



CASE STUDY

SKYLINE BUILDING SYSTEMS

Measuring Marketing Success & Attracting Higher
Quality Sales Leads

Specialized Products for the Commercial and Residential Construction Industries

In the summer of 2016, Thermal Systems purchased Skyline Building Systems, a collection of companies that 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, and 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.



1-877-872-2ROI

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 ActiveIQ Solution:

ActiveIQ worked closely with Skyline to develop a solution that fit their specific needs. First, ActiveIQ implemented their account-based sales & marketing software to measure the performance of outbound campaigns, identify interested prospects, and determine which leads are ready to close.

Second, ActiveIQ 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

Improved Sales Efficiency By Identifying the Best Leads:

To help Skyline determine which leads are ready to close, ActiveIQ implemented its account-based sales and marketing software. Like many industrial companies, Skyline Building Systems has a longer sales cycle that involves multiple touches at various stages of the buying journey.

ActiveIQ's ABX 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.”

Laura Twible -Marketing Manager

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Outbound campaign success management

To support outbound marketing efforts, ActiveIQ worked closely with Skyline to integrate our lead identification and ABX software into their existing processes. In a longer sales cycle with multiple touchpoints, the team at Skyline now understands which marketing efforts are working & can quickly spot areas that need improvement.

“From a marketing perspective, it’s difficult to measure successes that we have (without software),” states Laura. The ActiveIQ 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 be able to drill down within my campaigns is essential. To be able to see what one particular person did is huge. And it’s huge for our sales team”



Simple & Timely Website Adjustments:

Finally, ActiveIQ 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

Achieving Sales & Marketing Success

ActiveIQ worked closely with Skyline to implement solutions tailored to their specific business needs. By combining powerful ABX software with managed marketing services, Skyline had all the tools they needed to enable their team to achieve lead-driven sales and marketing success.

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