



MARKETING SOCIETY EXCELLENCE AWARDS 2016

Category: Long Term Marketing Excellence

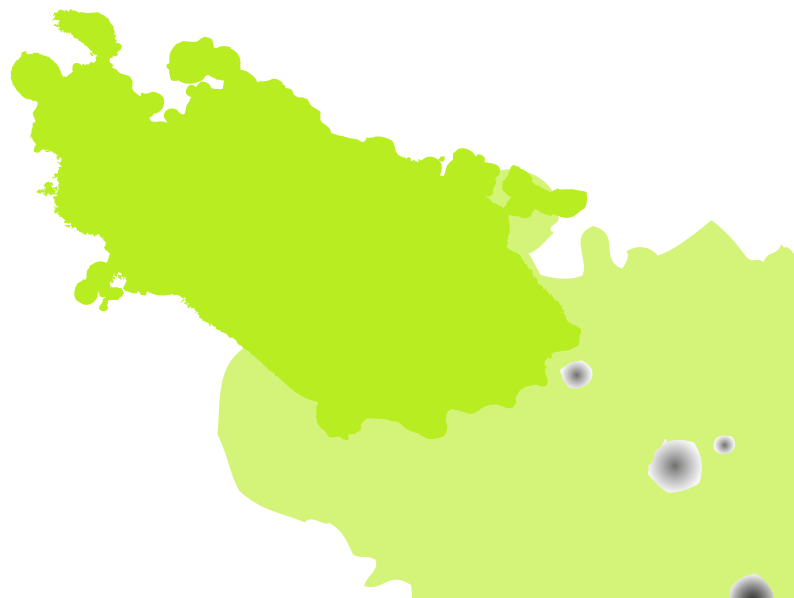
Name of campaign: Measurable Marketing Quality

Client: Trelleborg Marine Systems

Please watch our short video here:

<http://all.awards.steinias.com/TMS/05022016/Measurable-Marketing-Quality.htm>

**Please note: This award entry is confidential / not for publication
(due to stock market rules, regulations and client confidentiality)**



Summary

What do you get if you combine a marine engineering company with a cutting-edge digital marketing strategy? The reaction Richard Hepworth got from his industry peers in 2010 was: “Is this some kind of joke?”

Now the President of Trelleborg’s marine systems operation is the one who is laughing, as in 2015 every pound of the marketing budget of Trelleborg’s marine systems operation earned 27 back in sales.

This remarkable success was made possible by a five-year marketing transformation project creating a completely joined up digital strategy.

- A database like a who’s who of marine industry buyers and influencers has been developed and maintained.
- A thought-leadership position and a reputation for reliability have been won and protected.
- A creative strategy has evolved to support the brand position and respond to market needs.
- A suite of content has been developed to guide prospects through every stage of the buyer journey.

Campaigns integrating online advertising, email, events, PR and more have used this content to generate and nurture leads from first click to purchase.

An automated digital platform has underpinned all this activity delivering hitherto impossible levels of efficiency and visibility.

And in 2015 all this clicked into place to integrate marketing and sales into a continuous process.

Many bigger businesses can only joke about having this intimate knowledge of their market and these levels of control and ROI, but it’s a supplier of high quality docking and mooring equipment that is having the last laugh.

Objectives

What do you get if you combine a marine engineering company with a cutting edge digital marketing strategy? In 2010, the reaction Richard Hepworth got from his industry peers was: “Is this some kind of joke?”

Now the President of Trelleborg’s marine systems operation is the one who is laughing, as five years later his team has achieved that rarest of all rare things: indisputable, proven marketing effectiveness.

Trelleborg is an engineering company that designs, manufactures and installs protective equipment for many of the world’s largest commercial ports. When a ship comes into harbour, Trelleborg produces much of the equipment that the vessel comes into contact with. For example, fenders for docking, hooks for mooring and technology to control the overall berthing process.

