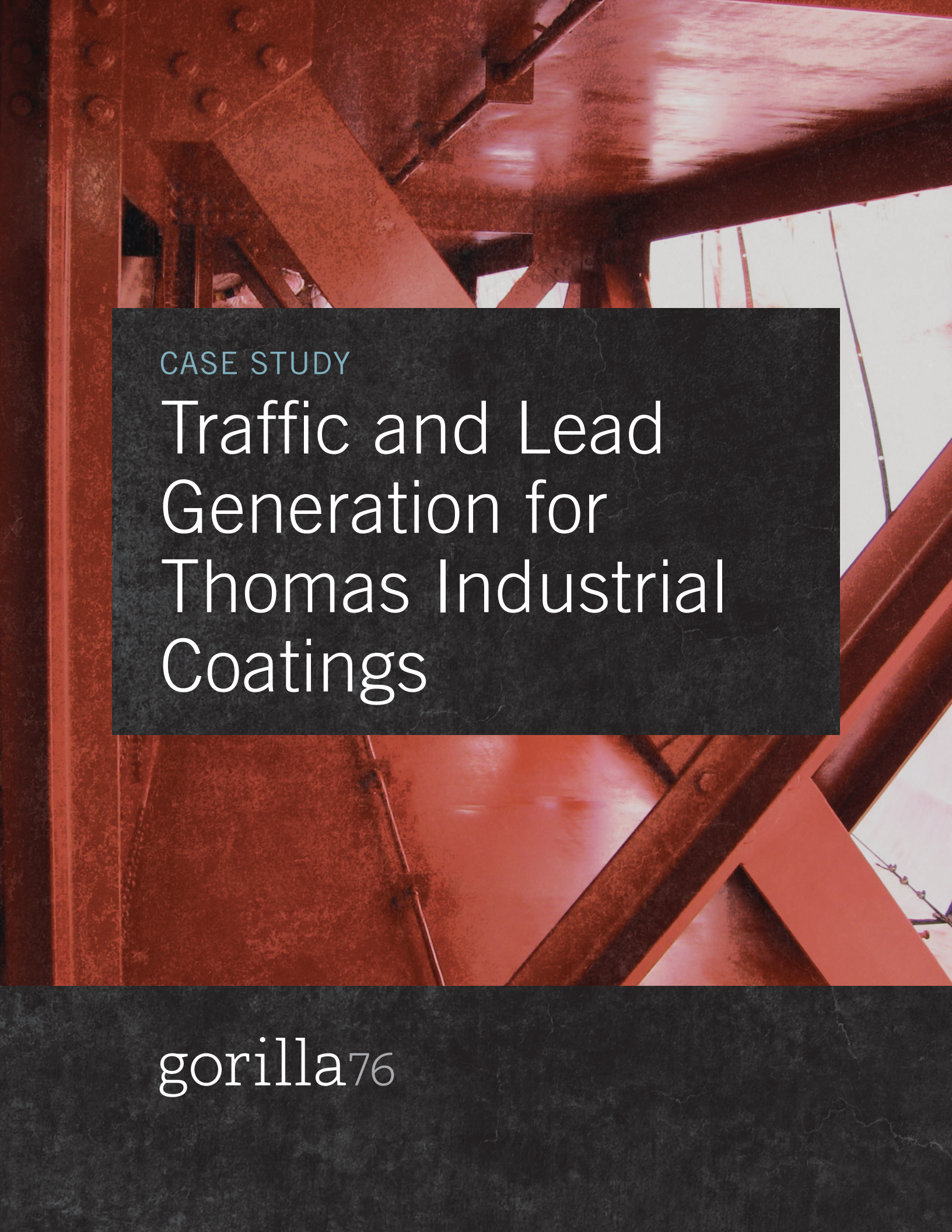




CASE STUDY

Traffic and Lead Generation for Thomas Industrial Coatings

gorilla⁷⁶

Traffic and Lead Generation for Thomas Industrial Coatings

Thomas Industrial Coatings originally hired Gorilla 76 to help with some basic marketing initiatives. Stuff like designing a new presentation template, refreshing company business cards, a newly designed print brochure and an updated website. We delivered everything they requested and eventually a whole lot more.

