

Leads & Customers: Making Automation Work for Both Audiences

Emma Dolby
Marketing Manager, Direct Air & Pipework

GatorCon 2020

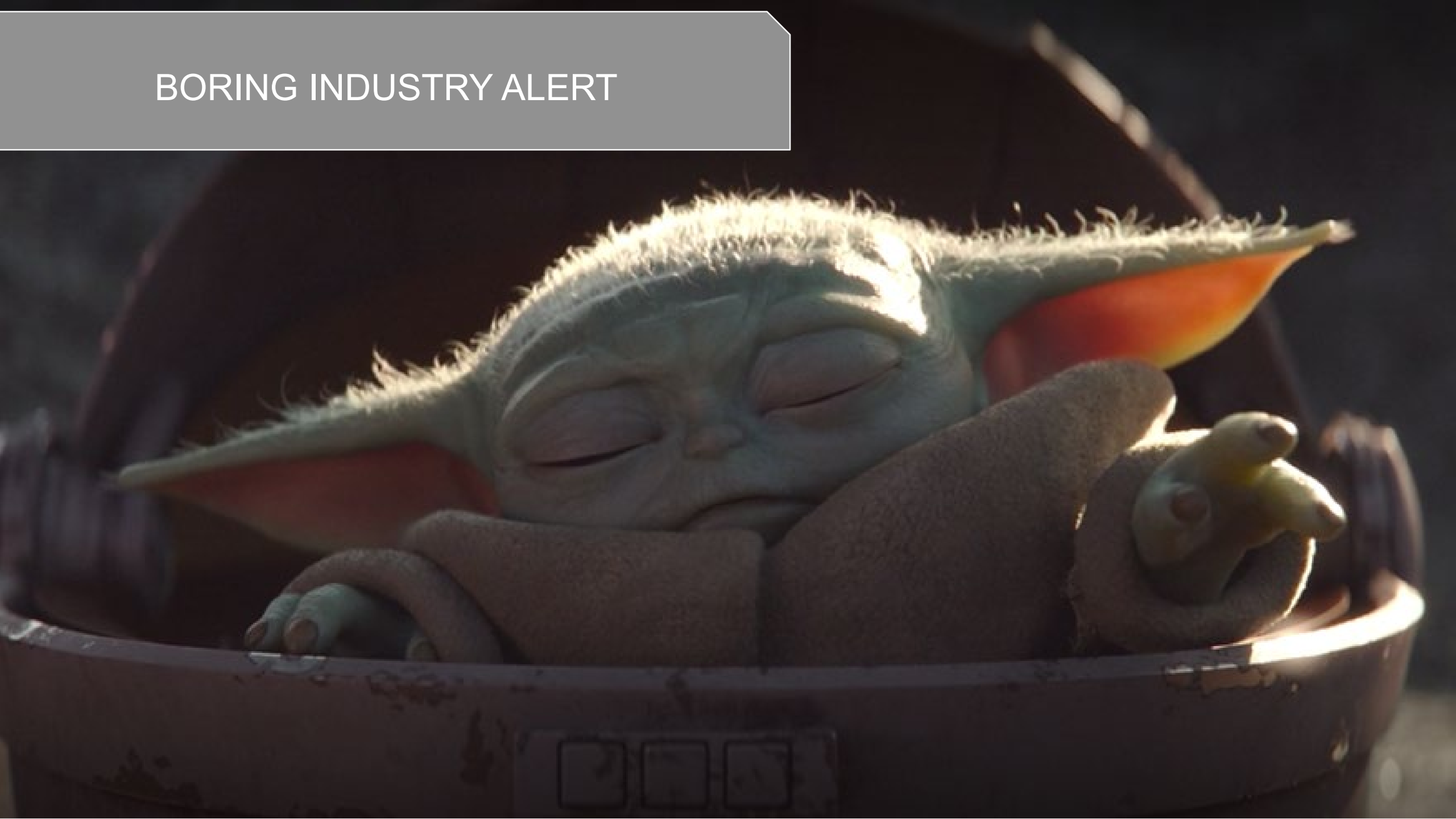


INTRODUCING EMMA

- ❖ Over 5 years marketing experience
- ❖ Worked in variety of sectors including engineering, higher education & professional services
- ❖ Agency-side and client-side experience
- ❖ Expertise in copywriting and content, with a love for data on the side
- ❖ Challenges: combining online & offline activities, aligning sales & marketing, implementing new strategies with limited resource



BORING INDUSTRY ALERT



WHO ARE DIRECT AIR?

- ❖ Compressed Air Distributor
 - ❖ We don't manufacture anything!
- ❖ Supply, install and maintenance of compressed air solutions and services
- ❖ 3rd generation family business, founded in 1993
- ❖ Branches in Coventry and Cheltenham
- ❖ Customers include Jaguar Land Rover, Royal Mail, Thatcher's Cider, Accord Healthcare... list goes on!



