



CASE STUDY

UNITED SAFETY LIMITED

Maximizing sales through
lead generation & nurturing

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.



1-877-872-2ROI

The Challenge

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. ActiveIQ 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 SEO 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 exactly who to talk to and what they were interested in.”

Yves Mateson - Director of Marketing
United Safety Limited.



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The ActiveIQ Solution

To increase traffic and engagement on United Safety's website, ActiveIQ 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, ActiveIQ implemented their account-based marketing and sales software.

Boosting Trade Show Results

United Safety was able to leverage ActiveIQ'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.

300%

increase in sales leads from
lead nurturing activities and
the ActiveIQ tool alone.

“After integrating ActiveIQ, tradeshow results are more effective because we measure the engagement of leads before, during, and after the show.”

Yves Mateson - Director of Marketing
United Safety Limited.

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Powering Up Email Reach Out

USL also became avid users of ActiveIQ's email plug-in. This plug-in allows USL to proactively reach and entice prospects and customers with marketing collateral, papers, webinars, offers & 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 ActiveIQ 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.

“ A hidden gem of this system is the Microsoft Outlook Plug-In, which allows business development reps to seamlessly follow up with leads generated from inbound and outbound marketing efforts.”

Yves Mateson - Director of Marketing
United Safety Limited.

ActiveIQ'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 ActiveIQ are not limited to USL; poor lead generation and proactive management affect many other energy service providers and manufacturers.

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About ActiveIQ

ActiveIQ is a sales & marketing solution designed specifically for industrial companies. The world has changed, and so has industrial marketing and sales. Isn't it time you changed with it?

Our revolutionary solution takes online interest from your trade shows, advertising, and marketing and turns it into actionable sales intelligence. Build your sales pipeline, follow the sales cycle, and get notified of the perfect time to close a qualified lead. No more cold calls. No more guesswork.

ActiveIQ has completed more than 900 successful projects helping companies succeed online.

Our expert team works closely with industrial companies every day to understand their business and ensure sales and marketing success.

For more information visit ActiveIQ.com