

Since 2017 with IMA Engineering.

A brand, an audience, and one view of the business.

A Finnish mining technology company whose work happens in the field, not behind a desk. We built their brand from the very beginning, run their website, LinkedIn and newsletters, and moved their sales and marketing out of Outlook and spreadsheets into HubSpot.



CLIENT

IMA Engineering
Mining technology · Finland

RELATIONSHIP

2017 – today
From the brand up, ongoing

WHAT WE DID

Brand, marketing & CRM
Website, LinkedIn, HubSpot

STARTING POINT

Outlook & Excel
Contacts in inboxes, deals in files

TECHNOLOGY

HubSpot, Squarespace
CRM, Sales Hub, Marketing Hub

HEADLINE RESULT

1,562 LinkedIn followers
From zero, on a page we opened

THE STARTING POINT

A team in the field, and a business run from inboxes.

IMA Engineering is a Finnish mining technology company. Its people travel a lot, and most of the work happens on site with clients, not at a desk. That left little time for marketing, and none for keeping track of customer data.

Sales ran on Outlook and Excel. Each salesperson managed their own contacts in their own inbox, and deals were built and kept in spreadsheets. Nobody could see what was happening from one salesperson to the next. Updates only surfaced when the team sat down together in a meeting.

"Which version of that deal is the latest one, and who has it?"

THE SCOPE OF THE PARTNERSHIP

1

Brand & website

- Brand identity
- Website build
- Website management
- Product sheet downloads

2

CRM & processes

- HubSpot CRM
- Sales Hub pipelines
- Marketing Hub
- Lead handling
- Website tracking

3

Growth & content

- LinkedIn page from zero
- Articles & posts
- LinkedIn ads
- Newsletter

Four chapters from nine years

1

BUILD A brand, and a website that brings in leads

We built IMA's brand identity from the start, then the website and social presence on top of it, so the company speaks with one consistent voice online. We have managed the website ever since. Product sheet downloads, for the FCA, IMACON and the Blast Hole Sample Analyzer, became its main source of leads.

7x

website sessions, 2021 to 2023

3.6

pages per visit in 2023

39%

form conversion rate, 2024

2

UNDERSTAND **BUILD** From Outlook and Excel to one CRM

We assessed how sales and marketing actually worked, designed the CRM around it, and implemented HubSpot: the CRM for contact and company data, Sales Hub for deals and pipelines, and Marketing Hub for newsletters and engagement, plus automation for routine sales and marketing steps. Before anything went in, we aligned the data with the stakeholders across the company. Every download on the website now lands in HubSpot as a contact: 227 new contacts in 2024 alone.

3

GROW A LinkedIn audience from zero, built mostly without ads

We opened IMA's LinkedIn page and have run it ever since, with regular articles and posts on their technology and the mining industry. Every follower it has come on our watch: 633 by early 2024, 1,062 by the end of 2024 and 1,562 today, with over 27,000 organic impressions in 2023 and 30,000 in 2024.

When IMA launched the Autosampler, we tested paid reach once. We linked a product post to the Autosampler page and ran it as an ad for four weeks in November 2023, on a budget of €240. It reached 22,146 impressions and 257 clicks, and eight people downloaded the brochure, each one landing in HubSpot as a named contact.

1,562

LinkedIn followers today

€0.93

per click on a €240 ad

1.2%

ad click-through rate

4

GROW Newsletters, clear processes, and finally an overview

We started IMA's newsletter in April 2023. Open rates went from 38.7% that year to 45.8% in 2024. We also defined how the team works with the data: what happens when a lead comes in, who owns it, who nurtures it, and when it's passed to sales. Reporting got faster, and with website traffic, email and pipeline tracked in HubSpot, IMA can now measure how well marketing and sales actually work.



We have been working with Vidalico Digital since 2017 and they helped us build our brand identity from the very beginning. Thanks to them, we now have a consistent online voice through our website and a social media presence. Being in the mining industry means that we travel a lot and our work is mainly happening on the field. Having a trustworthy partner like Vidalico to handle all our online communication and marketing needs enables us to focus on our projects and clients.



Jukka Raatikainen
CEO & Founder, IMA Engineering

THE OUTCOMES

0 → 1,562

LinkedIn followers, on a page we opened and grew

7×

Website sessions, from 1,041 in 2021 to 7,302 in 2023

1 CRM

All sales and marketing now run in HubSpot, not inboxes and spreadsheets



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