



case study

New Site, Content Strategy Yields \$46,000+ in FlexXray Sales



Don Forrest created the first FlexXray food inspection system in 2001, when a local bakery asked him to inspect 200 pies to find “a missing bolt.” Don’s system found the bolt, saving 198 pies for the bakery.

Today, FlexXray continues to find foreign material for some of the largest food companies in North America. The company’s advanced, medical-grade X-ray systems can locate foreign materials as small as 0.8 mm. Its detection abilities are far greater than the inspection machines found in food production plants.

The X-ray inspection and recovery industry is developing rapidly. FlexXray estimated that it had one-third of the total market share of approximately \$30 million and is anticipating 50% growth in the next year. There are 30,000+ food production plants across the United States. FlexXray currently works with nearly 500 plants across the U.S., Canada and Mexico.



Marketing Challenge

Though FlexXray is growing by acquiring competitors, many in the industry have never heard of FlexXray or the types of services it offers. The executive team at FlexXray wanted to raise awareness and educate the market about the need for X-ray food inspection, thereby generating demand for FlexXray’s services.

Company leaders were eager to establish FlexXray as a trailblazer and thought leader in this burgeoning industry. Additionally, they wanted the company’s target audiences to know that FlexXray can adapt to the food industry’s frequent, unexpected changes.



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In addition, a new sales director at the company gave madison/miles media a specific challenge: bring in as many new, highly qualified leads in the shortest amount of time possible.

How madison/miles Helped

To address these challenges, m3 conducted a short survey with FlexXray's clients and prospects. Using data from the survey — as well as keyword research, SEO strategy, competitor analysis and a solid understanding of modern design and user-interface trends — m3 created a content marketing strategy to educate the marketplace, bring new users to FlexXray's website and generate more sales for the company.

The strategy included the following:

- Launching a new website that not only informed site visitors about its services but also provided numerous ways for site visitors to convert into a lead
- Implementing HubSpot CRM and Sales Pro tools for the sales people to manage prospects and deals — and giving them a clear look into the sales pipeline
- Writing email sequences that prospects receive to keep FlexXray top of mind
- Developing a rolling, 3-month editorial calendar of blog posts that are published on a consistent schedule so visitors have something new to find on the website
- Connecting with editors at industry publications and websites to offer free content about the industry and FlexXray's offerings
- Investing in pay-per-click (PPC) advertising

Results

In just nine months, 83 new leads have been generated directly through inbound marketing efforts, leading to six customers. This is a lead-to-customer conversion rate of just over 7%, with revenue of \$46,700.*

To meet FlexXray's goals of educating the market and creating awareness about the need for X-ray food inspection services, a key activity for m3 and FlexXray has been nurturing relationships with industry print and web publications. Thus far, we have struck up relationships with 13 industry publications/websites, and have had seven articles published under the sales director's byline. The ad equivalence for these publications ranges from \$500 to \$7,860.

In addition, social media tactics have led to 31 new leads thus far. Efforts have focused primarily on LinkedIn, resulting in:

- 116% increase in followers
- 146% increase in engagements
- 49% increase in impressions

Blog posts have generated:

- 1,526 views
- 3 new contacts

Are you considering inbound marketing or other online strategies to boost your revenue?

Call madison/miles media at (817) 908-7827 for a free consultation.

*The total is likely much higher, as not all salespeople are using the tools consistently yet.