

MANUFACTURING COMPANY CREATES 5 NEW OPPORTUNITIES IMMEDIATELY AFTER CAMPAIGN LAUNCH WITH SALESFUSION'S MANAGED SERVICES



Company Snapshot

Cataract Steel (CSI) is a worldwide leader in the design and manufacturing of heat transfer equipment. Founded in 1977, CSI serves the heat transfer needs of customers across a host of sectors, including chemical, power, petrochemical and air separation. Their three unique production facilities offer 120,000 square feet of machining and manufacturing space in the Niagara Falls area, producing custom heat exchangers for the air compressor, natural gas, electric power and chemical production industries primarily.

The Story

Established in 1977, Cataract Steel spent 39 years expanding their business solely relying on word of mouth and their network of independent sales reps. They did not have an official marketing department in place. They were keeping track of customer contacts and other relevant data manually in various ways including outlook files, spreadsheets, etc.

In recent years however, they realized the manufacturing space, their business and its customers were changing. Looking to expand their marketing efforts, CSI sought to find a better way to get in front of and market to new, viable prospects. Without an official marketing team to drive their marketing strategy, CSI needed a partner that could not only provide a tool to enhance and streamline their efforts but also operate the system for them as well. CSI was looking for a "Do It For Me" (DIFM) approach rather than a DIY technology solution.

"The moment I was introduced to the team at Salesfusion, it was an 'aha' moment," said Scott Costanzo, CEO of Cataract Steel. "It had the features we were looking for and most importantly, a team of experts to run the system for us."

THE PROBLEM:

- No marketing team or tools in place
- Lacked time and resources to increase marketing efforts
- No technology to store customer data in one place

THE SOLUTION:

- Salesfusion gives a central place to store all customer data
- Salesfusion automates lead generation efforts and holds sales reps accountable
- Salesfusion's Managed Services team operates the solution for Cataract Steel

THE RESULTS:

- Campaign launched with minimal effort from Cataract Steel
- Tracking of lead engagement and interactions
- 5 new opportunities created off the bat

After meeting with the Salesfusion team, CSI invested in Salesfusion's marketing automation platform in August, 2016. CSI also signed onto Salesfusion's Managed Services program. Not only did the marketing automation solution add to their technology stack, CSI now had the team of Salesfusion experts to run campaigns through the system for them.

"The managed services offering is essentially what sealed the deal for us," recalled Costanzo. "With Salesfusion's managed services team running campaigns for us, requiring minimal effort on our part, I immediately realized the potential for quick ROI. If we could get in front of one viable person and drive one opportunity, then we've essentially paid for the solution."

Upon implementation, Cataract Steel worked with Salesfusion's managed services team to create a marketing campaign to announce a new product line. The campaign - including product features and use cases - was sent to a list of contacts, immediately spiking interest in their niche market. Within a few weeks of launching the campaign, Cataract Steel was able to track engagement and created 5 new opportunities off the bat.

“Marketing automation gives us a place to consolidate, store and streamline our data, hold our reps accountable for their qualified leads and create a defined cadence for the sales process. Salesfusion's managed services program gives us a team of experts to drive our campaigns with minimal effort on our part, increase our brand recognition, open up doors and create new opportunities.”

— Scott Costanzo
Chief Executive Officer,
Cataract Steel