

Aubert

The future is built today.





Lead generation and nurturing
in an industrial business

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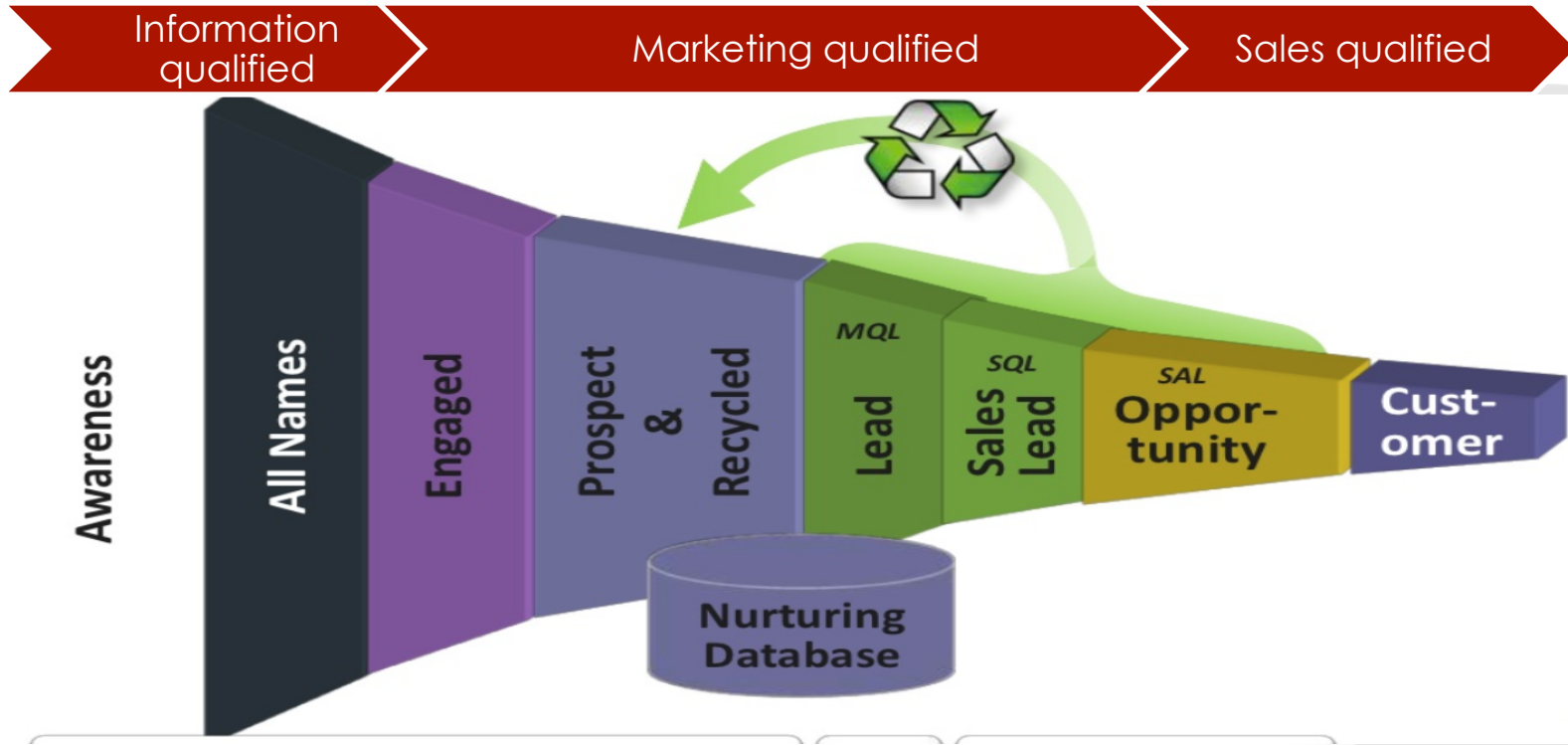


