

## How a Canadian Manufacturer Generated New Leads with acorn30 *A Case Study*

### Introduction

Canadian Wear Technologies began working with acorn30 at the onset of the pandemic. Through the uncertainty, acorn30 worked to enhance cuts online presence to help increase sales. Some of the key service areas include:

- Strategy
- Inbound marketing
- Content creation
- Ad management
- Graphic
- Website design and development

### About Canadian Wear Technologies

With headquarters in Cobourg, Ontario Canadian Wear Technologies manufactures Abreco<sup>®</sup>, an extremely durable material that is made into various custom and stock parts that are sold in the mining industry around the world. Their on-staff engineering team, metallurgists and fabricators provide a wealth of industry knowledge in supporting their customers and dealers to help mining operations achieve maximum output. Their wear solutions have helped customers realize millions of dollars in savings through increasing plant uptime.

Most recently, [Canadian Wear Technologies](#) launched [Abreco iot](#), a mining wear remote monitoring system which helps further increase operational efficiencies and enhances worker safety.

### The Challenge

Since opening in 1985 under the name Abreco, the company has grown significantly through increased product offerings and technological developments. After a series of strategic planning sessions, the leadership team knew that to continue to grow they needed marketing expertise to help align their sales efforts with their growth goals. Until this point Canadian Wear Technologies was largely managing marketing in-house but their needs were becoming more complex and they wanted to leverage emerging digital technologies.



## Why acorn30

The leadership team at Canadian Wear Technologies knew that hiring a dedicated resource would be a challenge and an agency model seemed more practical considering agencies have a variety of tools and resources at their fingertips.

***"We liked acorn 30 because it was evident they knew marketing but they specialize in industry which caught our attention. It was an added bonus that they are relatively local."*** Bill Lee, VP of Sales at Canadian Wear Technologies

## How acorn30 Responded

It all started with getting a deeper understanding of who the ideal customers are, what their motivators are and fully understanding the sales cycle, which tends to be longer than most.

While the branding was good, initial changes were needed to the website to help direct visitors and convert them to leads. This resulted in a number of specialized pieces of content created to help prospective buyers evaluate the products and services.

Ongoing analysis of available data guides feature website and strategic changes.

Regular check-in calls occurred to identify growth opportunities and provide strategic support and feedback.

***"We've come to really value those calls. acorn30 is able to give us additional perspective on overall business growth and development."*** Bill Lee, VP of Sales, Canadian Wear Technologies

## The Result

Over time, acorn30 has helped Canadian Wear Technologies generate new leads, create sales efficiencies, assist with the creation of ads, support trade show initiatives and most recently, assist with a new product launch.

As Canadian Wear Technologies continues to grow and innovate in the mining industry, acorn30 has continued to create and secure marketing strategies.

## Conclusion

acorn30 helps Canadian manufacturers with their marketing needs.

Looking to grow your industrial company? acorn30 can help.