At Gorilla 76, our marketing initiatives all follow one path. First, we focus on traffic. Then we focus on lead capture. Then, our focus is nurturing until the leads buy. This case study will be focusing on the first two steps of that sales process.

What you need to know

The first thing you need to know about Thomas Industrial Coatings is that they're one of the more forward-thinking companies with which we've worked. With iPads in the field, fleet-tracking software and the most modern equipment available to industrial painters, innovation has always been something in which they've taken great pride. So it's really no surprise that they would buy in when we told them that we thought their website could be a good source of developing qualified leads.



The second thing you need to know about Thomas is that while often they're a subcontractor competing against a tall bid list, sometimes they're not – like when they're chasing work as a tank painter. And that's the vertical we would help them pursue, filling their new business pipeline with solid marketing qualified leads.

Prep work

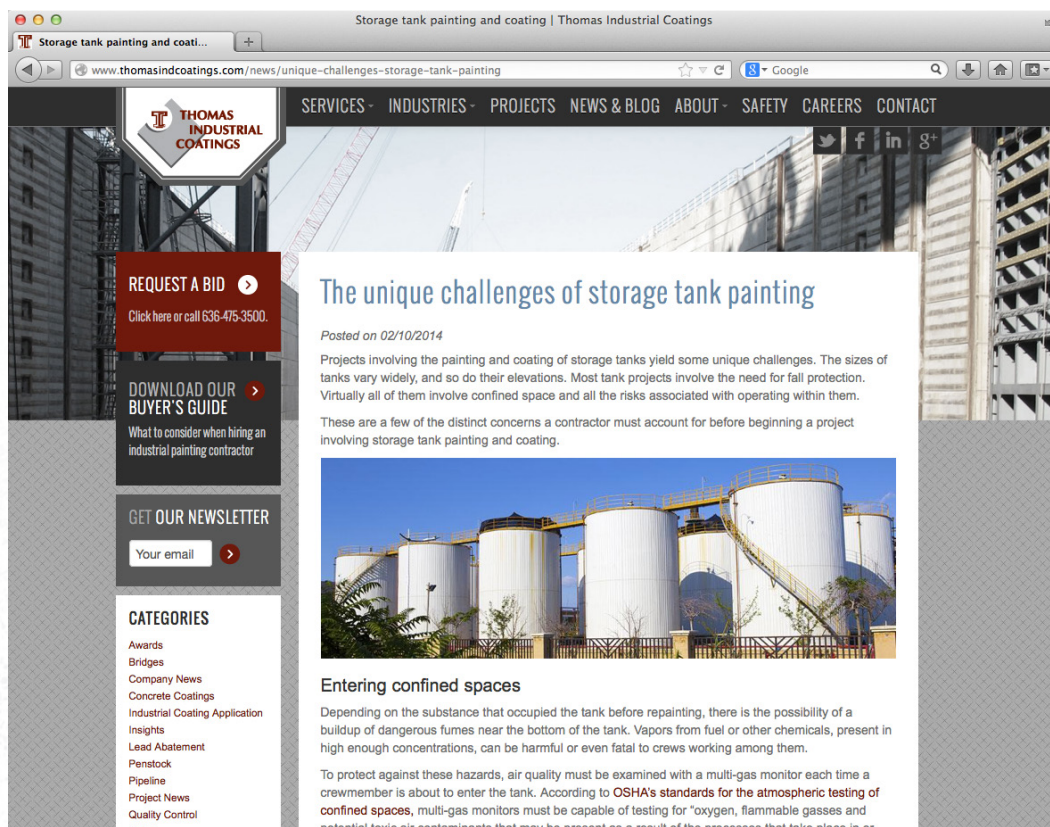
“Our research has shown that, on average, business buyers do not contact suppliers until 57% of the purchase process is complete. That means for nearly two thirds of the buying process, your customers are out in the ether: forming opinions, learning technical specifications, building requirements lists, and narrowing down their options, all on their own, with minimal influence from you.” – Google

