



act!™

Act! generates warm leads for dryer firm

If you are selling into a highly diverse international market, Act! Growth Suite can give your marketing extra power by ensuring the right message is sent to the right people at the right time, as it does for this industrial equipment manufacturer.



“ We only began using Act! Marketing Automation at the start of the year, but I can already see it’s making a difference. The whole marketing process is much faster and cleaner and we can now also create really beautiful email templates in a way we couldn’t before.”

Krista Scroggins
Office Manager

Tarmac International manufactures and distributes systems for drying aggregate and soil or mixing hot asphalt.

From its base in Missouri, these large rotary dryers that can measure 50 feet in length are sold around the world to customers in the remediation, construction and infrastructure industries.

But selling specialist systems like these into wide-ranging markets like Africa, the Middle East, Australia

and China requires effective ongoing marketing. That’s the responsibility of Office Manager Krista Scroggins, who oversees the company’s advertising, website and online presence. She’s also responsible for managing everything to do with Act!, particularly making sure it keeps meeting the needs of the 11-strong sales team who use it daily to manage their leads and sales opportunities.

Act! Marketing Automation gives new sales power

While Act! has very much been part of the company’s sales efforts for some time, an extra dimension was recently added when Tarmac International upgraded to Act! Growth Suite earlier this year.

Act! Marketing Automation gives new sales power (continued)

Krista has already seen a difference, as “the whole marketing process has become much faster and cleaner, and now when we run a marketing campaign we can see a significant increase in traffic to our website and more inquiries coming in. We can now also create really beautiful email templates in a way we couldn’t before.”

Because the company’s worldwide audiences are so diverse, it is particularly important Krista distributes technical information that is relevant to and targeted at a specific set of buyers, which is why she works closely with the sales team to make sure the marketing messages she sends are all hitting the right note.

“So, I create specific groups in Act! for different markets, such as soil remediation and asphalt,” says Krista. “By splitting markets like this, I can be sure that we’re engaging with each audience in the best

possible way. It means that even though I might be sending out 8,000 emails a month, this could be split into 1,000 or 1,500 emails going to different groups.”

Act! moving forward

With its email marketing campaigns now working so successfully, the company is looking to increase the 8,000 or so emails it currently sends out each month to around 12,000 in the not too distant future.

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Krista Scroggins

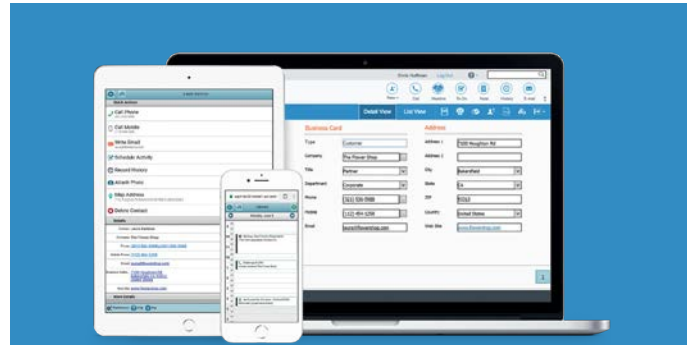
Sales and Marketing Manager



Act! moving forward (continued)

With international markets constantly changing, Act! is more than capable of evolving in response, with Krista more than happy to make any changes to fields or templates as they are needed. However, when it comes to implementing new installations or upgrades, the company calls in Act! Channel Partner Keystroke, who also provide further training to Krista and the sales team to help them get the most out of Act!.

So, not only has Act! enabled Krista to improve her own personal productivity, it's also helping ensure that unlike the sand and aggregate that is processed by the company's equipment, the flow of warm leads doesn't dry up.



Results

- Tarmac International sends out on average about 8,000 emails a month but their goal is to use Act!'s Marketing Automation capabilities to get that up to 12,000 in the not too distant future.
- Though most of the company's customers are in the US, it also operates in a global marketplace. To reflect this international diversity, Krista splits her database into groups so she can be sure she is delivering the right message to each recipient.
- The Act! Growth Suite has added a new dimension to the company's marketing which is reflected in more website visits and a higher volume of sales enquiries.
- Krista creates specific groups in Act! for different markets, so she can be sure that she is only sending each customer the technical information that is relevant to them. This means that she might only be sending 10 or 12 percent of her mailings to any one group.

Contact Act!

United Kingdom: **0845 268 0220**
Ireland: **0766 801 364**
Australia: **1300 724 327**
Switzerland: **043 508 2364**
Germany: **0800 181 2014**

United States: **866 873 2006**
South Africa: **0105 003 672**
France: **09 75 18 23 09**
Belgium: **078 483 840**
New Zealand: **0800 443 163**

orders@swiftpage.com

www.act.com/uk

