

Omni-channel
digital marketing
strategy

ElevatorInfo

Case Study



INSEGMENT SERVICES



Content Development



Lead Generation



Design



Social Media



SEO & Web Development



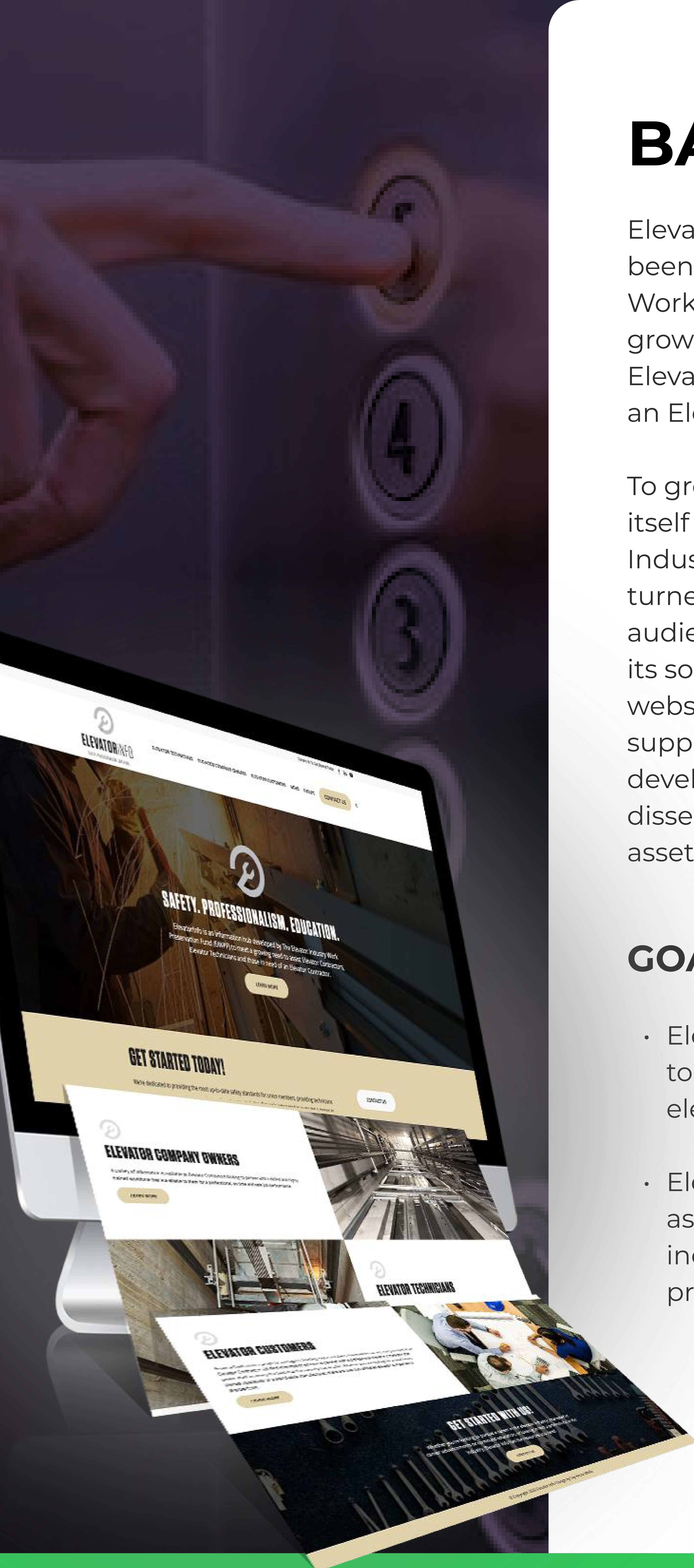
BACKGROUND

ElevatorInfo is an information hub that has been developed by The Elevator Industry Work Preservation Fund (EIWPF) to meet a growing need to assist Elevator Contractors, Elevator Technicians, and those in need of an Elevator Contractor.

To grow its digital presence and establish itself as a one-stop shop for Elevator Industry news and insights, ElevatorInfo turned to inSegment for help growing an audience and nurturing leads; managing its social media platforms and output; website development, optimization, and support; SEO assistance; content development, management, and dissemination; and the crafting of print assets.