OUR MARKETING JOURNEY

- ❖ Our business operated without a marketing department, or in fact without a marketing employee for over 24 years
- ❖ Desire to grow as a company
- ❖ Stand out from the competition
- ❖ Support sales – we have 6 sales engineers who cover the UK... they can't do it all alone!
- ❖ Invested in new branding, website, lead gen, email marketing, events...
- ❖ Marketing team has doubled... to two people!
- ❖ 2020: SEO campaigns, PPC, video strategy,



WHY WE USE COMMUNIGATOR

- ❖ Leads & enquiries are worth their weight in gold.
- ❖ Varying sales cycle lengths from 1 day to 1 year
- ❖ Selling a lifetime cost benefit... but not to an individual, to a company
- ❖ Discovered CommuniGator via GatorLeads
- ❖ We were looking for an extension to our marketing team
- ❖ Gator team providing constant training, support & ideas
- ❖ Marketing automation toolbox



REACHING PROSPECTS



WHAT IF I TOLD YOU

LEGITIMATE BUSINESS
INTEREST IS YOUR FRIEND

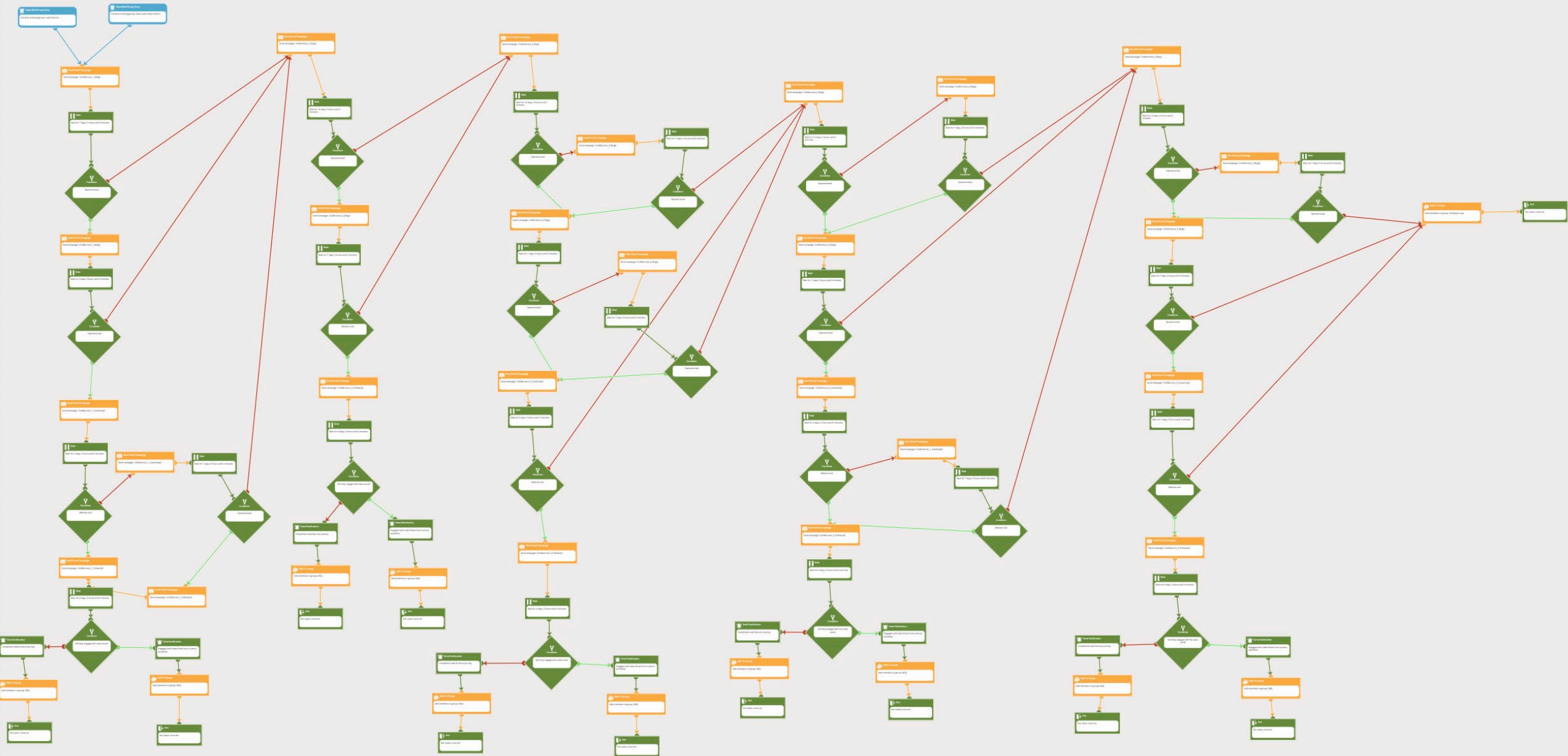
KNOW YOUR PERSONAS &
STAY COMPLIANT

GDPR ISN'T BAD

OUR TOOLBOX

1. GatorLeads – identify relevant companies who have visited our website
2. GatorMail – create a series of emails & campaigns to be sent out
3. SendForensics – test quality of emails being created prior to sending
4. GatorWorkflow – set up automated workflow to manage prospects







Hi Gator,

Compressed air is one of the largest costs at the end of each month.

