



INDUSTRIAL BRAND ACTIVATION GUIDE

Industrial brand activation requires strong purpose, values and vision to enhance customer experience.



STARTING YOUR INDUSTRIAL BRAND ACTIVATION JOURNEY

Brand Activation refers to the process of making your brand known to your target audience, increasing awareness and engagement through some kind of customer experience. 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.

A CONSISTENT AND STRONG BRAND VOICE

A consistent and strong brand voice is an interpretation of your brand promise. This voice comes from a much deeper place than stringing together clever words and phrases to market your products. An authentic brand voice solves customer challenges, delivers a great customer experience, and stands for something different. You will not achieve this if you don't first understand what your brand is and what you stand for.

Your brand is underpinned by three components:

1. **Brand values:** The shared values the company adheres to that sit behind the brand.
2. **Brand purpose:** What is the brand's ambition and what does it stand for?
3. **Brand vision:** There needs to be a vision about what will happen to the brand in its future.

While most industrial companies are still in the early stages of developing a fully integrated marketing approach, we've found that the following key questions are the most important ones to answer when it comes to Industrial Brand Activation.

“

your brand is what other people say about you when you're not in the room.

”

- Jeff Bezos

5 QUESTIONS INDUSTRIAL BRANDS NEED TO ANSWER TO BE CUSTOMER DRIVEN

1 Are you thinking about customer journeys rather than just touchpoints?

The starting point for delivering customer value involves understanding the end-to-end journeys your customers take when they deal with your company, such as request a quotation, buy a product or service, open a trading account, resolve a dispute, adjust a delivery, etc. These journeys are often complex paths across customer service departments, operations, websites, social media, and a myriad of other interaction channels.

In most industrial companies, these interaction points are managed by different functions with their own agenda and rules (production, operations, transport, sales, marketing, etc.). That means a sales representative will often have no idea what the customer has recently experienced. Understanding these journeys is critical to improving customer experience. Employees need to stop thinking about their own roles and activities, and instead start thinking about customer journeys. That requires leadership and clever internal marketing to ensure each function delivers a consistent and aligned customer experience.

2 How useful is your customer data?

Industrial companies have plenty of customer data. The problem is that the data often lives in different places and is owned by different functions. To create a 360 degree view of the customer multiple data sets are needed. Creating this complete view is based on collating and examining the data to include sales trends, margins, product mix, operational measures and payment history from both front and back office. Actively managing this process is crucial to developing a unified data set to make your industrial branding strategy work.

3 How relevant are your brand communications?

In your brand communications and campaigns, it's important to balance direct marketing, which communicates a product's features and value, with emotional brand storytelling, which delivers deeper and sustainable differentiation. This is where consistent and strong messaging can help carry a customer through their entire journey without disrupting their experience.

4 Do you truly understand why your customers are doing what they're doing?

Data allows industrial companies to develop sophisticated pictures of their customers. But relying only on data creates a blind spot. The best companies use market and behavioural insights to power customer driven branding. This allows industrials to move away from more generic messages to distinct, targeted and tailored communications.

Great insights are not valuable if they are not packaged, shared and executed. Even qualitative market research needs to happen much more frequently than in the past since market dynamics change consumer perceptions and requirements quickly. As industrial companies increase the breadth and depth of market and behavioural insights, it's important to understand how these insights align with the overall business blueprint so that people are aligned to the brand vision and voice.

5 Do you have the best people dealing with the best customers?

Industrial companies need to have cross-functional teams dealing with their customers. Your best customer should have access to your best people in operations, sales, customer service, credit and marketing. Speed of decision making will enhance your brand positioning. Decisions can be made quickly because the best people are dealing with the best customers. Your customers will talk you up when they experience this level of brand promise.

Providing a superior customer experience is ultimately a leadership and marketing challenge. To get it right a two-way conversation with customers, not just speaking to them but also listening to understand needs to take place. This requires marketing to actively build strong working relationships across all the functions. How you answer these five questions will determine in large part how effectively you will be with your industrial brand strategy.

YOUR BRAND ACTIVATION TEMPLATE

1

Brand Positioning

- Brand values: What are the shared values the company adheres to that sit behind the brand?
- Brand purpose: What is the brand's ambition and what does it stand for?
- Brand vision: What is the vision of the brand? What will happen to the brand in its future?

2

Customer Journeys

- What is the end-to-end journey your customer takes when they deal with your company? Think of the interactions, touch points and transaction – such as request a quotation, buy a product or service, open a trading account, resolve a dispute, adjust a delivery, etc.
- Think of different types of customers, industries, geographies and individual decision makers. Can you map a customer journey for each types – building buyer personas along the way?

3

Customer Data

- Can you collate and examine customer data to include sales trends, margins, product mix, operational measures and payment history?
- Can you develop a unified data set?

YOUR BRAND ACTIVATION TEMPLATE

4

Customer Understanding

- Have you conducted a market/customer research study recently?
- What were the key drivers of choice your customers identified to form their purchase decision?
- What are your customers key challenges?
- What are your customers growth plans?
- How do your customers perceive your brand?
- What improvements have they recommended for your brand?

5

Brand Communications

- How will you combine rational, tangible, emotional and market insights to form your brand messages?
- What is your brand's story?

6

Resource

- How will you ensure the best people are serving your best customers?
- 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

CMTF

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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