Using free available tools from Google, we looked at site data and noticed that [ThomasIndCoatings.com](https://thomasindcoatings.com) was getting some traffic for “tank painting” and related keywords. However, we also noticed that their site didn’t have a lot of dedicated content to satisfy the users (or Google) when such searches were being conducted. That was an opportunity on which we knew we could capitalize. We knew that by creating high quality, keyword-rich content, we’d have a tremendous impact on increasing site traffic and paying off visitors once they landed on the dotcom.

We quickly implemented a plan to extract tank-painting related information from the experts at Thomas and to turn it into high quality content on the Thomas site. While this is often one of the biggest challenges for content marketers, our team of Mizzou journalism content

writers coupled with the accessibility and willingness of the Thomas team made content creation simple, fast and effective. We were given access to their project managers, sales team and other internal personnel to conduct the interviews that were needed.

Once we had the information we needed, we turned it into site content that came in the form of project pages, blog posts and a downloadable white paper. The idea was to create the content that would attract the viewers looking for the content. If you're a duck hunter, this is the equivalent of putting out decoys to entice the ducks to come in for a closer look. [Here's more on that analogy.](#)



The results for traffic generation

Put simply, the results have been great. At the close of Q4 2014, Thomas Industrial Coatings was on the first page of Google for:

- Tank painting contractors
- Water tank painting contractors
- Tank painting companies
- Storage tank painting
- Tank painting
- Water tower painting companies
- Water tank painting companies
- Storage tank coatings
- Water tank painting

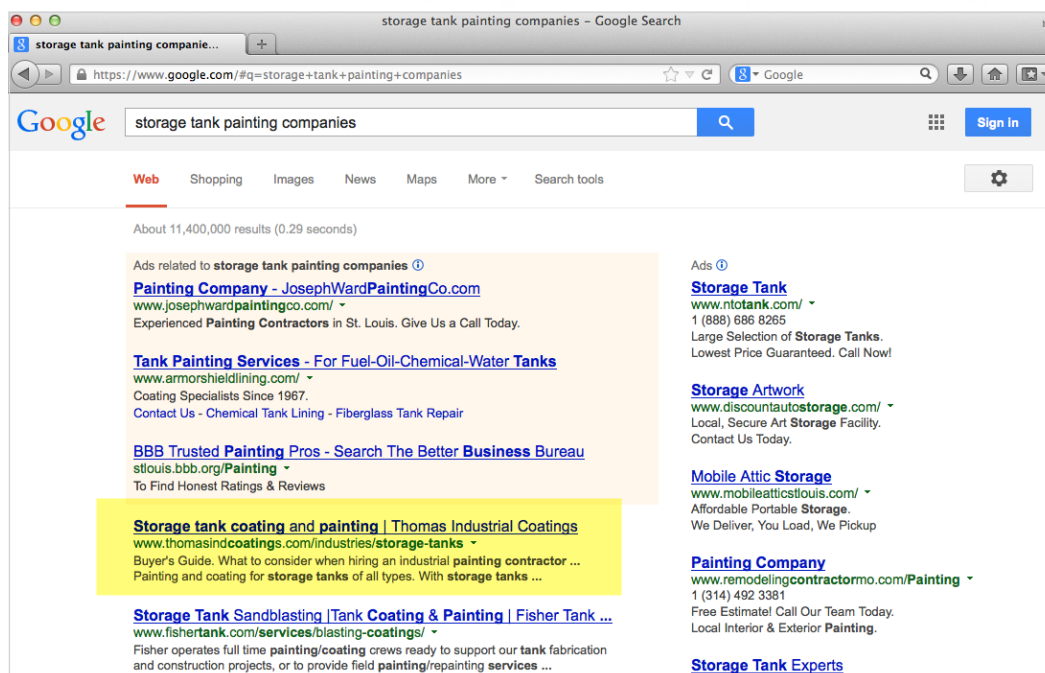
Regarding site traffic, visits to pages related to tank painting (project pages, informational pages, blog posts, etc.) were up 58% (in the six months prior to this case study being written) compared to the previous six months. Entrances to the Thomas Industrial Coatings website that came through a tank-painting page increased by 126% during that same time period. And just under half of these website visitors were new to the Thomas website – a victory in attracting prospects through the search engines.

