



iMarketing
TECHNOLOGY

ENGINEERED
FOR INDUSTRY

Case Study

Pajak Engineering Ltd.

World-Wide Operations

Industry

**Oilfield Project Management & Wellsite
Supervision**

Pajak Engineering: A Full Online Marketing Solution

Pajak Engineering is a Calgary-based wellsite supervision and project management company. With offices in Denver, Doha, and Abu Dhabi, Pajak has projects in every corner of the globe for top oil and gas companies.

The Problem

FP iMarketing first worked with Pajak Engineering in 2011 when they completed a full online marketing program for Pajak's main website: PajakEng.com. FP iMarketing specializes in industrial online marketing, and was able to create an online presence that showcased Pajak's Canadian expertise to its professional visitors. Then, in 2013, Pajak wanted to expand on the success of PajakEng.com with an international site.

"As a well established firm, our name and corporate profile are well known and understood domestically, but our profile internationally was less well known," said Simon Stone, Pajak's International Operations Advisor. Having worked on several international oil and gas websites, FP iMarketing was given the challenge to create a new online presence for Pajak that highlighted the company's international experience but maintained its Canadian roots.

Phase One: The Domestic Site

In 2011, Pajak Engineering was continually growing and needed an online marketing presence that appealed to their target market, who are primarily large oil and gas firms. Pajak sought an online marketing firm that specialized in industrial companies, and had done over 30 oil and gas related marketing projects previously. FP iMarketing was selected to create an online presence for Pajak that communicated its brand as a top Canadian project management and wellsite supervision company.

First, FP iMarketing conducted an extensive website re-design. The site needed to be professional, but also visually appealing to Pajak's technically sophisticated audience. The clean website design showcased Pajak's expertise in wellsite supervision and project management with relevant imagery and informative content. The navigation and page layout was designed in a logical format so visitors could easily contact Pajak and find information they were looking for.

"We Are well known domestically, but our profile internationally was less well known."

Simon Stone
International Operations Advisor, Pajak

FP iMarketing then completed search engine optimization (SEO), online advertising, and email campaigns to bring large oil and gas firms to the new website. SEO and online advertising was deployed so that Pajak appeared in both the natural and paid search results when relevant keywords were searched. FP iMarketing also completed a custom email marketing campaign that directed leads to the website. In addition, use of analytics and monthly reporting made visitor volume and activity, predictable and actionable.

These online marketing efforts helped PajakEng.com rank above competitors in Google search rankings and traffic rankings only 4 months after the site's deployment. PajakEng.com was also found on the first page of search results for relevant keywords like "drilling project management". Overall, this provided Pajak with

approximately 40% more visitors than the previous year, and FP iMarketing won an IMA Outstanding Achievement Award for their efforts.

Phase Two: The International Site

In 2013, Pajak wanted to continue the success of its domestic site by highlighting their recent international work. “Our existing online presence no longer accurately represented the scope of our international work. It became necessary to re-brand our international business model to demonstrate our experience and capability to potential clients,” said Stone. FP iMarketing by now had helped over 50 similar industrial companies expand their online presence, and knew what international visitors would expect online.

“The new site is clear, straightforward, and illustrates the countries in which we can and have worked”

To appeal to international industrial audiences, FP iMarketing created a new international site that could be accessed from Pajak’s domestic site. This site was designed to have an international feel with its content and imagery. The highlight of the website includes an interactive location map that shows all the projects that Pajak has been involved in world-wide. Visitors can simply hover over countries on

the map to see information about Pajak’s projects within that country. The map also shows the top oil and gas companies Pajak has worked with throughout the world. Visitors can now clearly see the extent of Pajak’s international expertise.

Results

“The most valuable change on the international website has certainly been the accurate capturing of Pajak’s growing experience and capabilities. The new site is clear, straightforward, and illustrates the countries in which we can and have worked, and the broad range of services offered by our company,” said Stone.

Overall, FP iMarketing used their industrial online marketing expertise to create a complete online presence for Pajak Engineering – one that is optimized to bring in leads, communicates expertise, and keeps Pajak a top competitor world-wide.

About FP iMarketing

FP iMarketing is an industrial online marketing firm that increases your marketing ROI. We employ best practices and tools to get website visitors and then convert those visitors into qualified leads and revenue.

Using leading edge tools and a proven methodology, FP iMarketing has provided services to over 300 projects in the following industries since 2003:

- Energy services providers
- Manufacturing and fabrication
- Business services firms

For more information, visit fp-imarketing.com or call 1-877-872-2ROI.