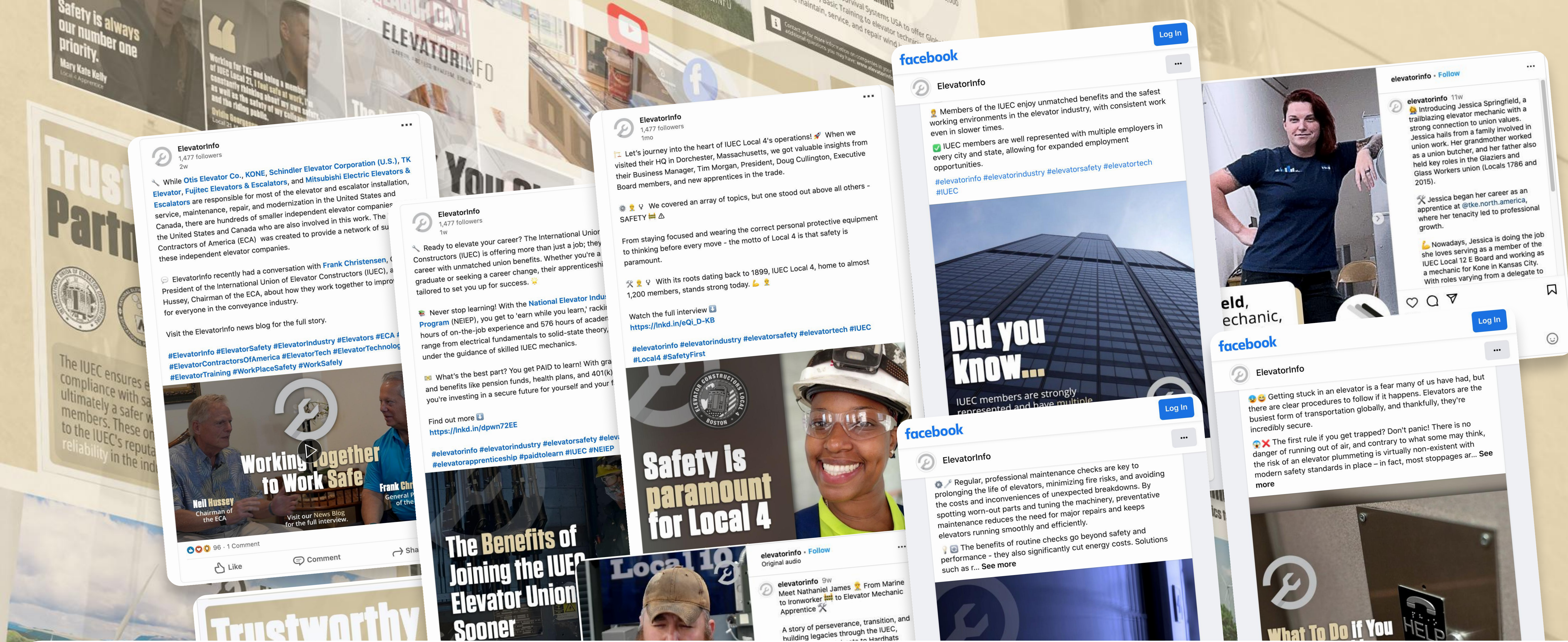
GOALS

- ElevatorInfo wanted to become the go-to place for all things relating to the elevator industry in North America.
- ElevatorInfo had the vision of operating as the leading information hub in the industry, with a vastly improved digital presence.



THE SOLUTION





To help ElevatorInfo hit its goals, inSegment crafted a comprehensive strategy focused on content, landing page, and visual asset creation, for web, print & socials.

CONTENT MARKETING

inSegment's content team worked on educational and informative blog & news articles. By connecting with subject matter experts (SMEs) from the elevator industry we were able to write and share articles designed to speak about concepts, features, and other subjects in the vertical conveyance field.

This process allowed us to utilize the experience and expertise of the SMEs, resulting in outstanding articles, while guaranteeing the correctness of the information contained - a vital step in an industry that is subject to strict safety regulations and compliance.

SOCIAL MARKETING

inSegment created the organization's YouTube and Instagram accounts, and crafted posts for all of ElevatorInfo's social media platforms, including Facebook & LinkedIn.

inSegment overhauled ElevatorInfo's social activity by ideating, designing, and executing a social media strategy designed to connect businesses and organizations with the elevator industry.

