

When Selling A High Value Product That Is Highly Specialized

Where Do You Start?



World Innovators • Incorporated

Donna A. Peterson
Case Study
December 2016



Industrial Asset Solutions

Indassol is a London-based consultancy firm providing manufacturers worldwide, with customized support services in the procurement of raw materials and spare parts, and the acquisition, management and resale of machinery and equipment, property and other business assets.

One of their key differences is their ability to find buyers for specialist assets. They trade internationally and across the full spectrum of Industrial verticals.

The Challenge

In August 2016 we were approached by Indassol's marketing agency, SBL Media, to help them research a very specific audience.

Indassol needed to find a buyer for a GE Frame 6B Gas Turbine. The turbine, located in Paris, had the potential to be used in a variety of applications and Indassol has the infrastructure to relocate the asset anywhere in the world.

The potential buyer market was huge - so we needed to focus on the highest value prospects to target.

The method of delivery was flexible - the goal was to reach the right audience, in the right timeframe and deliver high quality responses.



Through collaboration with SBL Media we cross referenced key geographic targets and industries. We considered areas of the world where access to 'the grid' was less reliable, but the requirement for power essential. The final target profile was senior management, with buying authority in Mining and Oil & Gas located in Asia, Pacific and Africa.

This still gave us a huge resource to call on and we needed to refine our criteria further. While we have the capability to reach hundreds of thousands of prospects - a key part of this brief was quality - Indassol wanted to connect with senior decision makers.

We reviewed the databases we have worked with previously and selected the highest responding sources that had even greater segmentation - this was essential to refining the audience. The result was a list that fitted the exact criteria but could be reduced to recipients who had expressed an interest in Gas Turbines.



Delivery

Email was a clear choice for reaching a global audience quickly, but email does have its limitations. Most people receive hundreds of messages a day and gaining attention for your message is challenging – but not impossible.

We recommended sending a series of emails, the first and second to the complete list, and a third to those who had opened at least one of the previous two emails. The third email was a personalized text email. This strategy has increased response rates by as much as 16% in previous campaigns.



Getting the Message Right

- We worked with SBL to create the html message. Careful consideration was given to the subject line, headers and imagery used. The final email for the initial blast was succinct with clear and prominent calls to action.
- The recipients were guided towards a dedicated landing page, designed specifically for this project. The page was exclusive to the Gas Turbine and moved the visitor towards downloading a brochure or requesting further details.
- The response was promising. The volume of inquiries was low, but the caliber of contacts was extremely high - senior decision makers with buying authority.



Refinement For Even Better Results

- We reviewed the analytics from the first email - click through rates (ctr), activity on the landing page and conversions were all assessed. We agreed on some minor changes to the creative prior to the second email - we added more calls to action in the html to drive higher ctr. The subject line of the email was also tweaked for greater impact.
- The second html was sent and the refinements worked well with improved ctr and more inquiries were received.



Extracting Maximum Value

The third email was changed significantly. We wanted a different approach to pick up anyone who had shown a vague interest (they had opened a previous email) and push them towards taking action.

We switched from html - often perceived as a pure sales message - to a plain text format. The email was written as a more personal 1-2-1 communication, offering the opportunity to find out more before expressions of interest were considered.

The result was excellent. Good ctr and engagement, from previous non-responders.



The Conclusion

Indassol were pleased with the response.

Their team had multiple high quality leads to pursue, and while the negotiations may take some time, this email series proved to have the highest return on investment from any marketing tactic employed in the campaign.



Testimonials

- John Moore, Managing Director of Indassol said *“Making new connections is part and parcel of our work. Not only did this campaign generate interest in the sale, but we made valuable high quality connections that could lead to further projects.”*



Susan Bromwich, Director of SBL Media said *“World Innovators are our go-to team when it comes to targeted email campaigns. They know their data sources extremely well and have a great grasp on response rates. Their support for this project was invaluable.”*



SBL Media
Simply Smarter Marketing



World Innovators • Incorporated

Contact us today so we can discuss some creative ways to increase your response rates.

Office Line: 860-210-8088

Donna A. Peterson

Email: dpeterson@worldinnovators.com

Or

Gregory J. Pesce

Email: gpesce@worldinnovators.com