We've recently published our [5 tips to lower costs](#) lost as heat.

There are always opportunities to make

Thanks,

Emma Dolby



W www.directair.co.uk

Coventry Unit 38, Herald Way, Binley Industrial Estate
Cheltenham Unit 11, Neptune Business Park



To update your email preferences follow this



5 TIPS TO LOWER COMPRESSED AIR COSTS

The larger your compressed air system, the greater the opportunity for cutting costs.

Topics: Compressed air system, Energy savings
Date: 18th March 2019

[READ MORE >](#)



DO YOU HAVE A COMPRESSOR MAINTENANCE STRATEGY?

Your compressor is only as good as the maintenance strategy you've put in place.

Topics: Compressed air system, Servicing
Date: 6th March 2019

[READ MORE >](#)



6 EASY TIPS TO MAXIMISE COMPRESSED AIR EFFICIENCY

Don't overlook the compressor on your workshop floor any longer.

Topics: Advice, Compressed air system, Compressor performance, Energy savings
Date: 23rd January 2019

[READ MORE >](#)



HIRING V BUYING: WHAT'S THE SOLUTION FOR YOUR BUSINESS?

If you're looking to change your compressor, is hiring or buying the best option for your business?

Topics: Advice, Compressed air system
Date: 17th July 2018

[READ MORE >](#)

is looking at ways to reduce the bill at

[every](#) with 80% of your electrical input

.. CIM Exch



COLD NURTURE WORKFLOW

- ❖ 917 contacts completed the workflow
- ❖ 242 leads found via GatorLeads
- ❖ 97 leads passed on to sales as MQL

- ❖ Form set up by CommuniGator to quickly & easily capture leads

- ❖ Daily task for review GatorLeads & add to workflow

- ❖ Outlook style emails
 - ❖ Emails in 1st topic pathway have average 27.83% engagement rate
 - ❖ Achieved direct replies to emails from prospects – trust!

- ❖ 27 emails in workflow
 - ❖ Automatic updates to sales once workflow completed & prospects enter MQL group

- ❖ Engagement with content on website
 - ❖ Avg. Time on Page for '6 tips' is 3:36 mins

- ❖ Room for growth – can be changed or paused at anytime



TARGETED WORKFLOWS

❖ Currently getting ready to launch targeted workflows based on contact segmentation and GatorLeads tracking

❖ Campaigns to start in Feb 2020 and to run for 2 months per campaign with 1 month break in between to review

