

CASE STUDY

DRYAIR

Industry: Modular Heating Systems Manufacturer

The background of the page features a large, abstract geometric design. It consists of several overlapping triangles in shades of orange and a dark grey. A large orange triangle points upwards from the bottom right towards the top right. Another orange triangle points downwards from the top right towards the bottom left. A dark grey triangle points downwards from the top left towards the bottom left. These triangles create a dynamic, modern look.

Improving Efficiencies In a Large Sales Team and Driving Targeted Website Traffic:

As a manufacturer of modular heating systems, DryAir sells its systems across the United States. Founded in 1994, DryAir began to research and design potential hydronic heating and cooling applications. Today they manufacture systems for a wide range of industries, including concrete curing, ground thawing, grain drying, as well as oil & gas applications, and have a staff serving all major US and Canadian markets.



The Problem

As a business serving all major US markets, the DryAir team is spread across a large geographical area. DryAir recognized the need for an efficient system to ensure all team members had access to the most recent information, sales materials, and product updates. As well, since DryAir manufactures products for different industries, they wanted to find new ways to connect with their target audiences, and efficiently track and manage the leads they generated as a result.

The ActiveConversion Solution

ActiveConversion helped Dryair in three key areas. First, ActiveConversion implemented our marketing technology software to help the DryAir sales team identify, track, and manage the leads generated from their website. Second, ActiveConversion built a centralized staff information dashboard into the DryAir website. With a simple login, team members from across North America can access and download the latest sales, product, and marketing materials at the click of a button. Finally, ActiveConversion developed a professional website, and optimized it for search engines to ensure that it was easy for potential customers to find.

Improving Efficiency with Marketing Technology

A key to success in this project was the implementation of ActiveConversion software with the new Dryair website. Using the software, the Dryair team can track visitors to their website and identify the ones who are ready to buy.

In the first year the ActiveConversion software identified 250 leads visiting the Dryair website that were interested in buying.

250
Leads & Prospects

Centralized Staff Information Dashboard

In addition to using the website as a powerful sales tool to convert potential customers, the ActiveConversion team also designed and implemented a centralized staff information dashboard for the Dryair website. After logging in, representatives from across North America have access to the latest information and sales tools at the click of a button. It is also easier and faster than ever for management to distribute updates to their large team.



The central information dashboard improved our efficiency significantly, making it easier to keep our large team up to date with the latest information, and ensuring everyone has access to the information they need to close sales.

— Wade Wilken - Sales & Marketing Manager
DryAir Manufacturing

A Professional Identity to Drive Targeted Traffic

ActiveConversion developed a professional online identity for Dryair. The new website is conversion oriented, making it easier for viewers to find and engage with Dryair products. However, a website is only effective if the right people are viewing it. ActiveConversion designed an effective search engine optimization strategy to drive highly relevant traffic to the Dryair website, improving the volume and quality of website driven leads.



The Dryair website experienced a 40% increase in traffic in the year following the implementation of the ActiveConversion strategy

Conclusion

ActiveConversion worked closely with Dryair to develop a system unique to their business needs. By implementing an advanced sales & marketing system, ActiveConversion was able to improve both the number and quality of the leads generated by their website. As well, by designing a centralized information dashboard tailored to their unique needs, ActiveConversion created efficiencies and improved the sales process for their large team.

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.