

CASE STUDY

SPECIALIZED DESANDERS

Desanding Equipment For The Oil & Gas Industry

Reaching A Niche Audience Through Digital Marketing Channels:

Specialized Desanders Inc., headquartered in Calgary, Alberta, is a leading oilfield equipment company that specializes in engineering, assembling, distributing, and servicing patented, high-pressure equipment that efficiently removes sand and other solids during the well flowback and production process. The Company was co-founded by Chris Hemstock in 2001 and has built a world-class reputation for technical innovation, reliability, and service.

SPECIALIZED DESANDERS



The Challenge

Specialized Desanders targets a very niche segment of the oil & gas market; because of this, they have historically spent a lot of time finding effective ways to reach their target market. In the past, they often relied on more traditional marketing methods such as networking, trade shows and events. While these methods can be effective, they are time-consuming and tend to be rather expensive when compared to digital marketing approaches.

Beyond trouble accessing their target market, Specialized Desanders was also unable to track the ROI of their marketing efforts and were rarely able to attribute a sale to a specific campaign. This meant they had no way to determine which campaigns were driving the most sales leads and should be continued. Specialized Desanders isn't alone in this struggle, 50% of B2B marketing executives find it difficult to attribute marketing activity directly to revenue results as a means to justify budgets. (CMO.com, 2015).

Specialized Desanders knew that in order to remain competitive, they needed to begin using more innovative marketing techniques and tools that would connect them with their target market and track their successes.

“ Before ActiveConversion, it was really difficult to measure marketing return on investment because essentially the dollars that we spent could not directly be tied back to revenue. So, ActiveConversion has been really instrumental for us in determining where to spend our marketing dollars.



Francesca Costello - Marketing
Specialized Desanders

Finding A Solution

To begin their marketing evolution, Specialized Desanders decided to invest in ActiveConversion, a powerful conversion tool supported by a team of expert B2B digital marketers. Specialized Desanders knew that conversion software alone wouldn't have a dramatic impact on their results. They needed to attract visitors to their website, keep them engaged, and ideally convert them into leads. But, this was a new domain for them and they needed some guidance on how to best harness the power of digital marketing.

One of the reasons Specialized Desanders selected ActiveConversion as their solution is because they provide each client with a dedicated digital marketing specialist that can provide advice and support on sales and marketing initiatives. "ActiveConversion and that relationship has been super helpful because we've been able to have the boutique services available," shared Francesca, "we have a small marketing team, so we rely heavily on our vendor relationships to be able to round out our marketing activity and provide expertise."

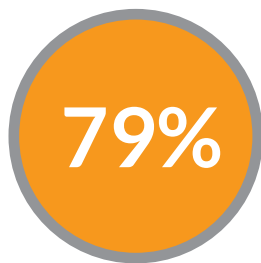
Targeting A Niche Audience

Specialized Desanders was also keen to find new ways to reach their niche target audience. One particularly effective channel that Specialized Desanders found was the media publication, EnergyNow. ActiveConversion and EnergyNow are partnered together to give advertisers actionable insight into the leads that interact with their brand. Using the integration, Specialized Desanders could see who clicked on their banner ads or read their content and then what actions they took after the fact that showed further purchase intent.

The image shows a screenshot of a banner advertisement on the EnergyNow.ca website. The banner features the EnergyNow.ca logo at the top left, with the tagline "AN ENERGY STRONG CANADA" and a red maple leaf icon at the top right. The main headline reads "GRAVITY & BARRIER DESANDERS" in large, bold, white letters. Below the headline, the text says "Stop the most sand at the wellhead with our patented, reliable products." At the bottom left of the banner, it says "SPECIALIZED DESANDERS" with a small graphic of a desander. At the bottom right, there is a yellow "Get Started" button. Below the banner, there is a section titled "Latest Headlines & Events" which includes a small image of a Suncor logo and a headline: "Regulator OKs Fort Hills oilsands mine tailings plan but orders demonstration".