The visits are coming, now what?

Traffic generation is only part of the lead gen puzzle. Once you have the visitors, you must have a plan in place to convert them into leads. So once we had traffic generation in place for the guys at Thomas Industrial Coatings, we knew we had to think carefully about the conversion paths that a site visitor was presented with when landing on the site. We wanted to make sure that we had offers at all levels of the sales funnel (researcher, evaluator, buyer) and strong offer-specific lead-capture pages when necessary.

Here's one an example of how it works

Let's say a user searches "storage tank painting companies." They then click on the first (non-advertisement) link they see.



Upon landing on the page served up in search, they're presented with not only top-notch educational and informative content about tank painting, but they're also presented with offers representing all levels of that sales funnel (from researcher to buyer).

The screenshot displays the Thomas Industrial Coatings website. The header includes the company logo and a navigation menu with links: SERVICES, INDUSTRIES, PROJECTS, NEWS & BLOG, ABOUT, SAFETY, CAREERS, and CONTACT. Social media icons for Twitter, Facebook, LinkedIn, and Google+ are also present. The main content area features a large image of industrial storage tanks. On the left side, there are three distinct call-to-action boxes: a red box for 'REQUEST A BID' with a phone number and a 'Click here' link; a dark grey box for 'DOWNLOAD OUR BUYER'S GUIDE' with a 'What to consider when hiring an industrial painting contractor' link; and a dark grey box for 'GET OUR NEWSLETTER' with an email input field and a 'Your email' link. The central text area is titled 'Painting and coating for storage tanks of all types' and contains several paragraphs of descriptive text. On the right side, there is a 'Featured Projects' section with two project highlights: 'Storage tank maintenance and water tower painting at Scott Air Force Base' and 'Abrasive blasting and storage tank painting at Eglin Air Force Base', each with a 'View project' link. A line from the text 'Calls-to-action for three different offers' points to the three call-to-action boxes on the left.

Storage tank coating and painting | Thomas Industrial Coatings

Storage tank coating and painti...

www.thomasindcoatings.com/industries/storage-tanks

Google

THOMAS INDUSTRIAL COATINGS

SERVICES - INDUSTRIES - PROJECTS - NEWS & BLOG - ABOUT - SAFETY - CAREERS - CONTACT

REQUEST A BID

Click here or call 636-475-3500.

DOWNLOAD OUR BUYER'S GUIDE

What to consider when hiring an industrial painting contractor

GET OUR NEWSLETTER

Your email

SERVICES

Concrete Coating and Protection

Fireproofing

High-Pressure Water Jetting

Painting and coating for storage tanks of all types

With storage tanks, maintaining their integrity, along with the pipeline systems that feed them, is everything. It doesn't matter if the tank in question is holding something as simple as water or as volatile as jet fuel, the outcome of a leak or failure in containment due to corrosion can be catastrophic in any scenario.

With years of experience in exterior and interior tank coating and tank painting under our belts, Thomas Industrial Coatings can safely say we know the tank-coating business inside and out. We've worked together with communities on the water towers and reservoirs that bring their towns pride, as well as the fueling stations that keeps our U.S. military in the air.

How did Thomas Industrial Coatings get such a wide range of experience? We set high standards for what quality in industrial tank painting and coating should be, investing in the latest equipment, and keeping our workers trained and certified in all work practices and safety procedures. Our unique combination of professionalism, safety and trustworthy service makes Thomas the name people pass along to others when it comes industrial painting and coatings projects.

