

Lead generation case study for industrial tech start-up TruQC

Background

TruQC is a paperless, cloud-based job-site documentation app built for the iPad. The app was designed to replace mounds of quality control, accounting and safety paperwork filled out every day on industrial painting job-sites.



Our task

TruQC's app is subscription-based. Knowing they had a really strong product in a very traditional industry, TruQC tasked us with generating free trial sign-ups and more recently live demo sign-ups.

Our plan

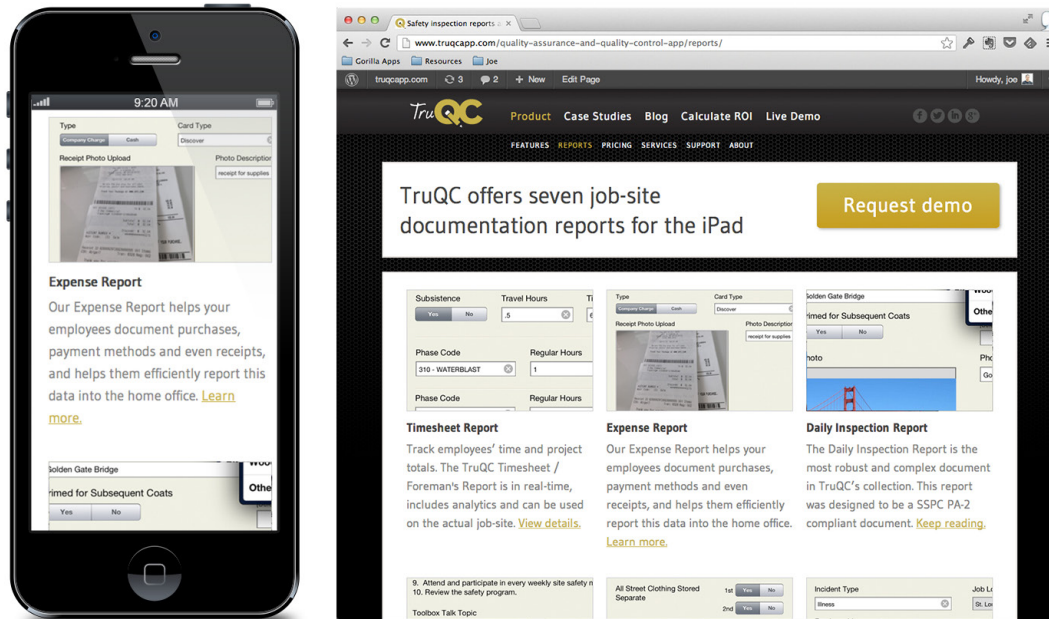
In order to generate those free trials among their target audience, we needed to zero in on a very niche industrial painting market and help TruQC gain exposure and credibility there.

We began by re-building their website to focus on capturing qualified leads. We equipped the site with the primary calls-to-action -- "Sign up for a free trial" and "Request a live demo". Noticing through website analytics that

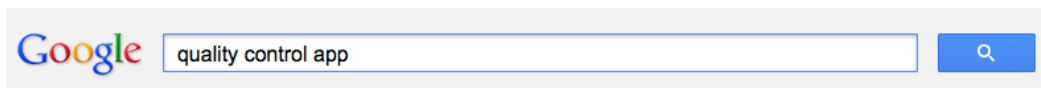
TruQC is a cloud-based quality-control app built for the iPad

Request demo

they were receiving a high volume of traffic from mobile devices (iPads, phones, etc), we built their new site on a responsive design platform, where the display of content adjusts based on the device you're using.



After the website went live, we shifted our focus to attracting qualified visitors in the industrial painting market through a keyword-driven blogging strategy, focused on searches for terms like “jobsite documentation” and “quality control app”. We also produced higher level content including a

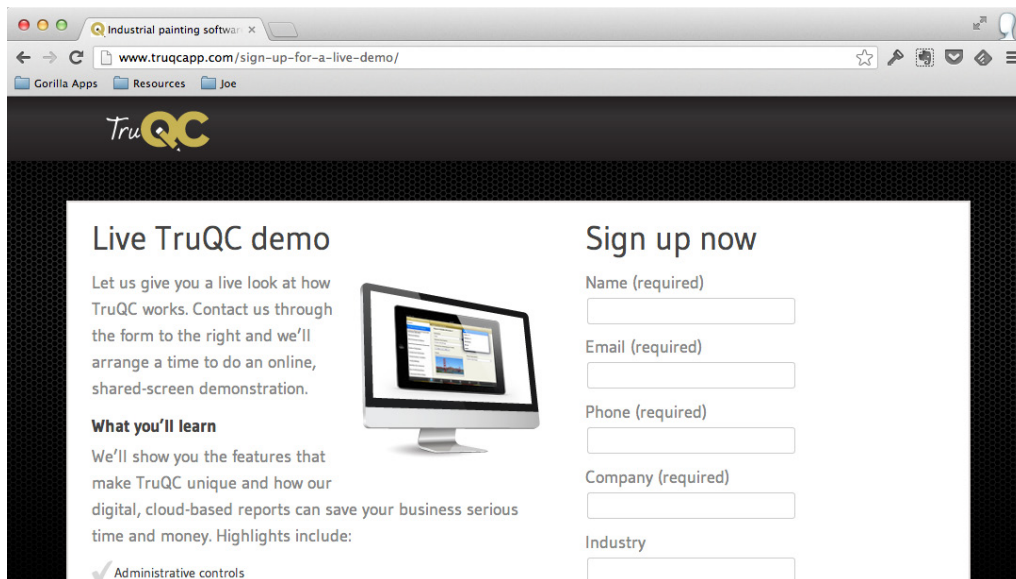


case study on an existing client success story. Download of the case study required submission of name, email and company information – a lead capture mechanism.

To gain attention among media sources, we developed social media and press release strategies. And we nurtured existing leads and contacts through an email marketing campaign focused on driving prospects back to new website content.

Results

- During the first quarter of 2013, free trial sign-ups increased by 57% compared to the previous quarter.
- Visitors from organic searches played a role in 19% of those free trial sign-ups.
- As of June, 2013, TruQC populates 5 of the first 6 Google search results for “jobsite documentation”, the top 4 results for “industrial painting app” and the top 3 results for “quality control app”.
- TruQC has received press coverage in major industrial painting publications including PaintSquare and CoatingsPro.



The screenshot shows a web browser window with the URL www.truqcapp.com/sign-up-for-a-live-demo/. The page features the TruQC logo at the top. The main content area is divided into two columns. The left column, titled "Live TruQC demo", contains text explaining the demo and a list of features under the heading "What you'll learn". The right column, titled "Sign up now", contains a form with fields for Name, Email, Phone, Company, and Industry, each marked as required.

Live TruQC demo

Let us give you a live look at how TruQC works. Contact us through the form to the right and we'll arrange a time to do an online, shared-screen demonstration.

What you'll learn

We'll show you the features that make TruQC unique and how our digital, cloud-based reports can save your business serious time and money. Highlights include:

- ✓ Administrative controls

Sign up now

Name (required)

Email (required)

Phone (required)

Company (required)

Industry