

Case Study

Shawcor

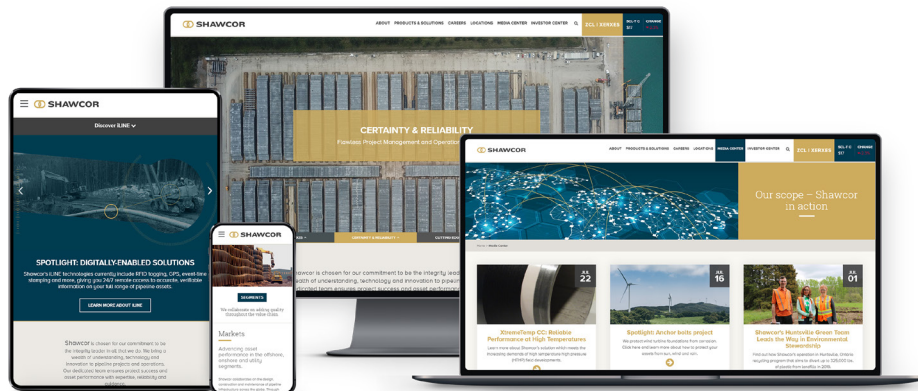
How a growth-minded website and digital strategy helped an energy pioneer generate over 2,000 quality leads in one year while boosting the company's brand recognition



The Challenge

Shawcor has been a trusted name in the oil and gas sector since it was founded in the 1930s. Over the last decade, it has brought that name to customers around the world by acquiring 13 brands in the upstream, midstream, downstream and other industrial markets. That expansion left Shawcor with both immense capabilities and an immense challenge: integrating more than a dozen brands with extensive product offerings scattered across 16 legacy websites.

Shawcor's existing website lacked the architecture and functionality to support this extensive integration. The company also needed help positioning these new products and rebranding itself as a recognized leader in integrated energy services.



The Opportunity

When Shawcor came to HexaGroup seeking a new website and stronger product positioning, our team started by identifying measurable goals for our work together.

IN 1 YEAR...

195%
increase in
website traffic

38%
more top-ranking
keywords

264%
increase time
spent on website

1,505%
more website
pages

Visit Website
www.shawcor.com

Brand marketing goals

1. Create a new website that serves as a functional component of Shawcor digital promotions.
2. Position Shawcor as a major integrated energy services company.
3. Funnel people searching the web directly to Shawcor's relevant products, and sales representatives, as quickly as possible.
4. Fuel and support the sales process for all Shawcor products.

Website enhancement goals

1. Implement a robust architecture to support product integration.
2. Enhance website content (its current site had just 159 pages of content and lacked optimization in terms of both SEO and buyer persona painpoints).
3. Implement flexible homepage and site templates focused on user-friendly features and crosslinks to improve navigation and site conversion.
4. Enhance product sections with searchable catalogs and a technical library.
5. Remove links to external legacy site.
6. Promote social media content.
7. Develop an interactive office locator and plant capabilities module.
8. Build a lead generation engine, including more opportunities for contacting sales.



The Solution

At HexaGroup, performance is in our DNA. We're driven by our tagline—"Marketing Performance. Period."—through every step of our proven methodology. We leveraged our extensive energy industry marketing experience to help Shawcor achieve a website and marketing strategy that reflected its industry leadership.

1. Clustaar™ Analysis

Before partnering with HexaGroup, Shawcor lacked search engine marketing analysis entirely, which meant it was developing content without any consideration for either the customer's needs or search activity. Our Clustaar analysis bridged this critical gap.

Clustaar is HexaGroup's proprietary tool for understanding a brand's market situation online in terms of both the competitor landscape and search activity trends. We like to think of it as keyword analysis on steroids. Clustaar analyzed, segmented and visualized Google big data to provide actionable insights to drive smarter digital marketing decisions. It also identified keyword areas related to Shawcor's business that were currently untapped. We performed Clustaar for each of the four core segments of Shawcor's business, including pipe coating, integrity management, connection systems and composite production systems and addressed all of the relevant markets and applications.

