



**MiniBulk** *Above and Beyond Bags*

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## MiniBulk Bags: Backed by Experience...and Packed with Value

For more than 20 years, MiniBulk has been expanding our reputation as Canada's premier [supplier of Flexible Intermediate Bulk Containers \(FIBCs\)](#). A privately owned Canadian company, we pride ourselves on providing sensible solutions to our clients' shipping container needs and on being a trusted source of industry knowledge. Our real value is our ability to bridge the gap between our North American clients and the world's emerging markets.

*MiniBulk supplies bulk containers for a wide range of industries. In 2017 the company saw an opportunity in the recovering mining sector and reached out to [MINING.com](#) to lift its profile.*

### Background

[MiniBulk supplies bulk containers](#) to industries worldwide, including mining, agriculture, food services, agro-chemicals, building construction, landscaping and recycling. The Calgary-based company, which has been in operation for more than 20 years, prides itself on understanding its clients' shipping needs and offering specialized products suitable to each industry.

### Goal

MiniBulk's Marty Dilworth, the company's marketing manager, saw an opportunity to grow the company's mining business. Dilworth explored options but was wary due to past advertising efforts that had mixed success. Print magazine campaigns didn't appear to generate more business and the results could not be tracked.

Dilworth turned to digital. When researching options, he was struck by MINING.com’s reach.

“You could add up every single mining site in Canada and North America, and they didn’t even come close to the traffic of MINING.com,” said Dilworth.

MINING.com is a site [within the InfoMine Ad Network](#), which boasts 1.44 million readers per month and sends out 240,000 digests daily. The network is mining’s largest digital community.

“Once I saw that, I thought I gotta try it,” he says.

## Approach

### Explorers frustrated with waiting times for permits in B.C., the Territories

Cecilia Jamasmie | a day ago | 🔥 1,221 | 💬 2



#### How often do you have to concentrate on your concentrates?

Instead of focusing on the supply chain, your team should be focusing on getting the job done safely and efficiently. Let MiniBulk take some weight off your shoulders!

SPONSOR



#### De Beers upbeat on diamonds outlook, despite sales drop

Cecilia Jamasmie | a day ago | 🔥 426 | 💬 0

*MiniBulk sponsor post running within the MINING.com’s news feed.*

MINING.com worked with Dilworth to come up with a campaign to run at the beginning of 2017. Sponsor posts—a native ad format that runs within MINING.com’s single-column news feed—were used to drive referrals to MiniBulk’s landing page.

The advantage of running advertising within a single column is that the ad is more visible: the reader scans the sponsor post while reading other news items above and below the sponsor post.



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MINING.com wasn't MiniBulk's only marketing spend. MiniBulk set up advertising campaigns with other vendors. To test the effectiveness of each campaign, Dilworth copied his landing page onto several different URLs. Each different URL would be assigned to a vendor's campaign so he could make comparisons.

Landing page traffic wasn't the only measure. The traffic had to turn into a lead: a potential customer who read the value proposition on the landing page, filled out the contact form and worked at a company that could use MiniBulk's services.

According to an audience survey, most MINING.com readers are [employed at either a mining company or mining consultancy](#), such as an engineering firm, and nearly 60% make or recommend buying decisions at the company's they work for



## How MiniBulk Helps - Metal Sulphide Concentrate Case Study in Five Points

At MiniBulk, we're more than just a bulk bag company. We spend our time on the ground *with you* to see the issues, plan the fixes, and offer solutions. Below is a first-hand account of how we helped solve five major problems faced by a huge, multi-national mining company.

What can we do for you? Read on and find out for yourself...

### 1. Multi-Phase Product

Their initial concentrate packing process required materials to be charged into bags in slurry form. At the filling stage, 30% of their bulk bags were failing causing excessive rework and adding additional costs. Oxidization of material on the outside of the packaging also led to environmental and handling concerns.

### Learn how MiniBulk HELPS!

Product to be shipped\*

Typical weight of product\*

Industry\*

First Name\*

Last Name\*

Email\*  
[\(Privacy Policy\)](#)

Phone Number  
*For a priority response.*

Country\*

Notes

Please contact me

*MiniBulk developed several landing pages to compare each vendor's marketing effort. The form captured leads.*

In order to prevent the campaign from going stale, new sponsor posts were scheduled throughout the length of the campaign.

MINING.com also made it possible to favour best-performing sponsor posts, that is advertising which had comparatively more clicks.

## Results

Dilworth says the MINING.com campaign was a success.

After only the first week of the campaign, MiniBulk saw a triple-digit increase in visits and leads. Using HubSpot to track its sales leads, there was a 130% increase over the previous month's visits and a 133% bump in leads.

“It was mind blowing to me. I was so impressed with the results,” says Dilworth.

“If I didn't see the numbers from our end, I'd have a hard time believing we'd get these kind of results.

“It's exceptional. I can't say enough about the quality of the leads and the veracity of the leads—more than double the leads month over month.”

## Key Takeaways

MiniBulk created a smart, measurable campaign with separate landing pages to compare its advertising campaign. It also designed landing pages with a clear intent: to capture leads that it could put into its sales funnel and turn into leads.

Dilworth knows that sales is a process.

“In February we've had some really big players show up on our doorstep” says Dilworth talking about the campaign he ran on MINING.com.

“The leads that came in haven't been converted to instant sales but that's not how this business works.

“We did get some interest from some very large companies who have very large mines around the world, who use a lot of bags. That interest will turn into some sales some day.”