GRAPHIC DESIGN

The inSegment graphic design team produced several standout print assets for ElevatorInfo, including 3 “starter packs” targeting various groups within the industry, business cards, brochures, and postcards. These assets are available online and were distributed at several community events, allowing ElevatorInfo to stay in the minds of attendees and interested parties long after the events finished.

ElevatorInfo’s new aesthetic and position as an industry-leading voice of are laid bare in the new print assets crafted by inSegment’s award-winning designers.

LP DEVELOPMENT, SEO & WEB SUPPORT

As part of our partnership, inSegment has supported ElevatorInfo by creating, redesigning & optimizing several new web landing pages, including redesigns for existing pages & a new Events section featuring all events in the elevator industry each month. The new landing pages showcase the elevated look and feel of ElevatorInfo’s improved digital presence. The ongoing web & SEO support offers ElevatorInfo greater visibility in search & security.



OUTREACH CAMPAIGNS

ElevatorInfo's lead generation and community-building needs were also addressed through geo-targeted email campaigns, focusing on industry members, relevant stakeholders, and other elevator enthusiasts.

The email marketing campaigns run by inSegment generated buzz and pulled peripheral individuals and groups in the industry into ElevatorInfo's sphere of influence.

LOOKING AHEAD

inSegment will ideate, design and execute an Omni-Channel marketing strategy to help ElevatorInfo connect with industries & businesses across the US that are evaluating elevator companies, by identifying and targeting specific decision-makers within businesses that oversee new real estate developments, and elevator and escalator maintenance & modernization projects.

This will include high-impact digital campaigns focused on driving lead generation and revenue-generating opportunities for the elevator industry and related companies, which will be deployed across tested platforms.



THE RESULTS



inSegment's comprehensive digital campaign is on the path to making ElevatorInfo the leading information hub for the elevator industry in North America.

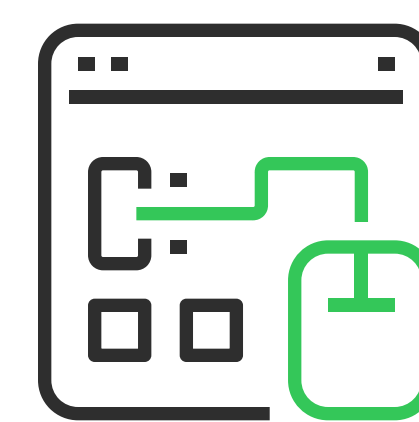
To date, ElevatorInfo has achieved an important increase in leads and content quality, and seen a remarkable boost in traffic and social engagement.

ElevatorInfo's new print assets are a hit within the industry and interest in the work done by ElevatorInfo has never been higher.

STATS



The subscribers on the YouTube channel improved by 200% in only 12 months & generated **13.5K views** on videos



New followers on LinkedIn improved by **148%**.



Facebook page visits increased by **547%** & page likes improved by **38%**



98 SEMrush SEO Site Audit Score after all changes were implemented



Together for Safety: IUEC President
Contractors of America Chairma...
3 months ago



Advancing Training for a Safe, Skilled Wind
Tower Elevator Workforce
271 views • 3 months ago



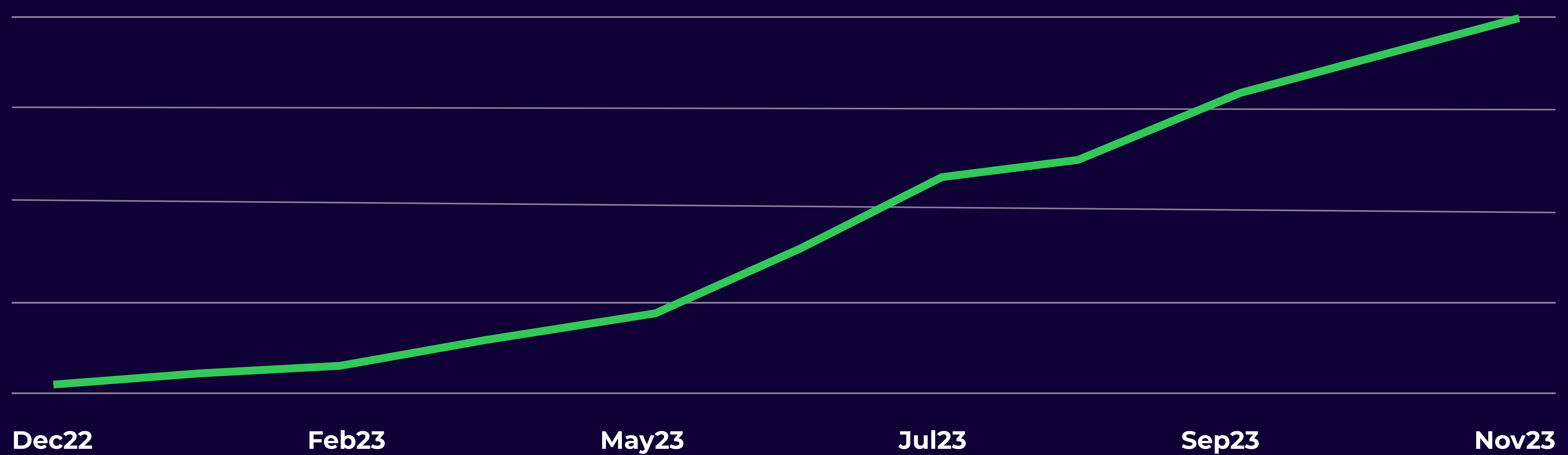
Interview with Dave Morgan, NEIEP's New
Executive Director
204 views • 4 months ago