People who buy docking and mooring equipment for the world’s ports and ships are one of the hardest audiences to reach. There are contractors, owners, operators and consultants. They are spread across the globe with vastly differing perspectives on their industry. **Trade media is of limited use to a high-end global supplier like Trelleborg, as there are relatively few publications, and even fewer that can boast total independence and credibility.**

At the end of the last decade Trelleborg was spending its whole marketing budget on trade advertising, printed brochures and attending events, with no way of telling whether any of this was working. So in 2010, Richard Hepworth hatched a vision to bring more accountability to the company’s marketing by going digital. A partnership with Stein IAS was formed and there has been no looking back, but the bravery of this sea change should not be underestimated.

Strategy

Developed painstakingly over 5 years, the hard-to-come-by features of the integrated strategy that has allowed Trelleborg to achieve spectacular results in 2015, are as follows:

- A comprehensive database of marine industry buyers and influencers
- A thought-leadership position and a reputation for reliability
- A creative strategy to support the brand position and respond to market needs
- A suite of content to support prospects at every stage of the buyer journey
- Campaigns integrating online advertising, outbound email, events, PR and social
- An automated digital platform, delivering hitherto impossible efficiency and visibility



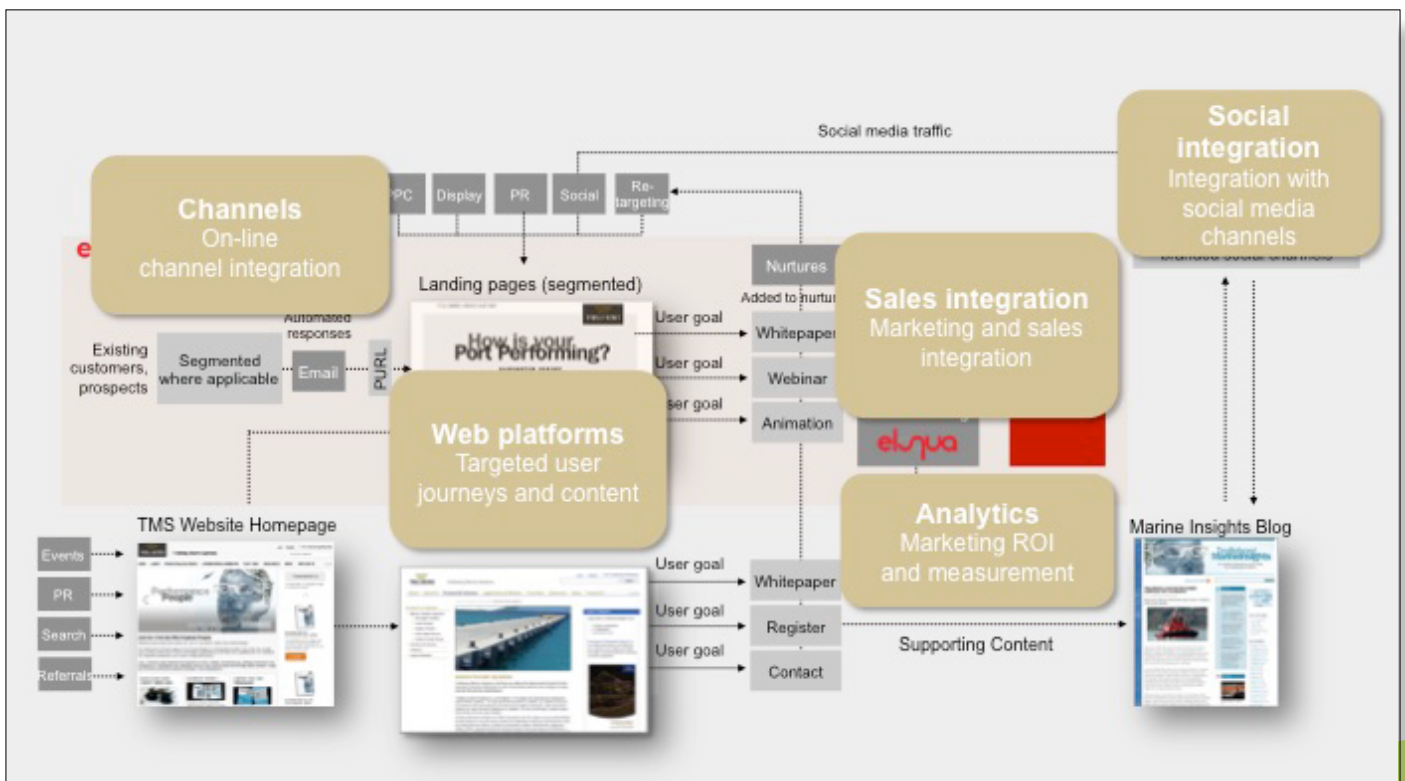
The five-year transformation

Following the global recession in 2008 – 2009, Trelleborg was struggling to stand out in a marketplace that was buying marine fenders solely on the basis of upfront cost.

