

CASE STUDY

HEX-HUT SHELTER SYSTEMS

Industry: Manufacturing

Hex-Hut Shelter Systems:

A Comprehensive Online Sales & Marketing System

Protecting welders from harsh weather conditions while working outdoors is important, particularly in the oil patch. The standard steel sheds weighing over 900 kg are dangerous and require heavy equipment to move. Concerned for his own safety and those around him, Mark Moroney created a portable welding tent called the Hex-Hut, a lighter, safer alternative to other shelters in the field.

The Hex-Hut folds like an umbrella and can be set up or dismantled in less than 10 minutes by one person without heavy machinery. Hex-Hut Shelter Systems based in Calgary, Alberta has been leading the market since its creation in 2007. These systems are patent protected and have been featured in the 'New Technology Magazine' as a top oil patch innovation.



The Problem

Initially, getting the shelter to market wasn't easy for Hex-Hut and it took a lot of time and dedication. Hex-Hut quickly realized they had a revolutionary product that was leading the North American market, but needed to expand internationally to continue their rapid growth. **"We were looking to see more traffic to the site and hopefully attract more international customers,"** said Brian Salisbury, Hex-Hut's Marketing Director. ActiveConversion first worked with Hex-Hut in 2013 when they completed a full online sales and marketing program for Hex-Hut's website: hex-hut.com.

ActiveConversion was given the challenge of showcasing these innovative products in a way that would attract an international customer base and increase traffic to the site. Having worked with dozens of industrial companies, ActiveConversion created a streamlined, automated, and repeatable sales and marketing system for Hex-Hut.

The ActiveConversion Solution



ActiveConversion saw that Hex-Hut needed a repeatable, automated, and measurable sales and marketing system. This involved a system that could target the international markets while helping them to grow domestically. ActiveConversion was able to develop a system that generates leads online, converts those leads, and then tracks the results.

Website Conversion

The first step in this complete sales and marketing system was a website designed to convert leads and communicate Hex-Hut's innovative products. Hex-Hut knew a professional, informative and easily accessible website would be key to their continued growth. ActiveConversion was able to create a visually pleasing layout that made it easy for visitors to find information about Hex-Hut's products and services, while also easily being able to fill out a contact form to receive a call back.

“ A great website isn't only aesthetically pleasing, but it displays the right information and allows visitors to convert to leads ”



Renee Matsalla,
Account Manager at ActiveConversion.

Lead Generation

Once the website was improved, the ActiveConversion team was able to focus their efforts on increasing search traffic to the website and improve Hex-Hut's online presence.

By using search engine optimization, ActiveConversion was also able to increase Hex-Hut's Google search ranking measurably and appear on the first page of Google for certain keywords including "welding tents" and "portable welding shelters".

In addition, Hex-Hut appeared at the top of Google for location-based keywords, allowing Hex-Hut to expand internationally. This technique was also used in online paid advertising with Google. ActiveConversion was able to create a campaign highlighting Hex-Hut's main competencies and create highly qualified leads.

Lead Management

The final piece of the online solution was to track and follow up on leads. Hex-Hut began using ActiveConversion, a sales and marketing automation software. ActiveConversion allows Hex-Hut to manage the leads they were receiving from the website. Hex-Hut's sales team could see the leads' online activity and nurture leads until they were ready to buy. This resulted in a large increase of qualified leads, which in turn resulted in larger than expected revenues. **"ActiveConversion helps us understand our customers and our sales funnel more than ever,"** said Salisbury. ActiveConversion was also able to measure and automate marketing programs for Hex-Hut. They now monitor campaigns in real time to see which is producing the most qualified leads and adjust marketing budgets accordingly.

Results

“ I think the most valuable change we've had is our online inquiries. They have more than doubled after implementation. We have also seen increased web traffic and experienced international inquiries that we had not received before through our increased search engine optimization ”



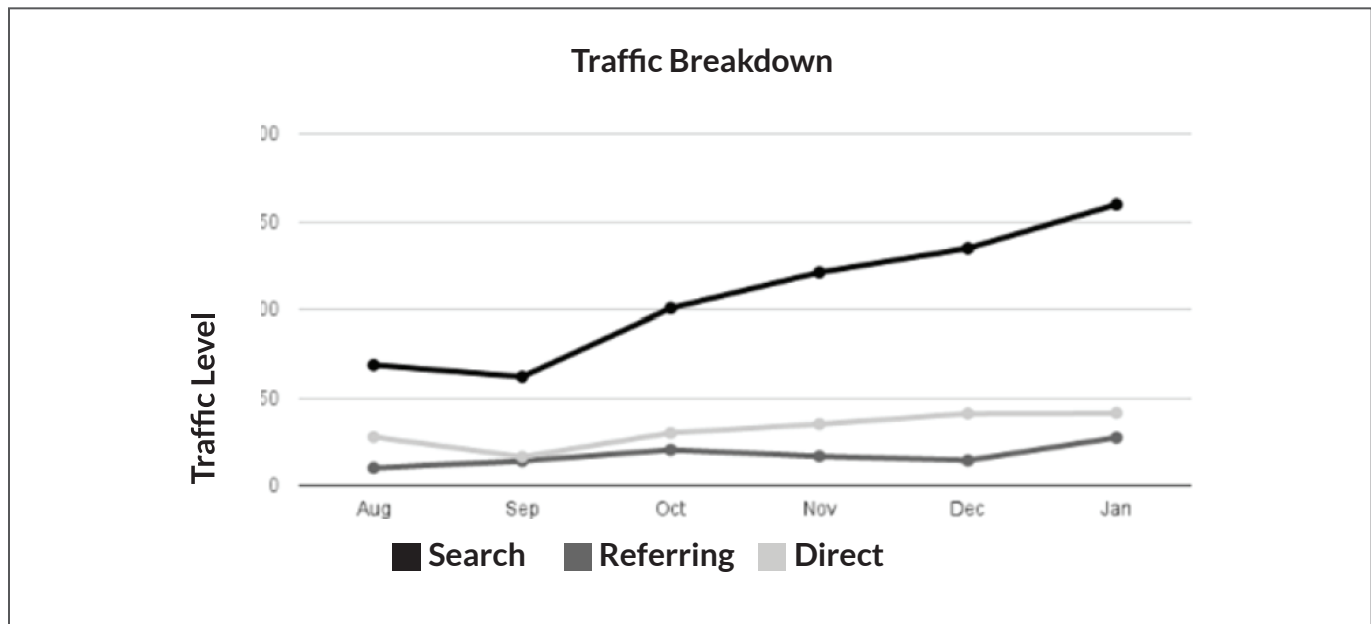
Brian Salisbury

Marketing Director at Hex-Hut Shelter Systems Ltd.

After a year of continued efforts and using proven methodologies, website traffic for September was 180% higher in 2014 compared to 2013 before the sales and marketing efforts of ActiveConversion. "43.3% of website visitors last month alone were from paid advertising, something that hadn't worked before using it with ActiveConversion's professional assistance," said Salisbury.

Conclusion

ActiveConversion used their industrial online marketing expertise to create a complete online sales and marketing system. This system was optimized to communicate Hex-Hut's innovative products, generate leads, and keep Hex-Hut a top competitor in their industry. This system will also help Hex-Hut to continually expand into new markets in the future. It has proven to be repeatable, measurable, and the key to continued growth.



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.