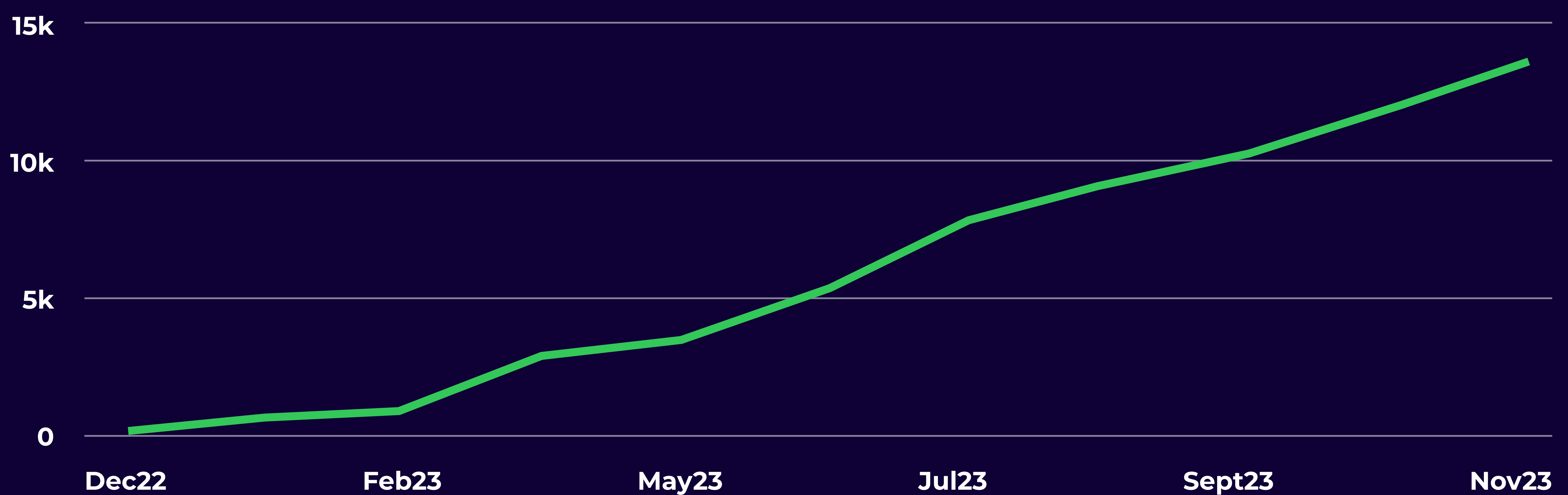
A Lift for a Vet Helps U.S. Army V
with Disabilities
56 views • 5 months ago