Lead generation vs lead nurturing

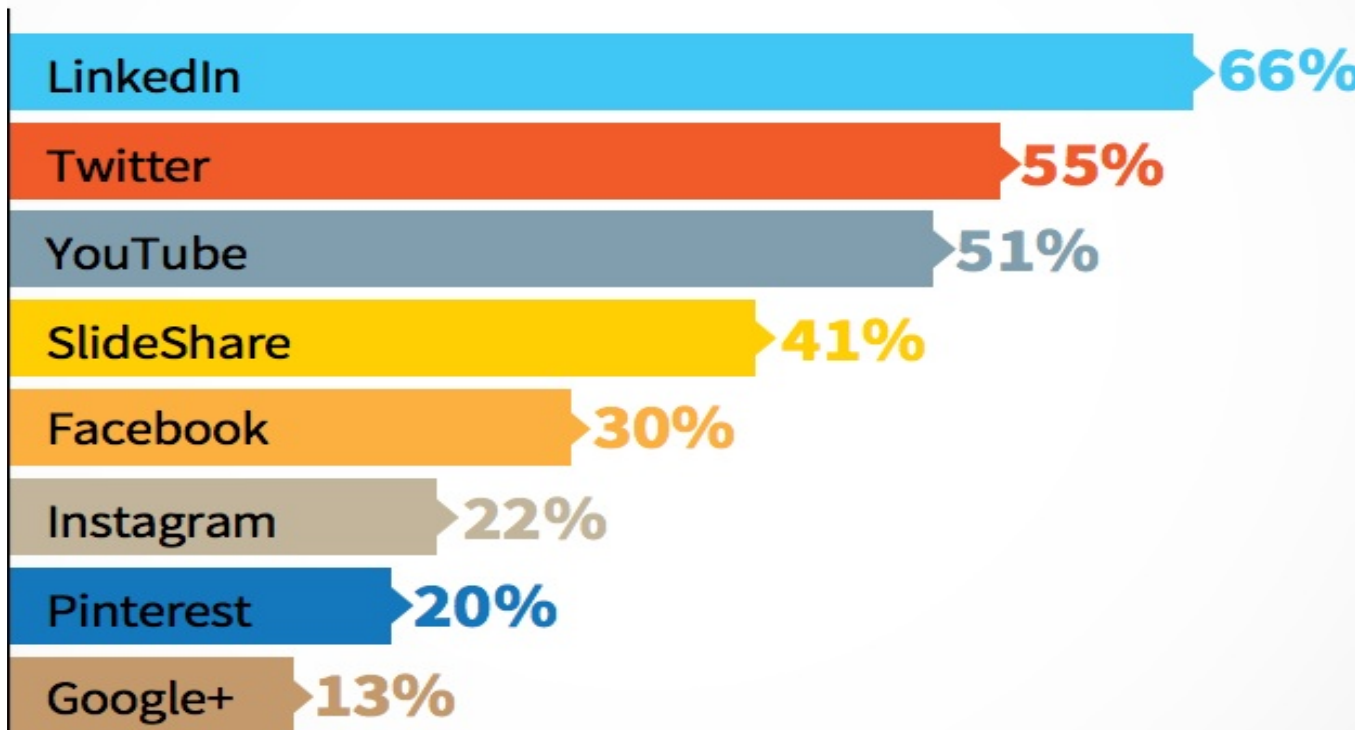
Lead generation & nurturing



Lead generation & nurturing



Effectiveness Ratings for B2B Social Media Platforms



<http://www.getmlmtools.com/social-media-for-b2b-content-marketing-distribution-research/>



Industrial content: CE+T Power case

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ECI, the future of power
conversion

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2017

FULL BI-DIRECTIONALITY

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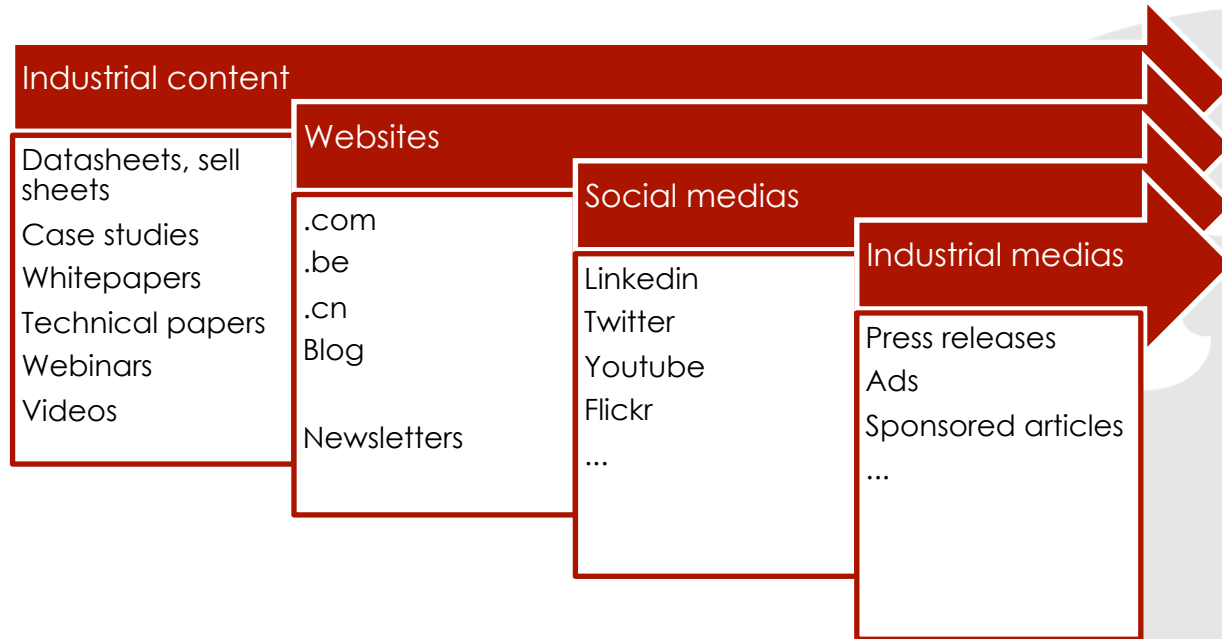
Industrial