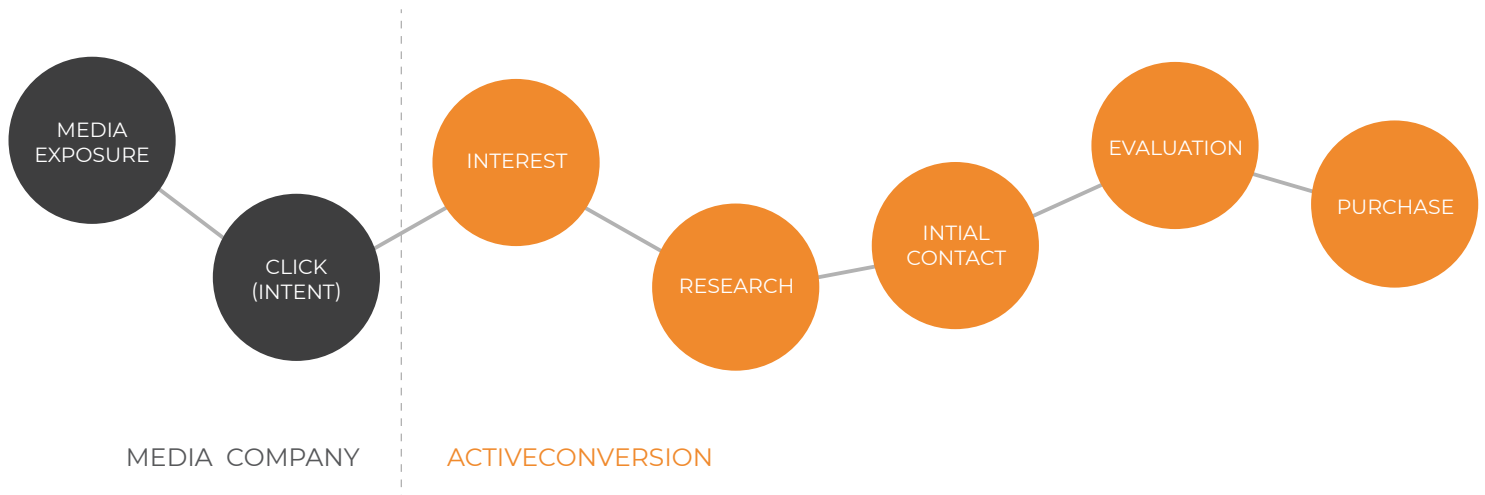
Unparalleled Access To Data

“The timeliness is really fantastic. We can see leads and activity almost instantaneously,” commented Francesca. “The second part would be the data that we have access to; being able to view lead information and level of interest in the product...not only do leads come over quickly and accurately, they also come with the level of scored interest so we immediately see the most qualified leads.”



Specialized Desanders posted ads & content on EnergyNow. 79% of the people that clicked on those ads were automatically identified using ActiveConversion.

The exciting thing about this identification is that it doesn't require the lead to fill out a form on Specialized Desander's site. As the leads are already subscribers with EnergyNow, ActiveConversion has their details and can share that information with the advertiser after the lead has exhibited purchase intent by clicking on an ad.



Other Digital Channels

Other than using media publications, Specialized Desanders also attracts website visitors using PPC campaigns on Google Ads and LinkedIn. Over the past year, Specialized Desanders received a number of impressions and clicks on their PPC advertisements. Using the ActiveConversion software, they were able to identify almost 12X more of those clicks than if they'd been simply relying on form fills.

12X more PPC leads identified using ActiveConversion.

Beyond seeing who a lead is, ActiveConversion lets Specialized Desanders follow the lead as they travel down the sales pipeline until they eventually become a customer. It's attribution on a whole new level.

One of the services that Specialized Desanders elected to take advantage of is ActiveConversion's PPC Campaign Management. This service provided them with a digital marketing expert to monitor their Google Ads and paid LinkedIn accounts to ensure they're performing well and to make tweaks when necessary. Each month, Specialized Desanders receives a report on the results from their campaigns and suggestions for how they can be improved.

“ Our account manager has been really helpful in providing us with regular reports on our performance, but then also making suggestions on things we could try or things we could be looking at.

Francesca Costello - Marketing
Specialized Desanders

Sales And Marketing Alignment

90% of organizations believe that the reason they fail to achieve their overall goals is lack of sales and marketing alignment. (Aberdeen, 2017). Technology can be a fantastic way to combat this misalignment, but only if it's used properly.

One common issue is the use of siloed software tools. Integrating these various tools can drastically improve visibility for all departments. ActiveConversion is able to connect to over 100 different CRMs using Zapier, an online automation tool that connects two or more apps to automate repetitive tasks or move information. Specialized Desanders used Zapier to connect ActiveConversion and Salesforce, so that marketing and sales would always be on the same page.



“The Zapier integration has been really helpful to allow us to tie directly into our CRM and engage the sales team on leads instantaneously,” shared Francesca. “For them it’s really exciting because they can see their sales pipeline being built in real time, so they can see the marketing dollars working for them.”

Conclusion

With ActiveConversion, Specialized Desanders has been able to diversify their marketing strategy, engage new leads, and visualize the ROI of their campaigns. By advertising with EnergyNow, they have been able to connect with their niche target audience and find new prospects. As they continue to grow their presence across North America, ActiveConversion will give Specialized Desanders the edge they need to stay one step ahead of their competition.

About ActiveConversion

ActiveConversion 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.

ActiveConversion has worked on 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 ActiveConversion.com