YOUTUBE SUBSCRIBERS



YOUTUBE VIEWS



SEMRUSH WEBSITE HEALTH

Site Audit

Updated: Fri, Sep 8, 2023

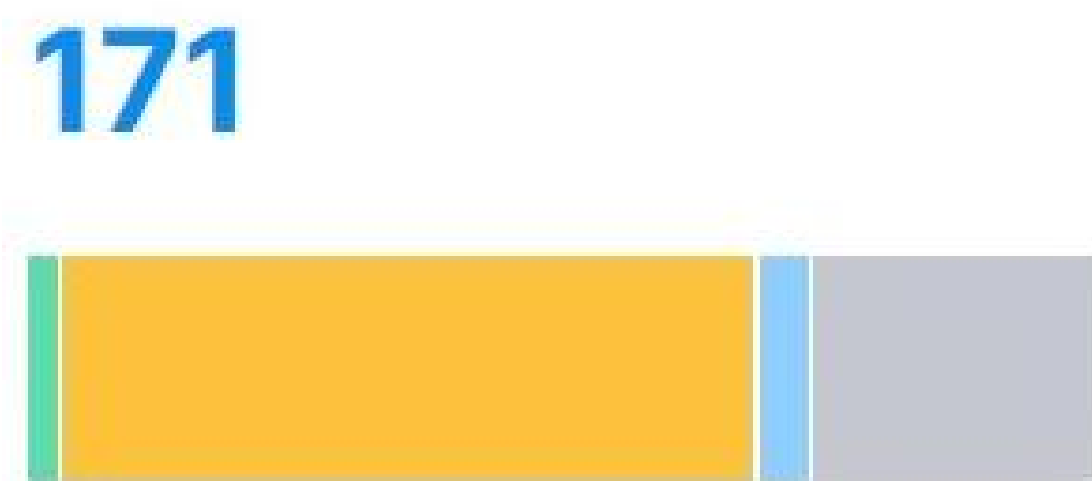
Site Health



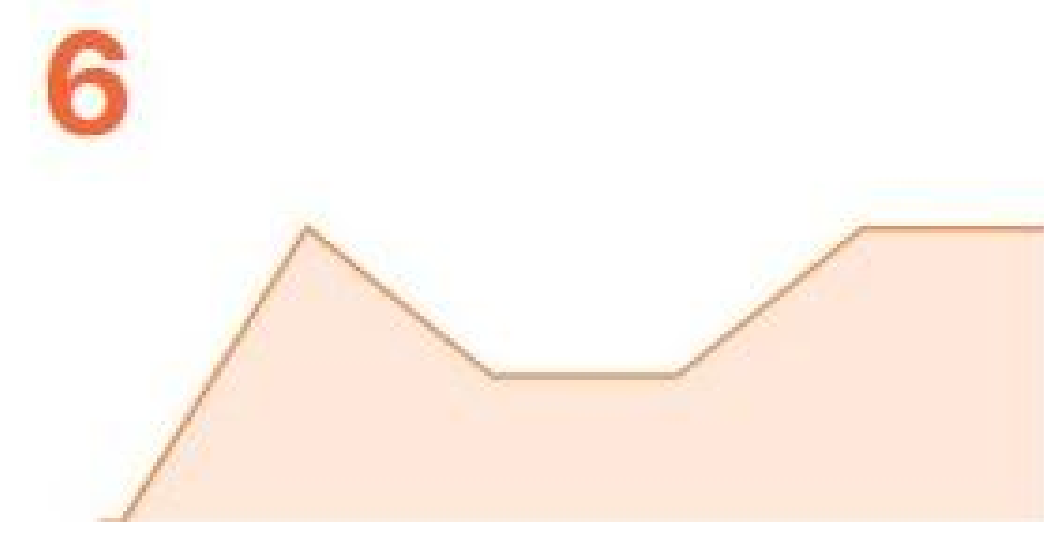
Errors



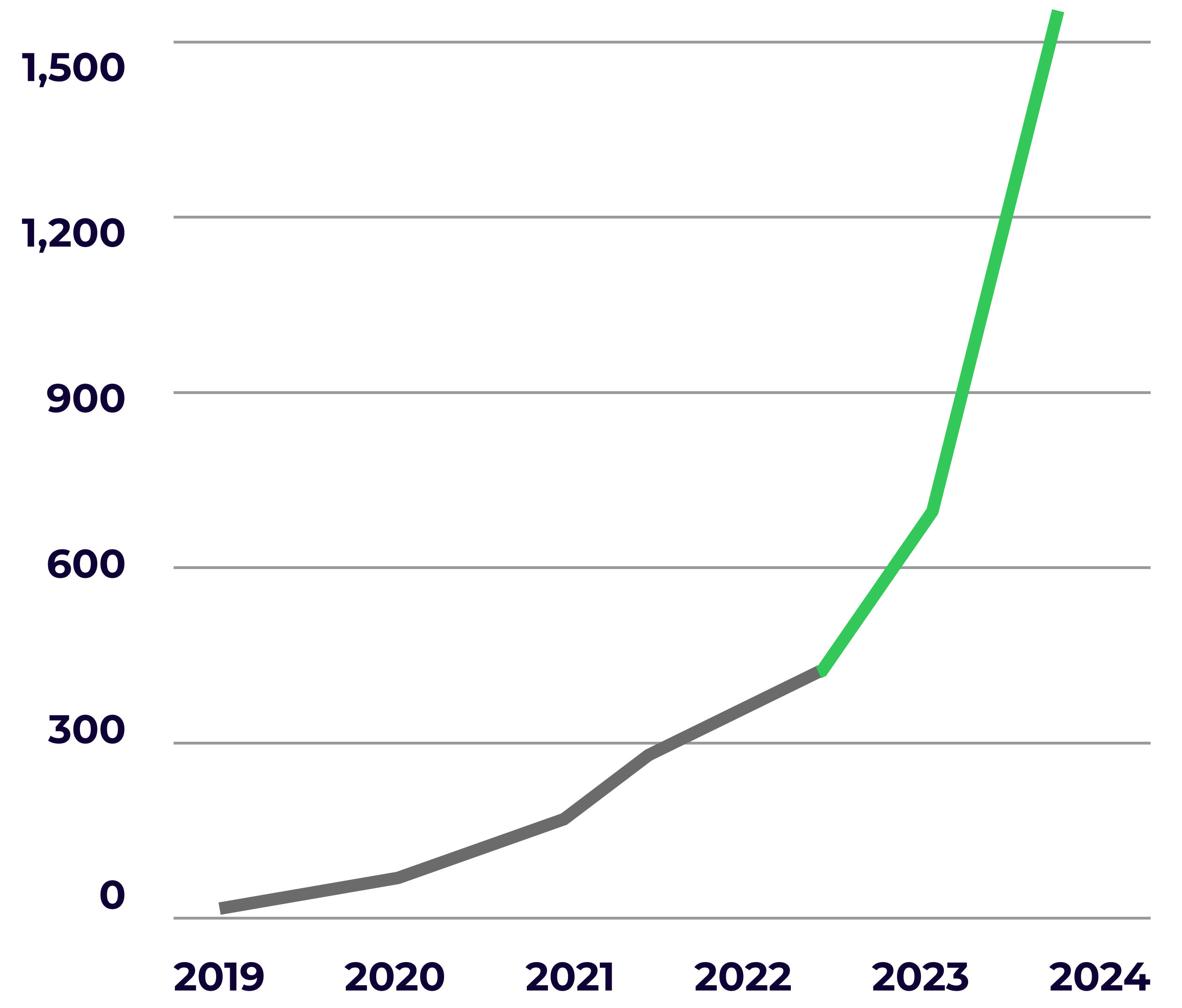
Crawled pages



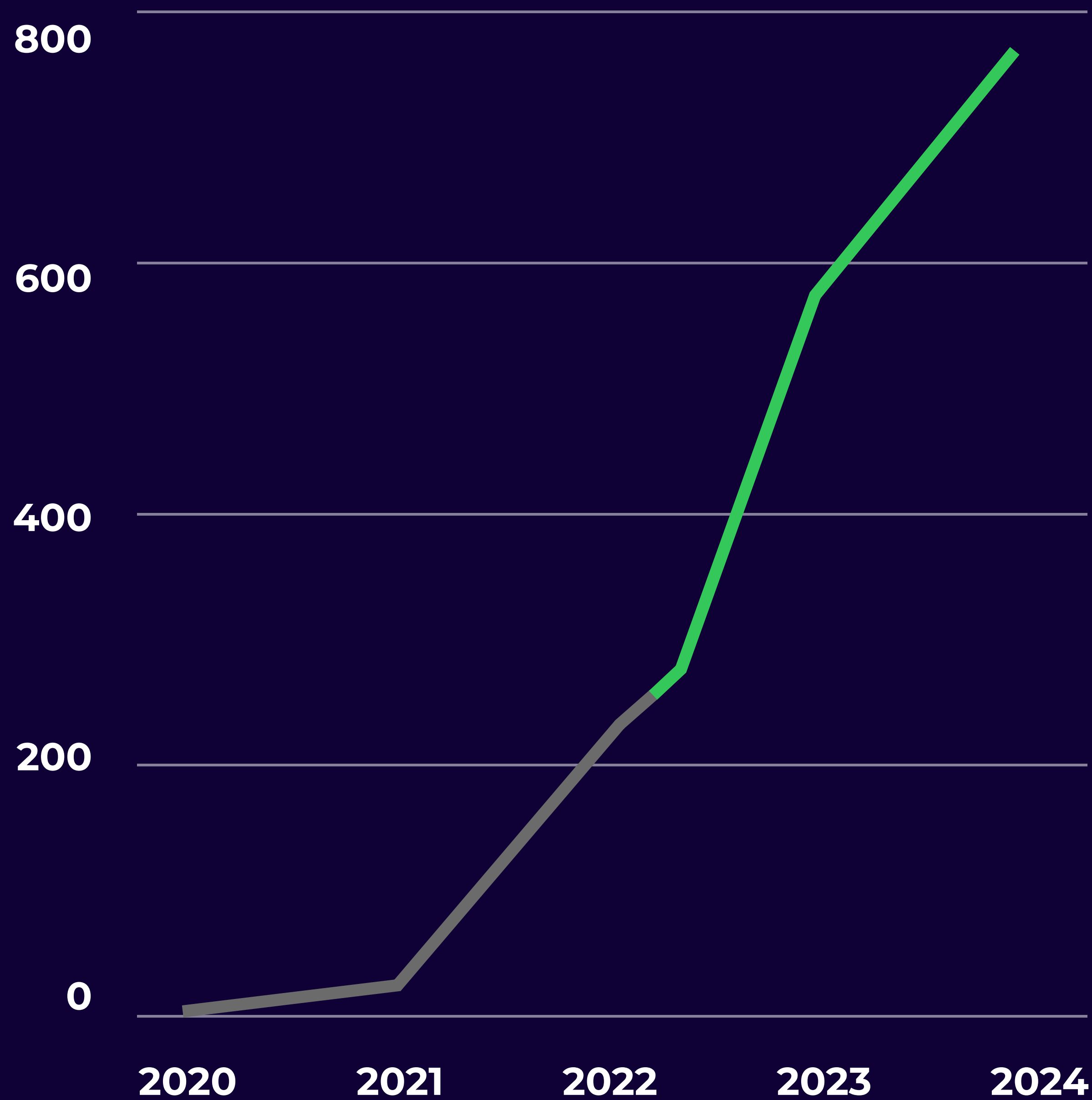
Warnings



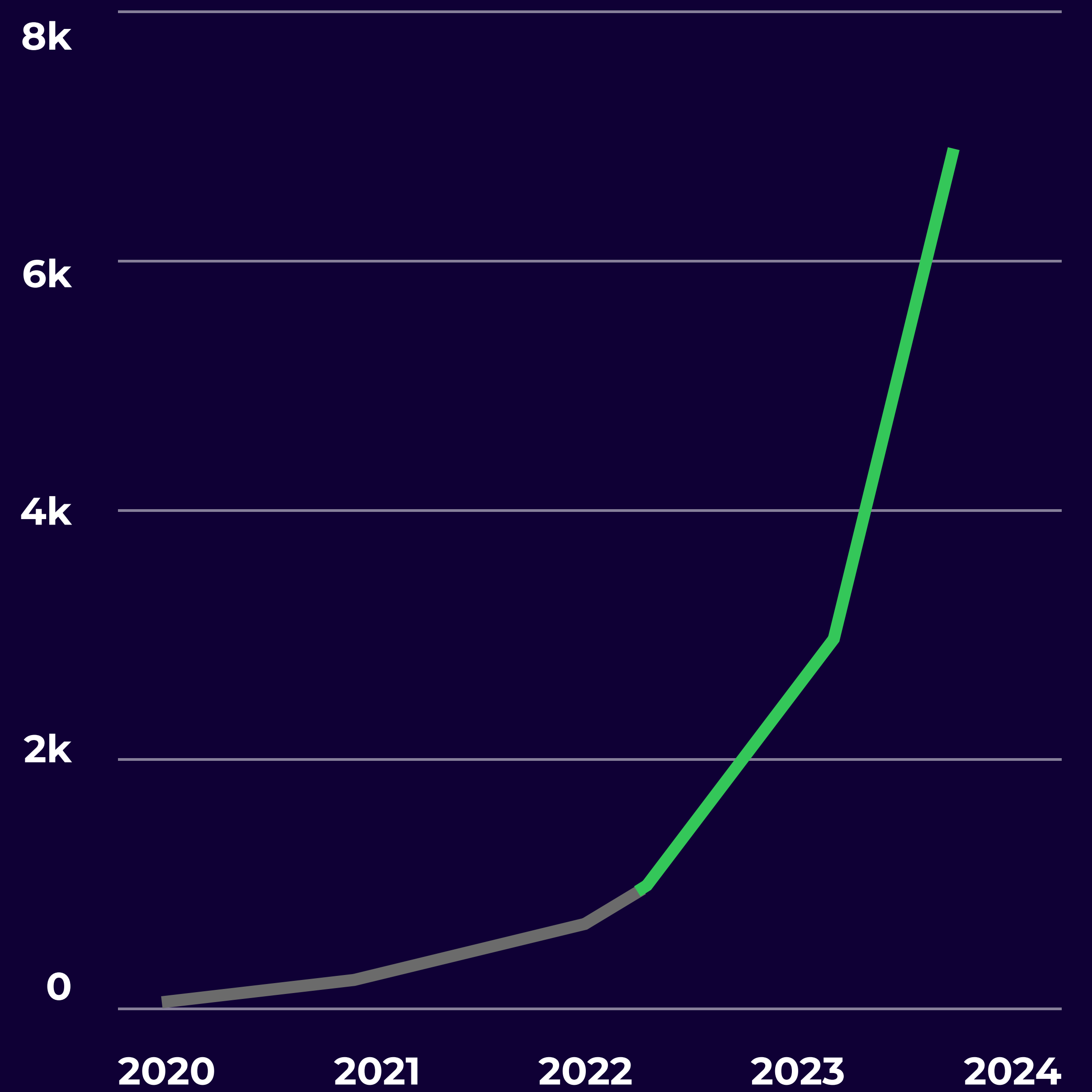
LINKEDIN ORGANIC FOLLOWERS



FACEBOOK PAGE LIKES



FACEBOOK PAGE VISITS





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Don't assume unnecessary risks.
Trust IUEC mechanics to maintain your wind tower elevators.

www.elevatorinfo.org

Why Hire an IUEC-Affiliated Company