2010

In 2010, Trelleborg turned to Stein IAS to build a clear marketing strategy to reposition the business as a premium provider, and move to a more accountable, digitally driven model. This began by reinventing the brand with a new strategic proposition: 'Take the Pressure Off' reflecting their high value all round offering. The first tentative steps into the digital future included the use of display and PPC to capture contact details and start to build a comprehensive database.

THIS IS WHAT TRELLEBORG'S DIGITAL CONTACT STRATEGY LOOKS LIKE TODAY.



2011

Docking and mooring equipment is low on the agenda of industry publications. Therefore in 2011, Trelleborg's digital journey saw the development of high quality, issue-led content positioning the company as the industry experts. The key content piece for pulling in new contacts was the Barometer Report - now in its fifth edition. Based on annual research into key industry issues, the report forecasts areas for growth, analysing changes in regulations and examining regional trends. The rapidly growing database enabled Trelleborg's first outbound email campaigns, promoting the Barometer report.

THE BAROMETER REPORT



TRELLEBORG MARINE SYSTEMS

The evolution of port performance

Explore the new Barometer Report from Trelleborg.

To celebrate the fifth anniversary of the Barometer Report, we've taken a look back at how the industry has evolved over the past five years, and discussed what's to come.

Examining factors such as investment, infrastructure, and trust across the supply chain, and taking a look at the LNG market, the fifth Barometer Report from Trelleborg is presented in a brand new format to make it easier to read and share with your peers.

Explore the Barometer Report now for the latest industry insights.

Explore the interactive Barometer Report, online now.