Featured Projects

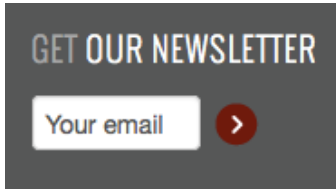
Storage tank maintenance and water tower painting at Scott Air Force Base

View project

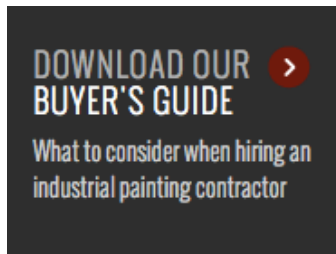
Abrasive blasting and storage tank painting at Eglin Air Force Base

View project

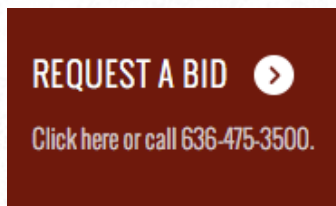
Calls-to-action for three different offers



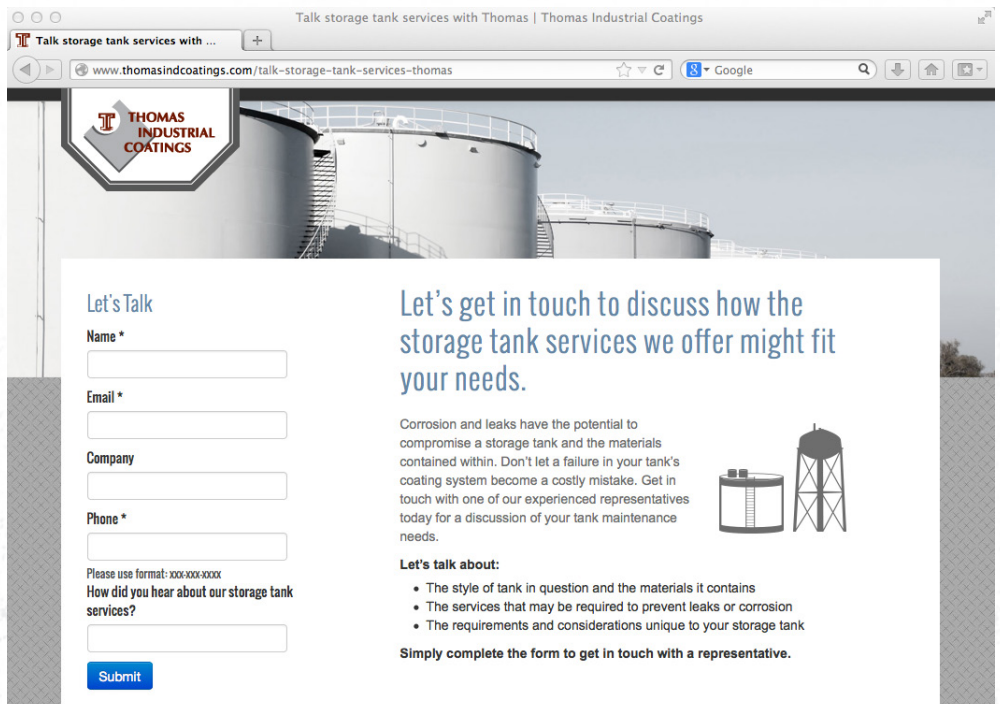
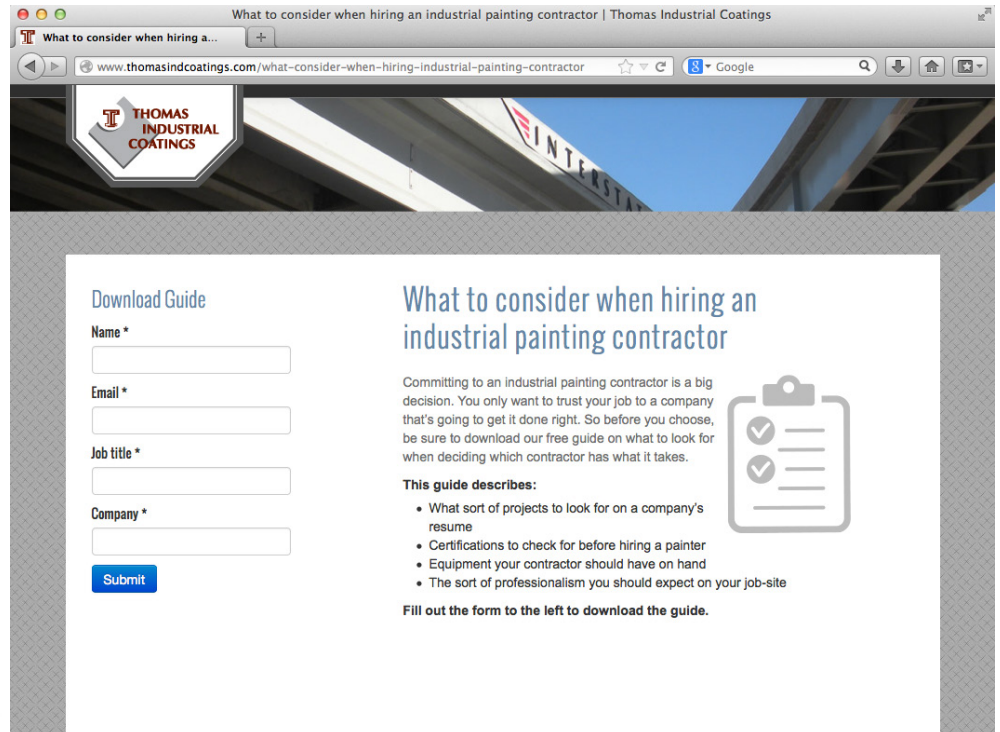
Just kicking the tires? Great. Sign up for the newsletter.