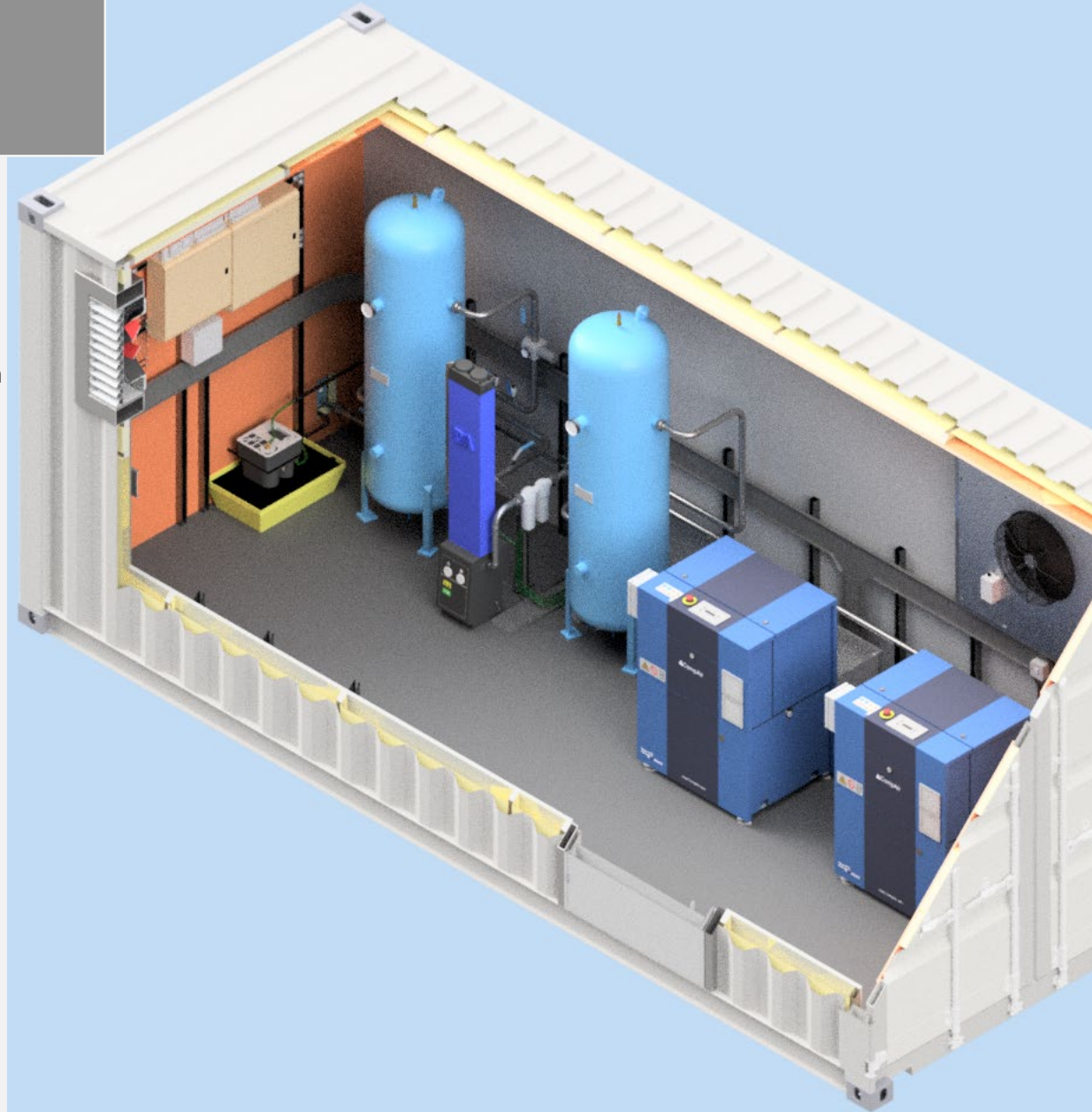
1. Feb-March: Oil Free (standards, applications, technology) – target: Food + Bev, Pharmaceutical
2. May-June: Energy Reduction (leak detection, heat recovery, audits)– target: Automotive, Aerospace
3. August-September: Air Quality (breathing air, ISO) – target: TBC
4. Oct-Nov: Servicing – target: General Engineering, Manufacturing

Goal to achieving minimum 5 qualified leads per campaign

- 100 contacts per industry
- 1 contact per company
- 50 companies in South West, 50 companies in Midlands

Job titles to target for oil free: operations manager, manufacturing manager, engineering manager, production manager

Emails will be sent from Michelle Hooke and replies will be sent directly to Michelle



SPEAKING TO CUSTOMERS



NEWSLETTER

- ❖ Quarterly newsletter to all customers highlighting what's been happening at Direct Air
- ❖ HTML design
- ❖ 4 highlights per newsletter
- ❖ Customers grouped separately within GatorMail: contract customers vs non-contract customers
- ❖ The stats:
 - ❖ 2019 Q2 newsletter – 13% engagement
 - ❖ 2019 Q3 newsletter – 7.94% engagement
 - ❖ 2019 Q4 newsletter – 14.34% engagement



Leading compressed air specialist since 1993

Visit Stand 69 at Maintec 19

Are you free on 30th or 31st October? Direct Air will be exhibiting at Maintec 2019 at the NEC, Birmingham. Register for a free ticket and come talk to our team! If you'd like to pre-book an appointment, just reply to this email.

[Register now](#)



Direct Air invests in workplace defibrillator

We have purchased an automated external defibrillator for our Coventry headquarters. If defibrillation is delivered within 3-5 minutes of collapse, survival rates can be as high as 50-70%. Every second counts.

[Find out more](#)



Jurassic compressor



'CHECKING IN' WORKFLOW

- ❖ Why just use workflows for prospects?
- ❖ 595 customers, 1494 contacts within those companies
- ❖ Impossible to be proactive to all of their needs, wants and questions... or is it?
- ❖ Quarterly 'checking in' emails from account managers being launched in Feb 2020
- ❖ Responses go direct to account managers
- ❖ Once workflow is complete, contacts will reenter



NEXT STEPS

- ❖ Email 5th highest source of traffic to website – continue to grow
- ❖ Launch 2 new workflows in February
- ❖ Integrate our CRM system with CommuniGator
- ❖ Continue planning strategy with James & the CommuniGator team

Thank You for Listening

