

CASE STUDY

SKYLINE BUILDING SYSTEMS

Modular Roofing, Commercial Roof Replacement/New Construction,
& Waterproof/Fire Resistant Deck Surface Manufacturer

The background of the slide features abstract geometric shapes. A large orange triangle points upwards from the bottom right corner. A smaller dark grey triangle points downwards from the top left corner. The remaining space is white.

Measuring Marketing Success & Attracting Higher Quality Sales Leads:



In the summer of 2016, Thermal Systems purchased Skyline Building Systems, a collection of companies which manufacture specialized products for the commercial and residential construction industries. Together Skyline Building Systems' product lines include modular roofing, commercial roof replacement and new roof construction, as well as waterproof and fire resistant deck surfaces, sold under three separate brand names. As an established company, Skyline Building Systems serves major markets across the United States and Canada.

Despite Skyline's established history and high-quality product lines, brand recognition in some key markets was low.

To combat this, Skyline developed detailed outbound marketing campaigns to improve brand awareness and generate more leads. However, for these campaigns to run effectively, Skyline Building Systems needed to measure and understand which efforts were contributing to success. As well, to improve efficiencies within sales teams, the marketing team at Skyline needed to identify which leads were ready to close to ensure only the best opportunities were passed on to sales. Finally, to support changes in outbound campaigns and an evolving business, Skyline needed the ability to make simple website changes quickly and on the fly.

The ActiveConversion Solution:

ActiveConversion worked closely with Skyline to develop a solution that fit their specific needs. First, ActiveConversion implemented our conversion, lead identification, and marketing automation software to measure the performance of outbound campaigns, identify interested prospects, and determine which leads are ready to close. Second, ActiveConversion modified three existing websites to be fully editable using an easy to use content management system. As a result, Skyline can make simple messaging changes, content adjustments and update photos - quickly and easily.



851

Sales Ready Leads
in 7 months

We're bringing in a ton of leads. Since we've started the program, we've brought in 851 hot leads for our sales team. That's **HOT** leads, since the end of January.

- Laura Twible, Marketing Manager Thermal Systems, August 2016

Improved Sales Efficiency By Identifying the Best Leads:

To help Skyline determine which leads are ready to close, ActiveConversion implemented its marketing automation software. Like many industrial companies, Skyline Building Systems has a longer sales cycle that involves multiple touches at various stages of the buying journey. ActiveConversion's marketing automation software allows Skyline's marketing team to see which leads are engaging at different points of the sales cycle. Automatic lead scoring allows members of the marketing team to follow leads through the sales cycle. They can easily recognize

which leads are ready to make a buying decision before passing them to sales. As a result, the sales team receives higher quality leads that take less time and effort to close. "They (sales) don't have to spend as much time on lead generation themselves as they used to. It's just a matter of providing them with quality leads so they don't have to go out and find them. He (or she) just needs to phone them and do his magic," explains Laura Twible, Thermal Systems' Marketing Manager.

“ The best thing for me, as a marketer, is to have everything at my fingertips. To not have to go to 5 different locations to find out my statistics.

- Laura Twible, Marketing Manager Thermal Systems



Outbound Campaign Success Measurement:

To support outbound marketing efforts, ActiveConversion worked closely with Skyline to integrate our lead identification and conversion software into their existing processes. In a longer sales cycle with multiple touch points, the team at Skyline now understands which marketing efforts are working. They can quickly spot areas that need improvement in their outbound efforts. “From a marketing perspective, it’s difficult to measure successes that we have (without software),” adds Laura. The ActiveConversion software measures, records, and tracks all

marketing activities within a single dashboard, making it easy for the Skyline marketing team to access all the information they need. As new leads are identified, the software automatically reveals which efforts brought them in and can automate the next process or touch point to move them along in the sales cycle. “To be able to have this kind of information at your fingertips, and being able to drill down within my campaigns, is important. To be able to see what one particular person did is huge. And it’s huge for our sales team” Twible acknowledges.

Simple & Timely Website Adjustments:

Finally, ActiveConversion transitioned Skyline's existing websites to operate using a simple content management system. The content management system allows the marketing team at Skyline to make simple website changes as needed. Rather than submitting small requests to their website provider and waiting for the results, Skyline can make instant changes to titles, content, and photos - without needing to understand website coding. Website messaging can now be easily updated to match new marketing efforts, and product details can be quickly edited as the products evolve



Conclusion:

ActiveConversion worked closely with Skyline to implement solutions tailored to their specific business needs. With detailed outbound marketing campaigns in place, ActiveConversion helped Skyline understand where they were having the most success. The collaboration helped improve sales efficiency by identifying the leads that are ready to close. As well, ActiveConversion helped tie all marketing efforts together by launching a content management system that allows Skyline's team to make simple website adjustments themselves. They can now support new product offerings and marketing efforts in-house.

About ActiveConversion:

ActiveConversion works closely with industrial businesses to attract new customers, identify more leads, and generate more sales. Manufacturers, distributors, and industrial service providers make the most of the existing efforts using our combination of inbound strategies, conversion software, and lead identification tools. With a diverse customer base across North America, we help industrial companies generate more business opportunities in their target markets and convert more of those opportunities into sales.

ActiveConversion has completed more than 500 successful projects helping companies succeed online. Our expert team works closely with manufacturers, distributors, and industrial service providers every day to understand their business and ensure sales and marketing success.

For more information visit ActiveConversion.com