



CASE STUDY

HEX-HUT SHELTER SYSTEMS

Doubling Online Inquiries With A
Comprehensive Sales & Marketing System

HEX-HUT SHELTER SYSTEMS

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.



1-877-872-2ROI

The Challenge

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. ActiveIQ 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. ActiveIQ 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 ActiveIQ Solution



Lead Generation



Lead Conversion



ROI

ActiveIQ 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. ActiveIQ was able to develop a system that generates leads online, converts those leads, and then tracks the results.

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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. ActiveIQ 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.

Lead Generation

Once the website was improved, the ActiveIQ team was able to focus their efforts on increasing traffic to the website and improving Hex-Hut's online presence. By using search engine optimization (SEO), ActiveIQ was also able to increase Hex-Hut's Google search rankings to help them appear on the first page of Google for targeted keywords, including "welding tents" and "portable welding shelters." Hex-Hut also appeared at the top of Google for location-based keywords, allowing them to expand internationally. This technique was also used in online paid advertising with Google helping them to generate even more highly qualified leads.

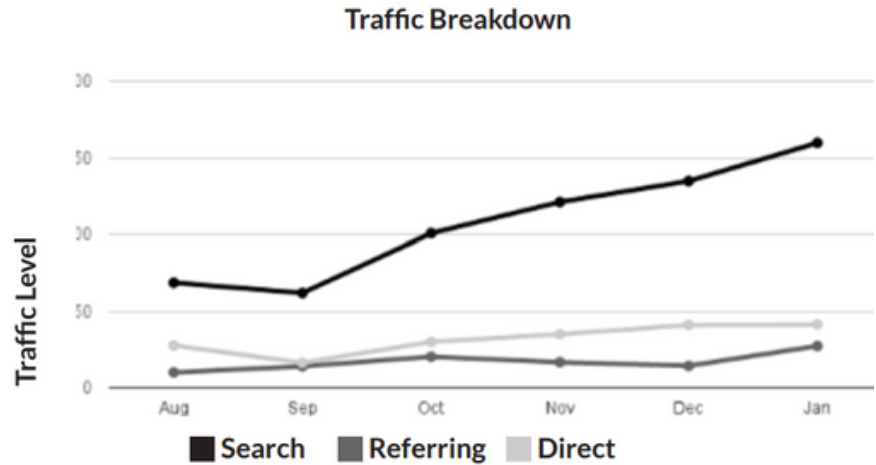
Lead Management

The final piece of the online solution was to track and follow up on leads. Hex-Hut began using ActiveIQ, an account-based marketing and sales (ABM/ABX) software. ActiveIQ allowed 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. "ActiveIQ helps us understand our customers and our sales funnel more than ever," said Salisbury. ActiveIQ 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

After a year of continued efforts and using proven methodologies, website traffic for September was 180% higher compared to the previous year before the sales and marketing efforts of ActiveIQ.

“43.3% of website visitors last month alone were from paid advertising, something that hadn’t worked before using it with ActiveIQ’s professional assistance,” said Salisbury.



“ 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

ActiveIQ 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.

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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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