WHITEPAPER
CONVERTING VISITORS INTO SALES LEADS

By: ActiveConversion

Introduction

When most people consider the oil and gas industry they typically think of the large multinational oil companies like ExxonMobil and Shell. However industry insiders know that the industry actually consists of a complex network of many thousands of companies essentially selling to each other. For example, Canada, with one of the world's largest oil production, is home to 2,300 companies in the oil and gas services and equipment sector alone. These companies comprise part of the oil and gas supply chain and are responsible for over $80 billion in revenue annually.

As SMBs with global markets, oil and gas companies are uniquely suited to exploit online marketing and marketing automation.

In the upstream sector, which includes exploration, development and production of crude oil and natural gas, most work in the oil fields is contracted out to drilling contractors and oilfield service companies. Overall, service companies can be further subdivided into geophysical prospecting, contract drilling, pumping, pipeline services, field processing, transportation, engineering and geomatics. Yet another subsector supplies the drilling equipment and specialized consumables used by these companies.

In contrast to the multi-billion dollar multinational oil companies, most of these companies are considered small to medium sized businesses (SMBs) with fewer than 100 employees for small businesses and less than 500 employees for medium sized businesses.

As SMBs with global markets, oil and gas companies are uniquely suited to exploit online marketing and marketing automation. With these solutions, these companies can cost-effectively market to potential customers worldwide. Further efficiencies are realized through a seamlessly integrated system that maximizes their professional sales resources by reducing wasted effort.

Online Marketing and Oil and Gas

Online marketing is the marketing of goods and services over the Internet. Within that broad defi nition are different stages. Most oil and gas companies have established a presence on the Internet. Others have gone further by leveraging search engines so that potential customers can find them and their product or service. Still others have reached beyond even that to turn their website into a source of qualified sales leads.

Mainly consisting of SMBs, this industry is uniquely suited to online marketing and marketing automation.
Their products or services are typically "big ticket" contracts where a significant return on investment is realized by employing a professional sales force. Moreover the products or services are complex and some require a degree of customization or fabrication, placing a premium on sales and technical resources.

While their products or services are applicable to companies worldwide, their fulfillment is beyond the reach of the typical sales territory and marketing budget. By ensuring they can be 'sales-ready' on the Internet, oil and gas companies can cost-effectively reach all potential buyers of their products or services.

Oil & Gas industry is uniquely suited to online marketing and marketing automation.

Additionally, by automating certain processes these companies can generate qualified sales leads, allowing sales representatives to focus on high yield activities like engaging qualified prospects and closing sales. They can also reduce wasted effort by automatically identifying the best qualified prospects, while an automated system nurtures the rest.

Converting Web Visitors into Sales Leads using
Marketing Automation

Leveraging search engines to help users find the information they seek is a big part of online marketing. This can be done through Search Engine Optimization (SEO) which is often referred to as the process of getting online visibility and can be understood through the concept of keywords. For example, to find relevant information on Geomatics services a searcher might type in the search box, Geomatics services + Houston or an even more detailed search of keywords that are specific to their subject of enquiry. A Geomatics service provider with those capabilities would use SEO to ensure that these keywords direct the searcher to the relevant web page on their website.

It is a good indication when a searcher returns to the website after an absence of a few days or more.

Once SEO has done its job and the searcher has landed on the relevant web page of the website, the marketing automation takes over, identifying the company that the searcher is employed by and compiling information such as which web pages the searcher has visited and the amount of time he or she
spent on each page. This is done automatically and serves to develop a profile for the searcher which in turn is used to qualify that searcher. For example, it is a good indication when a searcher returns to the website after an absence of a few days or more. This indicates sustained interest and the marketing automation system uses it to further qualify the searcher.

For many oil and gas companies simply knowing which companies are interested in their product or service is sufficient to call them sales leads. However, by requesting that web visitors identify themselves in exchange for downloading valuable white papers and other content, the information profile of the sales lead is enriched and qualified even further. Once enough information has been gathered and the sales lead is considered qualified, the appropriate sales representative is notified automatically.

1-877-872-2764

Engaging Leads Until They Are Ready to Buy

Sales leads that are unqualified need to be cultivated and developed. Lead nurturing is the process of communicating with prospects who are not yet ready to buy. Marketing automation solutions like Active Conversion automate this process, reducing costs and optimizing sales representatives' time. Sales reps are most productive when they can spend more time closing sales instead of wasting time qualifying leads that are not ready to buy. Hot leads can close in 30 days or less but most (77%), close after 90 days.

Sales-ready means the lead is ready to engage a sales rep to begin the purchase process.

Since products and services in the oil and gas industry can be very complex, the information requirement of all prospects can be considerable. A lead nurturing program identifies a prospect's position in the sales cycle and transitions that prospect through the cycle with timely and relevant information. This reduces the load on the sales team and allows them to concentrate on closing sales. The educational component of the sales effort is supported by lead nurturing.

Lead nurturing is not new. However before marketing automation solutions emerged it was a costly activity. More often than not it was an activity that simply fell through the cracks, wasting any leads that had been generated.

A significant function of the lead nurturing system is the capability to alert the appropriate sales rep at the moment any lead becomes sales-ready even if the lead doesn't contact the company. Sales-ready means the lead is ready to engage a sales rep to begin the purchase process.
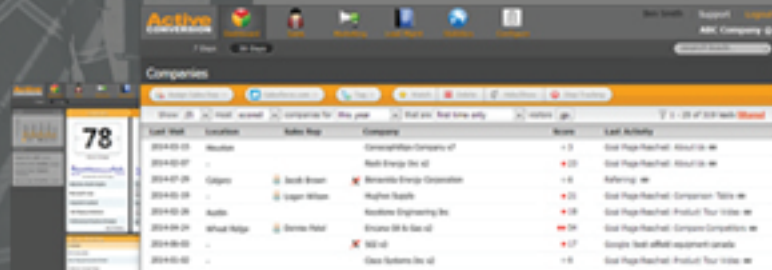
Conclusion

The oil and gas industry is uniquely suited to take advantage of online marketing and marketing automation. As SMBs with global markets, oil and gas service and equipment companies can cost-effectively market to potential customers worldwide by exploiting search engines through search engine optimization. SEO enhances a company's ability to be found on the Internet, leveling the playing field against competitors with much larger marketing budgets.

Moreover, a seamlessly integrated marketing automation system can generate qualified sales leads that are delivered to the appropriate sales representative at the moment the lead is qualified.

Marketing automation achieves further efficiencies by automatically engaging unqualified sales leads until they are ready to buy. This reduces the considerable sales resource required for many oil and gas products and services. It maximizes sales resources and allows sales representatives to concentrate on their most productive activity: **closing sales and getting new customers.**

A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

UNIQUELY ENGINEERED FOR YOUR INDUSTRY

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 or call 1-877-872-2ROI.

1-877-872-2764