



CASE STUDY

MICA CONTROLS

Optimizing Industrial Sales With A
Repeatable Sales and Marketing System

MICA Controls: Oil & Gas Safety Solution

MICA Controls Ltd. (MICA) is an Alberta-based business that provides measurement, control, and safety solutions to the energy sector. They are a manufacturers' representative, offering product lines from companies including HIMA, Dynamic Flow Computers, Beijer, AGAR, Lancaster Flow Automation, and many more. MICA serves primarily oil and gas companies in Western Canada with some global clients



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The Challenge

MICA Controls felt that they were being too reactive when following up with new prospects. Their sales representatives relied on tactics such as cold calling and broad generic mail-outs to reach potential customers, and were not seeing a high pay-off. MICA decided that it was time to take a more proactive approach by adopting an advanced sales and marketing system.

ActiveIQ approached MICA Controls to discuss how they could use an online sales and marketing system to reach a larger client base, build stronger relationships, and better understand the needs and interests of their prospects and returning customers online. “We felt that better information and data management would help us better reach our customers”, explained Rob Mitchell, Vice President of MICA Controls.

The ActiveIQ Solution

There were two primary areas where ActiveIQ could help MICA. First, MICA was missing out on prospective buyers because their website was not optimized for search engines, and was difficult to find under searches for control solutions.

Secondly, MICA had no focused online marketing strategy, or means of generating and managing leads from their online marketing.

ActiveIQ developed a plan to solve MICA’s online troubles by creating a tailored sales and marketing system that included online marketing campaigns, a conversion-oriented website, and the lead generation and management capabilities of its ABM/ABX software.

Online Marketing Strategy

To improve MICA Control's online visibility and increase targeted traffic to their website, ActiveIQ implemented a multi-faceted online marketing campaign. By combining best practices in search engine optimization, and paid search advertising, ActiveIQ was able to improve MICA's performance in search engine rankings and maximize volumes of relevant traffic from searches related to their products and services. The result of ActiveIQ's work was a 100% increase in traffic over four months, with over 600 unique visitors each month.

300%

increase in qualified sales leads after implementing the ActiveIQ solution.

Converting To Sales

Now that MICA had generated more targeted traffic to its website, it was time to address the goal of building its customer database. To do this, ActiveIQ first provided MICA with conversion consulting for its website. ActiveIQ worked with MICA to ensure that when visitors arrived to their website, they were guided to relevant information and conversion opportunities through an intuitive path.

With the website working to convert more visitors into leads, ActiveIQ implemented its software on the website to systematically generate and manage these leads until they were sales-ready. This approach worked for MICA to increase numbers of qualified leads by more than 300%

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The Results

ActiveIQ's goals were to improve MICA Control's targeted search traffic, and to provide a reliable method for generating and managing prospects and leads online.

ActiveIQ addressed MICA's poor traffic through a combination of targeted search engine optimization and paid online advertising. Once a higher volume of targeted traffic had been generated, ActiveIQ worked with MICA to improve their website's conversion, and to help manage and close their newly generated leads through its software. ActiveIQ's system offered MICA Controls with a proactive method for generating and identifying leads and prospects, and eliminated the need for sales tactics such as blind cold calling or generic mass mail-outs.

Not long after launching their marketing system with ActiveIQ, MICA Controls participated in the ISA Trade Show and Conference.

The results? Through the use of ActiveIQ's system, MICA was able to seamlessly identify and follow up with the high volumes of new online prospects that were generated from the tradeshow. ActiveIQ's system allowed MICA to better understand and engage with the prospects, resulting in a more intuitive method of lead generation and management, and more closed deals.

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

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