



AERIAL TITANS

Much of Aerial Titans' success can be attributed to its owners diligently tracking market activity. When Andrew Huggins and Andrew Johnson started the company back in 2012, that's precisely why, in tandem with the favorable exchange rate, they focused on the Canadian oil and gas markets. Subsequent research encouraged them to pivot to a different, smaller market. "We identified that towable boom lifts were a niche market that was underserved—as were its manufacturers," says Huggins, Aerial Titans' Co-owner. Identifying this viable market was the first step; reaching it was the second. Aerial Titans turned to Machinery Trader, a relationship it continues to rely on for comprehensive and flexible exposure that targets specific regions and markets in its niche industry.

SERVING A UNIQUE MARKET

The compact machines Aerial Titans specializes in are ideal for professionals who require the ability to move their equipment from site to site without the need of a semi-truck—a segment of the industry that has an increasing amount of work. "Home remodels are definitely on the uptick," Huggins says, noting that when looking at

COMPANY SPOTLIGHT

data from major home improvement supply store chains, like Aerial Titans' partner Home Depot, it was clear there's been a large increase in spending on home refurbishing. Aerial Titans also noted the strength of the manufacturers in this market, particularly Niftylift—the UK manufacturer with which Aerial Titans has strategically aligned itself. “The Niftylift brand is huge in Europe and has tons of room to grow in the U.S.,” notes Huggins. “It offers more compact machines that are able to maneuver where space is limited.” In other words, they're ideal machines for Aerial Titans' target market.

Capitalizing on these opportunities has made Aerial Titans the largest Niftylift dealer in the U.S. (as well as an authorized JLG, Genie, and Haulotte dealer) that offers rentals, re-rentals, sales, and service to customers around the country. The company works with factory holding yards, lease and rental houses, and affiliate dealers to offer its customers a wide array of equipment—including telehandler forklifts, track self-drive lifts, towable booms, boom lifts, and more. “Our follow-up service and attention to detail is something we spend time, energy, and focus on,” says Co-owner Andrew Johnson. “Our relationship with partner yards allows us to have machines logistically placed, so we can get them to customers quickly and save money on freight.”

TARGETING THE NICHE

Aerial Titans must reach its niche markets directly; that's why the company teamed

up with Machinery Trader from the start. “We need Machinery Trader to access retail partners and dealerships,” says Huggins. “It's been the perfect platform for us to double down our marketing efforts because its print and online channels dominate the business-to-business and end-user markets. It's the platform everybody uses, and it ranks the highest organically.”

Aerial Titans invests in *Machinery Trader* print exposure, consistently leveraging a full page ad in three different regional editions, along with a full page ad in *Forestry Trader*—which specifically advertised new and used forestry equipment to buyers in this sector. Those print listings become featured listings (which means they appear toward the top of online search results) on ForestryTrader.com and LiftsToday.com—the leading online platform for new and used lift equipment. “Machinery Trader had the foresight to put niche equipment onto its own platform to give buyers easier access,” notes Huggins. “LiftsToday.com is the perfect way to drill down into our submarkets even further.” Aerial Titans also uses banner ads on the towable boom lifts category section on LiftsToday.com, which takes the company's targeted marketing a step further. These strategic advertising tools keep the Aerial Titan brand in front of the right audience. “Machinery Trader puts forward the effort to illuminate these niche products, and it helps dealers, end-users, and the industry as a whole.”

In conjunction with Machinery Trader, Aerial Titans offer customers quick and easy financing through Currency—which is a service buyers need and one that's crucial to making sales. “Currency lets us quickly connect our customers to the capital they need, which allows us to turn a higher volume of machines,” says Huggins. “Contractors bid a job, then on a Saturday they're told they got it, and it starts on Monday. They need machines now. Using CurrencyFinance, we're able to get our customer quickly approved on a piece of equipment, and get that machine into their hands when they need it.”

SUSTAINABLE SUCCESS

There's no doubt Aerial Titans' diligent research, relationships, and investments have paid off. The company is in the process of opening a 13,000-square-foot service facility—a move based yet again on market research. “There's simply not enough skilled labor or service in our industry. Companies and manufacturers are winning or losing on whether they have the people to service machines,” says Huggins, who plans to build a team of experts in operations, sales, and service. Headed up by Operations Manager Sean Viste—an industry operations veteran with 20 years of AWP (Aerial Work Platform) experience—Aerial Titans looks forward to the facility supporting its nationwide growth. Combine that growth with Aerial Titans' dedication to customer service and strategic investments, and the result is consistent success.