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Clustaar provided the in-depth market analysis and competitive positioning needed to guide our marketing strategy, website and content development process.

2. Growth-Driven Website

Website development is HexaGroup's hallmark. We implemented our proven process to give Shawcor a website that would support all its future digital marketing efforts while giving visitors a clear, high-quality user experience.

Key features

- Product and brands features
- Media center
- Social media promotions
- Interactive screens displaying solutions by supply chain, geography, asset and market segment
- Multimedia assets including corporate, project, product and internal videos
- Nearly 1,350 pages of content, all SEO optimized to enhance search results
- More than 700 PDF data sheets auto-generated via the Kentico content management system

Tools for navigating to desired products

- Multiple ways to find and navigate to products
- Mega menu requiring only one click to visit a product page
- Product catalog
- Search function

- Cross-selling feature boxes
- Premium promotions

Locations feature

- Accurate and sortable location finder
- Architecture of consistently branded sections, individually designed for each product group
- Location finder tool that provides a visual of Shawcor's extensive network and the ability to locate the nearest Shawcor, office, plant or operations branch, plus an option to contact a representative directly

The new Shawcor site is now a highly functional component of its digital promotions, positioning the brand as a major integrated energy services company. Visitors are now able to easily and quickly access products and sales representatives, supporting the sales process for all products — as illustrated by the results delivered during Year 1 of the new website's launch.

3. Marketing Technology

A strong content management system (CMS) is important for any website, but it's absolutely critical for a website with the depth of content and capabilities that Shawcor's online presence required. HexaGroup recommended Kentico, a world-class CMS, and further integrated the Shawcor website with HubSpot for inbound marketing and GatherContent for content development.

4. Creative Development

In addition to developing nearly 1,350 pages of content and more than 700 downloadable PDFs, HexaGroup is optimizing social content on the site through an interactive media center including

a live Twitter feed where all content is externally shareable for maximum impact. We have also been working on strategic inbound marketing campaigns combining impactful content, SEO-centric activities, integrated digital advertising to boost traffic and lead generation.

5. Proven Performance

Through every stage of our work with Shawcor, HexaGroup delivered robust reports. These reports were more than just monthly search summaries; they outlined our progress toward our pre-determined key performance indicators with in-depth metrics and visualizations. From Day 1, the results spoke for themselves, but they were even more impressive when comparing the website results year-over-year.

The Results

In its first year, Shawcor’s website produced proven results in all the key KPIs for website and digital marketing performance.

- 195% increase in website traffic
- 38% more top-ranking keywords
- 25% increase in organic traffic, which accounted for 55.5% of website traffic overall

- 24% increase in international website users across 157,843 sessions overall
- 264% increase in average time spent on website
- 2,177 leads from 1,939 form submissions
- 238 phone calls
- 1,505% more website pages

Are you ready to use your website to its full digital marketing potential? Contact our marketing experts today to experience the power of Marketing Performance. Period.

238
phone calls
target keywords ranking on the first two pages of Google

2,177
leads
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24%
more international users
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FIRST YEAR PERFORMANCE OF WWW.SHAWCOR.COM



Increased Site Page Count by 1,505% - From 159 to 2,393 pages



Increased Overall Site Traffic by 195%



Increased Number of Top Ranking Keywords by 38%



Increase organic site traffic by 25% (55.5% of total site traffic)



Increased Volume of International Users by 24% - 157,843 sessions from international audience



Increased Average Time Spent on Site by 264%



Earned Total Combined Lead Count of 2,177 - Total Form Submissions: 1,939



Total Phone Calls: 238

Proven Methodology. Amplified Results.

At HexaGroup, performance is in our DNA. We've spent the last two decades honing a six-step marketing methodology that balances proven best practices with each client's unique objectives. Armed with in-depth knowledge of the energy, technology and professional service sectors, our team hits the ground running to achieve your KPIs.

