

# CASE STUDY

## MICA CONTROLS

Industry: Oil and Gas Control and  
Safety Solutions

## Optimizing Industrial Sales With A Repeatable Sales & Marketing System



MICA Controls Ltd. (MICA) is an Alberta based business providing measurement, control, and safety solutions to the energy sector. They are a manufacturers' representative, offering product lines from companies including HIMA, Dynamic Flow Computers, Beijer, AGAR, Lancaster Flow Automation, and many more. MICA serves primarily oil and gas companies in Western Canada with some global clients.

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## The Problem

MICA Controls felt that they were being too reactive when following up with new prospects. Their sales representatives relied on tactics such as cold calling and broad generic mail-outs to reach potential customers, and were not seeing a high pay-off. MICA decided that it was time to take a more proactive approach by adopting an advanced sales and marketing system.

ActiveConversion approached MICA Controls to discuss how they could use an online sales and marketing system to reach a larger client base, build stronger relationships, and better understand the needs and interests of their prospects and returning customers online.

**“We felt that better information and data management would help us better reach our customers”,** explained Rob Mitchell, Vice President of MICA Controls.

## THE ACTIVECONVERSION SOLUTION

There were two areas where ActiveConversion felt they could help MICA. First, MICA was missing out on prospective buyers because their website was not optimized for search engines, and was difficult to find under searches for control solutions. Secondly, MICA had no focused online marketing strategy, or means of generating and managing leads from their online marketing. ActiveConversion resolved to solve MICA’s online troubles by developing a tailored sales and marketing system that included online marketing campaigns, a conversion oriented website, and the lead generation and management capabilities of its software.

## An Online Marketing Strategy

To improve MICA Control's online visibility and increase targeted traffic to their website, ActiveConversion implemented a multi-faceted online marketing campaign. By combining best practices in search engine optimization, and paid search advertising, ActiveConversion was able to improve MICA's performance in search engine rankings and maximize volumes of relevant traffic from searches related to their products and services. **The result of ActiveConversion's work was a 100% increase in traffic over four months, with over 600 unique visitors each month.**

“ The resulting increase in visibility attracted more visitors to the website increasing total traffic 100% over 4 months... ”



Rob Mitchell,  
VP MICA Controls

## Developing an Online Sales Tool

Now that MICA had generated more targeted traffic to its website through search engine optimization and marketing, it was time to address the goal of building its customer database. To do this, ActiveConversion first provided MICA with conversion consulting for its website. ActiveConversion worked with MICA to ensure that when visitors arrived to their website, they were guided to relevant information and conversion opportunities through an intuitive path. With the website working to convert more visitors into leads, ActiveConversion implemented its software on the website to systematically generate and manage these leads until they were sales-ready. **This approach worked for MICA to increase numbers of qualified leads by more than 300%.**

## THE RESULTS

Putting its new sales and marketing system to the test, MICA Controls participated in the ISA Trade Show and Conference shortly after its work with ActiveConversion was completed. The results? Through the use of ActiveConversion's system, MICA was able to identify and follow up with the high volumes of new online prospects that were generated from the tradeshow. Through the implementation of ActiveConversion's System, MICA was able to sustain a higher return on investment from the trade show. ActiveConversion's system allows MICA to better understand and engage with the prospects generated on their website, resulting in a more intuitive method of lead generation and management, and more closed deals.

## Conclusion

ActiveConversion's goals were to improve MICA Control's targeted search traffic, and to provide a reliable method for generating and managing prospects and leads online. ActiveConversion addressed MICA's poor traffic through a combination of targeted search engine optimization and paid online advertising. Once a higher volume of targeted traffic had been generated, ActiveConversion worked with MICA to improve their website's conversion, and to help manage and convert their newly generated leads through its software.

ActiveConversion's system offered MICA Controls with a proactive method for generating and identifying leads and prospects, and eliminated the need for sales tactics such as blind cold calling generic mass mail-outs which had shown little return.

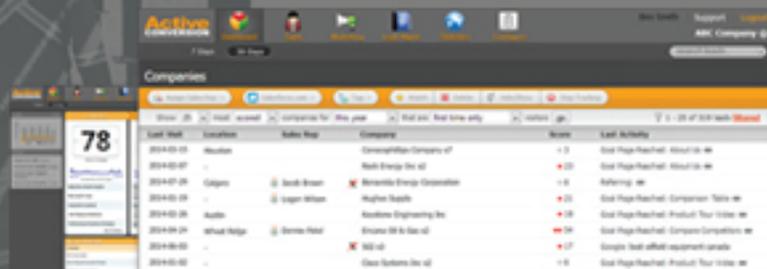
The solutions implemented by ActiveConversion worked effectively to solve the problems identified by MICA Controls at the start of the project. This scenario is not limited to MICA Controls; there are many other industrial companies that stand to benefit from the implementation of a repeatable and automated sales and marketing system.

## 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](http://activeconversion.com) or call 1-877-872-2ROI.

## A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

UNIQUELY ENGINEERED  
FOR YOUR INDUSTRY



Lead	State	Location	Active Rep	Company	Score	Last Activity
2014-03-05	Illinois	Waukegan		ConceptWise Company LP	-1	Sold Page Reached: About Us - 44
2014-03-07	Illinois			Next Energy (US) LLC	+10	Sold Page Reached: About Us - 44
2014-07-26	Illinois	Chicago	Scott Brown	Renewable Energy Conversion	-1	Referring - 44
2014-03-08	Illinois		Logan Wilson	Wagner Supply	+10	Sold Page Reached: Comparison Table - 44
2014-03-26	Illinois	Aurora		Wardens Engineering Inc.	+10	Sold Page Reached: Product Tour Video - 44
2014-04-24	Illinois	Wood Ridge	Chris Reed	Enroute Oil & Gas LLC	+76	Sold Page Reached: Compare Competitors - 44
2014-06-05	Illinois			WGL LLC	+17	Simple Test: Offer equipment details
2014-03-02	Illinois			Case Systems (US) LLC	-1	Sold Page Reached: Product Tour Video - 44

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