Elevator installation and maintenance experts

contact@elevatorinfo.org

www.elevatorinfo.org

Working Together to Work Safe

Neil Hussey
Chairman of the ECA

Frank Christenson
General President of the IUEC

EDUCATION & TRAINING

We offer specialized training on top of a broad foundational education that includes 8 semesters of college-level classroom training, and 5,000 hours of on-the-job learning.

SPECIALIZED WIND INDUSTRY TRAINING

The IUEC collaborates with Survival Systems USA to offer Global Wind Organization (GWO) Basic Training to elevator technical constructors who install, maintain, service, and repair wind industry equipment.

ELEVATORINFO
SAFETY. PROFESSIONALISM. EDUCATION.

ELEVATOR TECHNICIANS | ELEVATOR COMPANY OWNERS | ELEVATOR CUSTOMERS | NEWS | CONTACT US

MAINTAINING WIND TOWER ELEVATORS

Don't Assume Unnecessary Risks
by ElevatorInfo

DON'T ASSUME UNNECESSARY RISKS. TRUST IUEC MECHANICS TO MAINTAIN YOUR WIND TOWER ELEVATORS.

IUEC mechanics complete a rigorous four-plus year USDOL-Registered Apprenticeship through the National Elevator Industry Educational Program (NEIEP). To graduate and achieve mechanic status, apprentices must complete 8 semesters of college-level classroom training, log 8,000 hours of on-the-job learning under the supervision of an experienced mechanic, and pass a comprehensive capstone examination. During their apprenticeship, IUEC members master all aspects of the elevator industry including building, installing, servicing, and maintaining state-of-the-art electrical & mechanical systems.

SAFETY. PROFESSIONALISM. EDUCATION.

Why You Should Hire an IUEC-Affiliated Elevator Company

SAFETY. PROFESSIONALISM. EDUCATION.

contact@elevatorinfo.org

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Working Together to Work Safe

Neil Hussey
Chairman of the ECA

Frank Christenson
General President of the IUEC

9/11
We will never forget.

HAPPY LABOR DAY!
Have fun and stay safe!

ELEVATORINFO