Researching vendors for a storage-tank painting project? Perfect. Download the buyer's guide for hiring an industrial painter. BUT, you must submit your contact information first.



Ready to pull the trigger? Request a bid.



Now for the really exciting results

What about leads? Thomas has gotten lots. And good ones at that. Take a look at a few of the requests that have come in just a few short months of having this campaign up and running.

Name

[REDACTED]

Company

[REDACTED]

Email

[REDACTED]

Phone

[REDACTED]

How did you hear about us?

web

Please tell us a little about your project

we have a 250000 gal elevated water tank in town that we need to get repainted. It is about 8 years old. (Served inside and out) We also have a 17000 gal. tank that we want a price on getting cleaned and painted.

Name

[REDACTED]

Company

[REDACTED]

Email

[REDACTED]

Phone

[REDACTED]

How did you hear about us?

Search Engine

Please tell us a little about your project

I am currently out to bid for the repainting of from 3 to 5 of our water tanks. If you are interested in bidding please contact me and I will send you a bid package.

Who is Gorilla 76?

We're a St. Louis-based marketing agency. We help B2B industrial companies generate website traffic, qualified business leads and paying customers using their website and other online media. From [our blog](#) to our [downloadable guides](#), we're committed to being the ultimate marketing resource in the B2B industrial space.

Is your website generating real leads?

A hardworking B2B website converts at least 2% of traffic into real leads with names, phone, numbers, email addresses and company names. Is your website delivering such data? Gorilla 76 offers a free 30-minute website consultation for B2B companies to evaluate your website and online lead-generation strategy. Visit offers.gorilla76.com/free-b2b-website-consultation to sign up for a free assessment.

Did you like this case study?

Download other resources from Gorilla at gorilla76.com/b2b-online-marketing-resources.



Let's talk.

Jon Franko, Partner

314.332.1020 x2

jon@gorilla76.com