Email Address*

Click to take a closer look



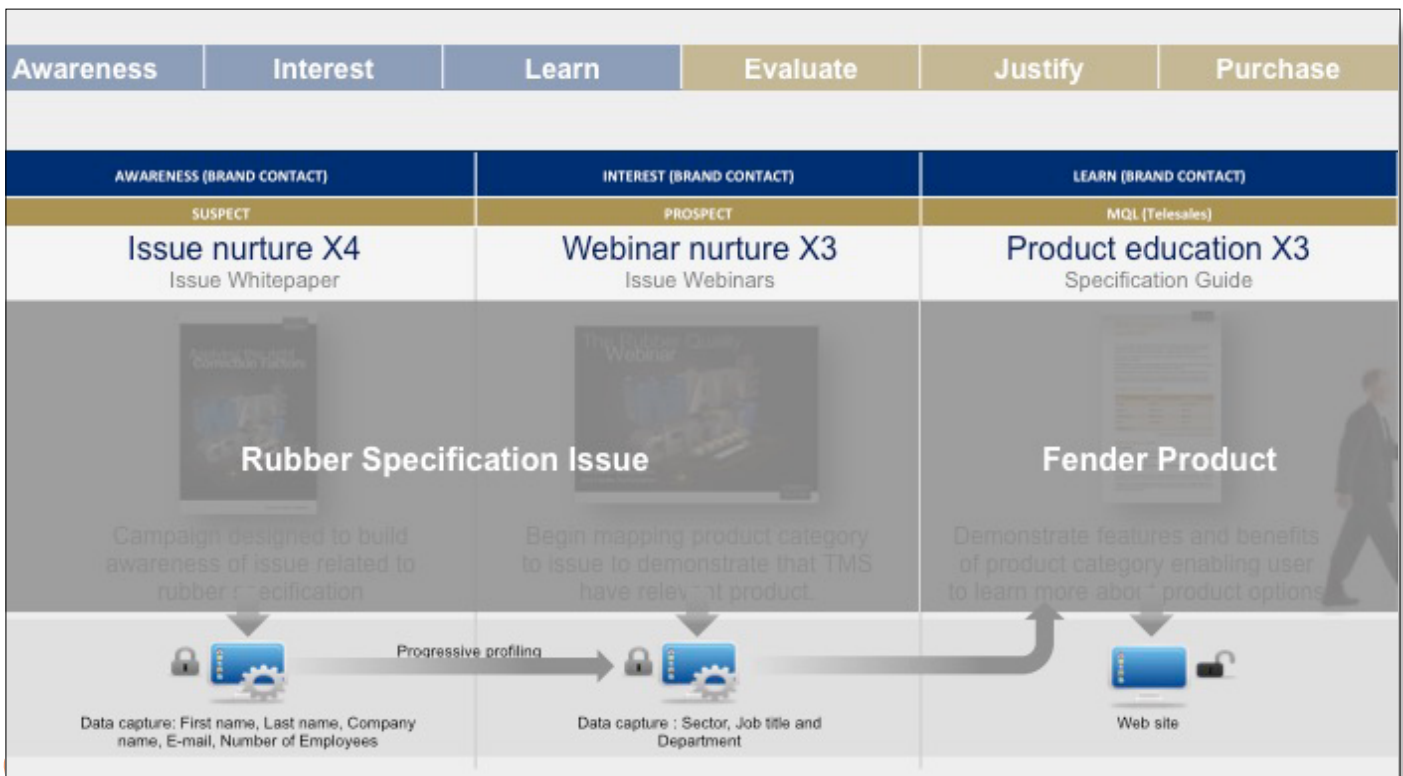
2012

In 2012, a social media strategy was developed to complement Trelleborg's PR activity and bring more prospects into contact with the brand and its content. 2012 also saw the further refinement of the Trelleborg website and the launch of a new strategic proposition, 'Make Certain', in-line with the company's emphasis on quality and reliability.

2013

2013 saw all marketing activity brought online. This saw the implementation of marketing automation platform Eloqua to take campaigns to the next level of efficiency. Eloqua nurtures leads by automatically offering prospects content via email, according to their previous online behaviour. All interactions are tracked building a picture of the prospects digital body language, predicting the perfect moment for sales intervention.

