

INDUSTRIAL MARKETING CAMPAIGN GUIDE

Doing things differently
is difficult and demands
commitment and hard work.



STARTING YOUR INDUSTRIAL MARKETING CAMPAIGN JOURNEY

In this guide, we'll help you lay the foundation for designing a disruptive and effective industrial marketing campaign involving the following key areas:

- **The importance customer experience**
- **Set your strategy**
- **Get creative**
- **Test and measure**
- **Follow our template for success**

THE IMPORTANCE OF CUSTOMER EXPERIENCE

With so much content directed to so many industrial buyers through diverse mediums – and so much of it so bad – it's no wonder audiences are becoming immune to the same old messaging. But doing things differently is difficult and demands commitment and hard work.

That's the reason why customer experience is so important. Customer experience encompasses emotions, thoughts and behavioural responses that are triggered by a brand's identity, message, packaging, communications, people, products, services and environment. The objective of the experience is to create a lasting and meaningful relationship between the brand and the customer. Customer experience is closely related to 'brand promise' - the statement of what customers can expect when dealing with your industrial company.

Ensuring you articulate your brand promise into your campaign messaging is the first step to gaining attention. To get their interest and action is the next step. This requires something different - a disruptive idea or an innovation, product or service that's going to upset the status quo. This will set your campaign on fire in markets that are set in their ways and resistant to change. So why not break with tradition and encourage your audience and customers to pay attention to your new ideas with your next industrial marketing campaign.

“

If you always do what you always did, you will always get what you always got.

”

- Albert Einstein

SET YOUR STRATEGY

Breaking into a competitive industrial market is difficult enough, let alone when relationships are long-standing. No matter how sophisticated we get, the fundamentals of marketing stay the same. Get the message right. Deliver it to the right people, at the right time. Understanding what your audience think, how they buy, what they believe and what they value will allow you to craft a marketing campaign will gain their attention in a meaningful and personal way. That meaning comes from being able to articulate a clear brand promise, to land your 'why'.

'Why' is the spark to your brand – it ensures everything and everyone in your business is pulling in the same direction. Letting your audience know about it is key to getting them to understand your story and then buying into your call to action or offering. Marketers who focus on brand purpose are those who inspire, rather than manipulate. They make customers so engaged with their business that they become uninterested in their rivals. And, having bought into the brand rather than a product, they are more prepared to pay a premium.

With that in mind, you then need to think about your objectives for the marketing campaign. Some key questions to ask:

- **Why are you running this campaign?**
- **What would you like your marketing campaign to accomplish for your company?**
- **Are you aiming to acquire new customers or increase brand awareness?**
- **Are you planning to promote a new product or service?**
- **Do you need to gather customer feedback or content?**
- **Are you planning to increase share from existing clients?**
- **Do you need to boost user engagement or promote an upcoming event?**
- **Would you like to re-activate lapsed accounts?**

The answer to any one of these questions will form your marketing campaign approach, the tactics you will employ, your medium selection and ultimately your messaging.



GET CREATIVE

As mentioned earlier a disruptive idea that will upset the status quo will set your campaign on fire in markets that are set in their ways and resistant to change. So get creative and think outside the box to encourage your audience to pay attention to your campaign messaging.

We use the following techniques to achieve this for our clients:

- **Storyboarding** - a visual story to explore the problem at hand as a narrative, your team will be able to see how ideas interact and connect to form a solution.
- **Mind Mapping** - write down the task or problem you are trying to solve in the middle of our idea sheet, then expand on this problem by surrounding it with terms that better describe what you need.
- **Group Sketching** - visual thinking can help to trigger and develop ideas that discussion and writing might otherwise leave unturned.
- **S.W.O.T. Analysis** - examine internal and external factors to the company, brand, product, or service. You can use this framework to better organise new ideas.
- **Questioning Assumptions** - this exercise forces us to challenge these and put everything on the table.
- **Alter-Egos / Heroes** - this is our favourite. Be a kid again with this exercise, where small groups imagine how they would go about solving a given problem if their team were led by a famous character, fictional or real.
- **Forced Connections** - this exercise involves bringing together ideas that serve very different needs or interests to form a new concept.
- **Secret Brainstorming** - simply write down a few rough ideas for solving the particular problem on a piece of paper. Each piece of paper is then passed on to someone else, who reads it silently and adds their own ideas to the page. This process is repeated until everyone has had a chance to add to each original piece of paper. The notes can then be gathered, ready for discussion.

TEST AND MEASURE

None of the above points made will work without testing and measuring. Creating a robust timeline is essential but you also have to be ready for flexibility should your strategy need to change or move direction. Tweaks and fine-tuning will need to take place throughout the marketing campaign and while the launch may be your "big moment" the work doesn't stop there. You need to continually test, develop and tailor your campaign to suit the needs of your audience.

