

REACHING THE UNREACHABLE

SOPHISTICATED TARGETING HELPS MANUFACTURER WITH A NICHE AUDIENCE

How do you reach a wide swath of purchasers when you have a narrow specialty product? Our client knew that finding new customers was central to the success of their new campaign. However, they felt that would be impossible. Advance 360 tackled this concern and overcame this challenge.

DISCOVERY

Our client produces high-quality, technologically advanced components used in automobile production. With the specific nature of their business, they had a limited client list and relied on tradeshows to connect with their customers.

Advance 360 developed a three-pronged plan to build upon their tradeshow presence through analytics, targeting and social media.

ANALYTICS

One of the ways that Advance 360 serves its client partners is to use advanced analytics to identify and understand our client's prospects and current customers. We discovered here that little data was available. Employing our data tools, we revealed customer data not previously available.

TARGETING

In order to create a strategy that would reach all key purchase influencers, we needed to closely target an appropriate audience. There is no one-size-fits-all solution. We tailor our work for each unique need or circumstance.

We worked with our client to find companies across the nation, whose employees or customers they wanted to reach. We built a digital campaign that served messages only to individuals who had been to these locations. This campaign was message strong and video heavy, delivering product information that offered greater depth about the company's product.

70% of marketers now use video as part of their marketing strategy.

80% of consumers are more likely to buy a product after watching a video about it (adweek.com)

A robust/responsive ad campaign was prepared for attendees at the large tradeshow events. We remessaged those attendees in the select target business environment, providing a richer experience.

Products:

- Google Analytics
- Geo Targeting
- Creative Development
- Use of Video within Creative
- Social Media

WE FOCUS ON THE DETAILS SO THAT YOU DON'T HAVE TO. WE MONITOR AND OPTIMIZE AS WE GO TO CREATE A FEEDBACK LOOP THAT MAKES YOUR CAMPAIGN MORE POWERFUL EVERYDAY.

IN SHORT

We built a method to target before, during and after large industry events where we knew influencers would be.

We worked with our clients to find companies nationwide that they wanted to reach. We targeted them based on their office locations.

PRE

We pinpointed two large events where we could target messages around a specific radius.

DURING

We followed attendees back to their home locations and delivered remessaging to keep the conversation going and our clients brand top of mind.

POST

SOCIAL MEDIA

In the third prong of the campaign, we wanted to demonstrate the value of social media. Their supply chain and B2B nature led them to believe that the social ecosystem would not be effective. Not every platform would be! But as their organization made strides to build new relationships, they needed a social space to maintain them.

A byproduct of our discovery and targeting was learning where these influencers find content. LinkedIn offered a perfect opportunity. Through LinkedIn, our client could better understand their own customers and end users, and what engaged them. Armed with this insight, they could create relevant content. We proved that giving their customers what they wanted on a platform they use was far more valuable than a display ad.

LinkedIn statistics, as of February 2015:

4 Million Business Pages, feature 1.2 million products.

20 monthly posts on LinkedIn should reach 60% of your audience, provided you target traffic rich times, like 10-11am on Tuesday mornings (LinkedIn's heaviest daypart)

CLIENT PARTNER EXPERIENCE RESULTS

Our digital campaign delivered an increase in site traffic of 39% – 100% of the traffic increase showed intent to purchase.

OF THE 39% INCREASE, 91% WERE NEW USERS ON THE SITE.

LINKEDIN FOLLOWERS INCREASED BY 45% OVER 5 MONTHS.

They have also been able to follow up with anybody who has liked an article, which is a new way to help fill their pipeline.

CLOSING

When a strategic digital campaign is targeted toward a particular, identified audience, nearly any challenge can be overcome. Our client is happy with the success they have already gotten from their campaign and impressed that we could reach an audience they believed was out of reach