WhitComm
marketing, inc.

be curious.

Goal: Drive Interest for an Industrial Product among Multiple Vertical Audiences

Randall
manufacturing
Temperature Zoning Products

For over 30 years, Randall Manufacturing has been creating market-leading temperature zoning products. Offering insulated and non-insulated walls that help facilities manage space, energy and meet business objectives. Randall is a trusted partner to industry leading organizations providing unrivaled market knowledge, dedication and personal service.

Challenge:

To introduce/raise awareness of the InsulWall® product among the various vertical market leaders. Furthermore, to develop a series of messages that can be used in an Email Campaign and beyond to solicit interest and catch the attention of C-level leaders and management level personnel of various niche markets. The messages must quickly provide an understanding of the product, its benefits and its capabilities.

Approach:

An email series of 4 monthly emails that are followed by calls from the sales team. A mailer that sums up all emails was also made available as another tool to continue the relationship development process. This mailer can be used as a follow-up mailing after the last email, after a call connection or for use at trade shows as a handout. The campaign needed to be similar enough for use among all vertical markets but have the ability to be tweaked to address individual market messaging.

Strategy:

Developing a big picture campaign that would work at different contact stages was important. Knowing the level of contact, it was imperative that the campaign be self-sustaining while also flexible enough to move the relationship forward at any stage. The messaging was key to capturing the attention while the imagery was important to catch the eye of these top level executives of the targeted organizations.

Deliverables:
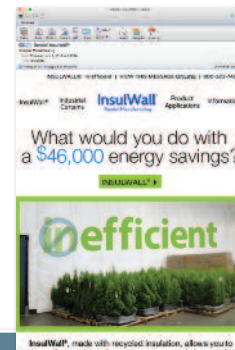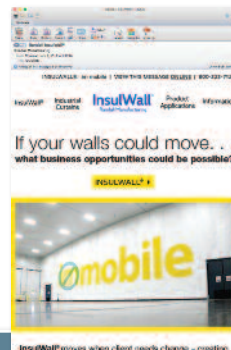
RESULTS:

The program open rate was upwards of 22+% on average while response has been significant enough that the campaign continues while the sales team is now focused on following-up on inquiries and orders.