The money and time invested in your marketing campaigns will mean you cannot afford failure. More than that, a failed campaign won't necessarily be forgotten and can impact negatively on future success. Taking your time and measuring every step of the way will be essential for success. We recommend using the template provided to craft a winning industrial marketing campaign.



MARKETING CAMPAIGN DESIGN TEMPLATE

1

Objectives and Focus of Effort

- What do you want your marketing campaign to achieve?
- This might be lead generation, lead nurturing, lead conversion to sale, customer nurturing, customer up-sell/cross-sell/ repeat sell, loyalty and retention or customer advocacy.

2

Strategy and Tactics

- Set out your strategy and tactics based on KPIs and metrics – what will success look like and how will you measure it?
- Think about soft measure: email click-through rates, website goal conversion rates and numbers, marketing qualified leads (MQLs) generated, social shares, lead to sale conversion rates or cost per acquisition (CPA).
- Think about hard measures: sales revenue targets, market share growth, margin improvement.

3

Mediums

- This is when you'll need to be thinking about email marketing, marketing automation (MA), campaign landing pages, your website, your blog and content marketing.
- Email marketing / What role will email play? How will you use segmentation and targeted content to ensure message relevancy? How will you use automation to deliver the right message at the right time? Will you do this based on a recipient's behaviour, profile or stage in the lead/customer lifecycle?
- Campaign landing pages - What role will dedicated campaign landing pages play?
- Website - What role will the website play? What conversion rate optimisation tactics will you deploy? How will A/B testing be used? What frequency and depth of blog content delivery will you commit to?
- Social Media - What are the key social media communities that your customers, prospects and influencers use and are engaged with and what role will each of them take?
- Content marketing - What content marketing will you create and/or curate to drive engagement across all the mediums covered?

MARKETING CAMPAIGN DESIGN TEMPLATE

4

Brand Communications – Be Disruptive

- What are your key brand messages?
- What is your brand's story?
- What are your new ideas / innovations / new offerings?
- Is there a call to action?

5

Resources and Measurement

- How will you onboard your salesforce?
- How will you measure and report on success against your strategic and tactical objectives?
- What will your reporting dashboard look like and which particular metrics will be your critical KPIs?



SPECIALIST MARKETING FOR INDUSTRIALS

Industrial Ideas is a B2B marketing consulting agency. We exist to help industrial companies plan, design, execute, and measure marketing programs that produce real, bottom-line results. Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts.

OUR CLIENTS INCLUDE

BLUESCOPE

TOYOTA TSUSHO

TOLL GROUP

CMP

A&L WINDOWS

PREMIER CRANES

SCHÜTZ AUSTRALIA

DRASOL

ENIRGI

GENIS STEEL

ADVANCED FUEL TANKS

CLUTCH

MITSUI

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- **innovate and achieve business transformation**
- **activate and build brands**
- **increase sales force capability and effectiveness**
- **generate sales leads and acquire new customers**
- **increase share of wallet from existing customers**
- **improve customer experience and build on customer loyalty**

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hard-hitting marketing communications.



OUR CORE MARKETING SERVICES

Market, Competitor and Customer Research

Quantitative and Qualitative
Research Studies

Survey Design and
Methodology

Focus Group Facilitation

One on One Interviews

Competitor / Industry Reviews

Market Share Analysis

State of Market Reports

Marketing Strategy and Planning

Go-To-Market Strategies and
Marketing Plans

Strategic Support and Sales
Development Coaching

Tailored Marketing Content Plans

Value Proposition Work Development
and Delivery System Work

Customer Experience Execution
Strategies

Sales Enablement

Brand and Campaign Development

Brand Development, Identity and
Style Guides

Lead Generation Campaigns and
EDM Communications

Telemarketing, Graphic Design,
Photography, Video Production,
Copywriting and Content work

Industrial Case Studies,
Brochures, Data Sheets, Product
Catalogues, Web Development,
Trade Shows Industry Events,
Print Advertising, Advertorial
Support

“ the cost of
being wrong is
less than the
cost of doing
nothing ”

- Seth Godin

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR CORE CAPABILITIES

INDUSTRY EXPERIENCE

Led by Peter Zafiris, with over 20 years experience in industrial sales and marketing. Peter personally manages all client projects to develop winning marketing solutions to deliver the desired results.

MARKETING SUPPORT TEAM

Surrounded by a talented team of researchers, graphic designers, photographers, videographers, telemarketers and copywriters – Industrial Ideas can help you improve your bottom line with our distinct approach to marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands. That's what we stand for as a marketing consulting agency dedicated to industrials.



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