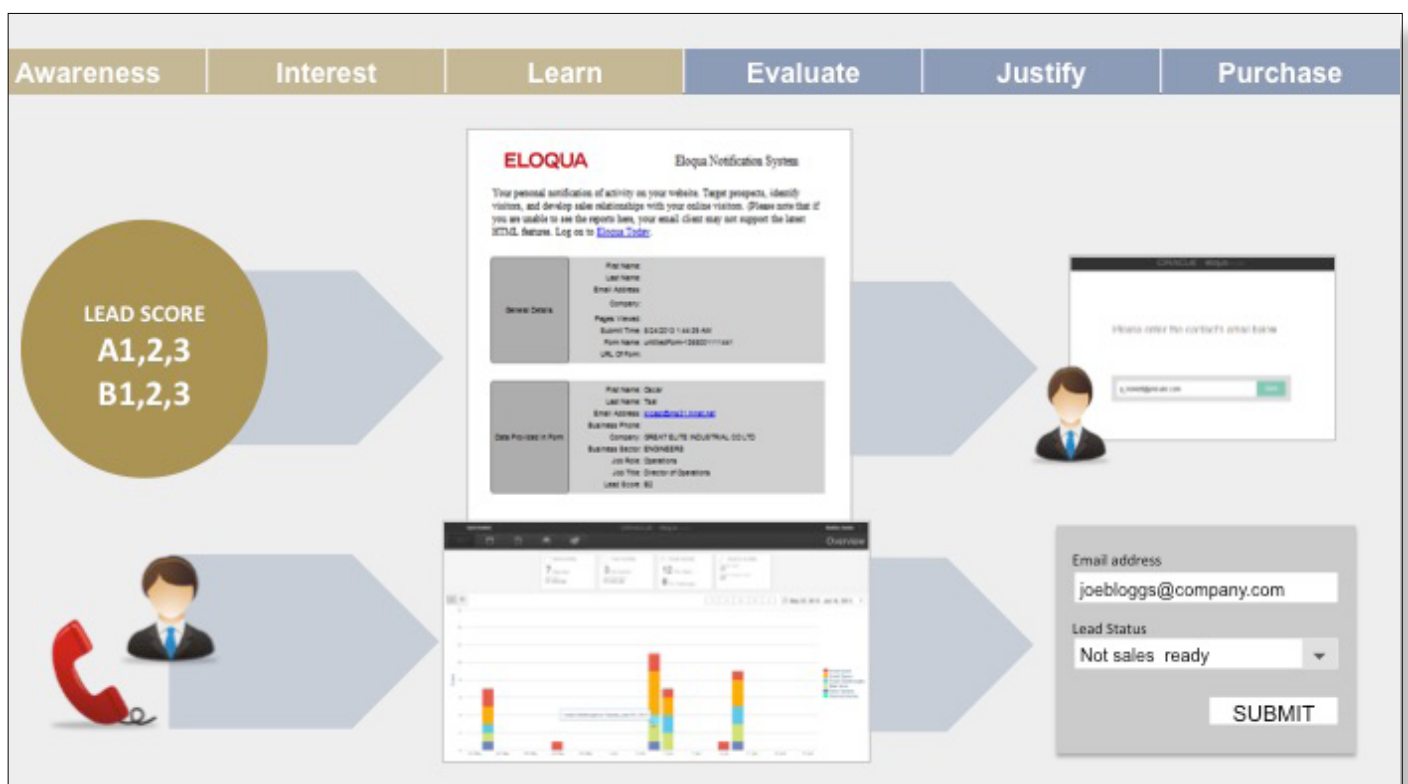
ALL OUTBOUND EMAIL CAMPAIGNS WERE BUILT THROUGH THREE STAGES – AWARENESS, INTEREST AND LEARN. ISSUES-BASED CONTENT WAS DESIGNED TO CAPTURE DATA, NURTURE PROSPECTS THROUGH THE FUNNEL AND GENERATE LEADS.



2014

The ultimate goal of unifying the sales and marketing processes was achieved in 2014 with the integration of Eloqua with the sales team's CRM system. A bespoke eLearning module was created in 2014 to provide the sales teams with the skills to perform lead qualification, management and conversion. A new creative platform: 'The Performance People' was developed. The boldness of this concept is another demonstration of the success of the overall strategy.

THE BELOW HIGHLIGHTS HOW TRELLEBORG'S LEAD MANAGEMENT PROCESS OPERATES IN PRACTICE.



2015

And in 2015 all this clicked into place. As a result, Trelleborg are now able to track the effectiveness of every single pound of their marketing budget, **proving that each one spent in 2015 earned 27 back in sales.**



The case for Trelleborg

In an industry where digital marketing was not taken seriously until they went out on a limb to do it, Trelleborg have achieved something truly remarkable. This is all down to commitment to long-term strategy and partnership that is all too rare in marketing. The outstanding feature is the comprehensiveness and quality of the Trelleborg database. This has not been paid for but earned, through creating and pushing category leading content, and staying in touch with every contact using a cutting edge marketing automation platform. Businesses of all kinds would do anything for this intimate knowledge of their market place, and it's a supplier of high quality docking and mooring equipment that is showing them the way.

Results

Trelleborg are now able to track the effectiveness of every pound of their marketing budget, proving that each one spent in 2015 earned 27 back in sales.

Outstanding digital metrics include huge email open rates of 20%, gigantic click through rates of over 2% for 23,000 initial emails promoting the Rubber Quality Whitepaper, as well as over 17,000 pdf downloads – a 14% increase on 2014.





Client / customer testimonial

“We’re committed to utilising the latest digital marketing techniques and tools as part of our wider business strategy, to further strengthen our position as a premium supplier and thought leader in our global market.

“Since fully integrating our marketing activity with our business strategy, and in particular, embracing marketing automation, the results we’ve seen have been more than we expected or even could’ve hoped for. The two will continue to work hand in hand as we further develop the business in the future.”

Richard Hepworth, President, Trelleborg Marine Systems



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