

Case:

Account based marketing to win new deals in Texas

Wärtsilä Power Plants

Wärtsilä Power Plants is a leading global supplier of flexible baseload power plants of up to 600 MW operating on various gaseous and liquid fuels.. As of 2014, Wärtsilä has 55 GW of installed power plant capacity in 169 countries around the world.

Source: Wärtsilä.com





A multi-channel content strategy to reach and influence an identified target group of some 200 decision makers

How Avaus supported Wärtsilä in creating awareness and generating leads in Texas

Challenge

How to efficiently ensure reach and engagement with a moderate marketing budget?

Wärtsilä Power Plants needed to reach, and influence an identified group of prospects with their challenger technology – supporting their local sales team in convincing the buyers of the proven benefits of their solution.

Strategy

An account based marketing strategy for targeted companies was created.

An account based marketing approach was selected to reach and influence the niche target group, and clear value propositions were created for each buyer persona. Additionally the most efficient channels to reach the customers were selected.

Solution

Contents delivered using IP-targeted advertising and marketing automation to generate lead information.

A microsite was created with locally relevant content. To drive traffic, IP-targeted banner advertising was pointed towards the identified target companies, and supported with social media. Lead tracking and nurturing was handled with Marketing Automation

Results

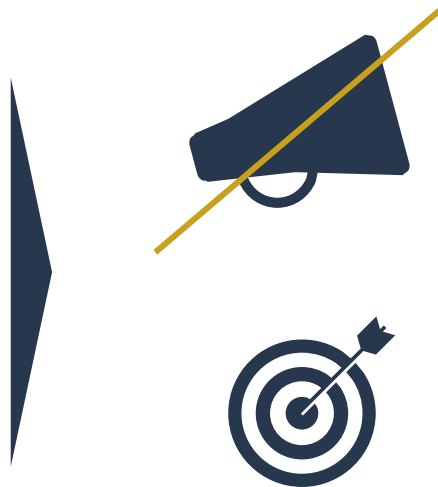
Visibility and customer insight. Ability to scale campaign to new areas. Measurable marketing.

The tracking on the site enables Wärtsilä to know which companies are interested in their offering. All complex automations can be duplicated to efficiently support other similar situations. The campaign provides insight for future marketing development as customer interaction data is collected and analyzed.

The challenge: How to efficiently ensure reach and engagement with a moderate marketing budget?

Situation:

- Niche market
- Geographically limited
- Known customers
- Complex solution and long sales cycle
- Limited marketing budget



Traditional or mass marketing not an option

Smart, targeted and measurable marketing strategy needed

The strategy: Account based marketing (ABM) strategy was created to achieve the objective

Who

do we
want to target?



List of identified
companies and
individuals

What

are their goals,
wants and needs?



Persona
based value
proposition and key
message

How

should we
approach them?



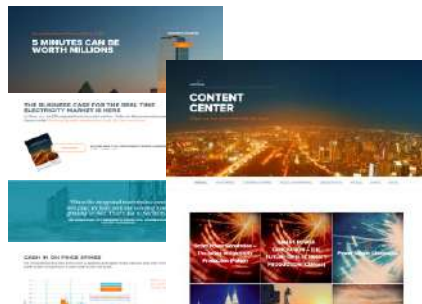
Channels and
tactics for reaching
prospects

The solution: Contents explaining the benefit, delivered to the 200 prospects using IP-targeted advertising and marketing automation



Targeted reach in multiple channels

- IP-targeted banner advertising visible only for target companies
- Sponsored LinkedIn stories
- Social media activity
- Content pieces such as images, graphs and infographics shared



Engagement hub microsite

- Case story microsite
- Downloadable whitepapers and cases
- Content center with related stories, white papers and technical details



Automated nurturing

- Follow-up of engaged prospects using Marketing Automation nurturing programs (weekly email with quality content)
- Follow up of non-engaged using retargeting advertisements

The results: customer insights, a foundation for scaling activities and measurably effective marketing

Visibility & Insight

- Wärtsilä's sales and marketing can see in detail which companies have seen, and engaged with the targeted content
- Wärtsilä's sales reps know what the key interest areas of the customers are, and can prepare for meetings accordingly

Automation and processes for scalability

- Automated nurturing and lead generation enables Wärtsilä's marketing to scale this campaign also for other areas or situations by simply updating / adding new contents
- Having the tools and required tracking scripts in place [Marketing Automation, Targeted advertising] means that Wärtsilä can quickly react to new ideas and situations requiring actions

Measurable results

- The result of each activity can be measured, and future activities are planned based on what has been learned
- The engagement level of each of the targeted accounts is known at all times - additional, more costly tactics [calling, account-specific campaigns] will be created for those not reacting to more cost-efficient alternatives