This plug-in allows USL to proactively reach and entice prospects and customers with marketing collateral, free technical papers, webinar offers and events. Most importantly, the Outlook Plug-In lets USL know not only who responded to the offer, but who most enthusiastically consumed the content, and is therefore more likely to be ready to engage in the sales cycle.

The sales intelligence delivered by the plug-in, gives business development specialists an edge in identifying and differentiating warm leads that can be passed to sales, and those that require further nurturing from marketing.

Through this intelligence, marketing can focus on nurturing the early-stage prospects, and sales can focus on selling to qualified leads. **A huge benefit of ActiveConversion is the ability to effectively reach leads at different stages in the sales cycle with targeted efforts. This capability allows USL to measure the effectiveness of nurturing efforts.**

Conclusion

United Safety Limited needed a way to better engage customers and new leads, as well as a method to proactively identify interested leads. ActiveConversion designed a successful strategy that not only generates constant dialogue with customers, but also allows United Safety to identify which leads need to be nurtured and which leads can be passed to sales.

After integrating ActiveConversion, tradeshows are more effective because leads are fully engaged before, during and after the show with detailed feedback of who is most interested. Qualifying for follow up only those leads who are most engaged is something which has increased USL's tradeshow lead conversion by more than 200%.

“ After integrating ActiveConversion, tradeshows are more effective because we are measuring the engagement of leads before, during and after the show ”



Yves Matson,
Director, Marketing

ActiveConversion's solution of; website optimization, attracting relevant traffic, and creating new leads while nurturing the existing ones, neatly met United Safety's needs, and is a crucial aspect of their marketing program. The issues solved here by ActiveConversion are not limited to USL; poor lead generation and proactive management affect many other energy service providers and manufacturers.

About ActiveConversion

ActiveConversion provides industrial sales & marketing systems 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 100 of those being in the energy service providers, manufacturing and fabrication industries since 2003.**

For more information, visit activeconversion.com or call 1-877-872-2ROI.