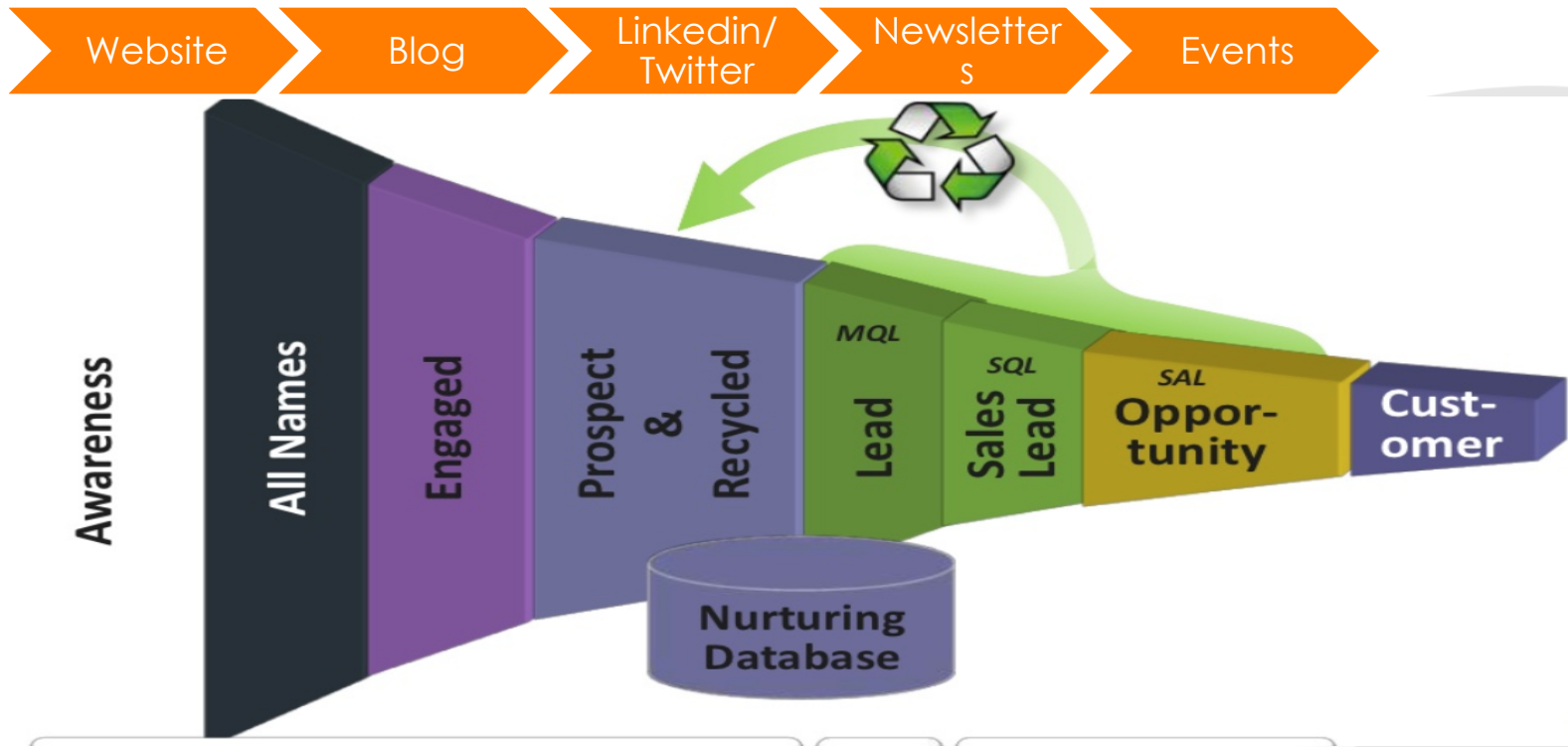
Data Centers



CE+T Power channels



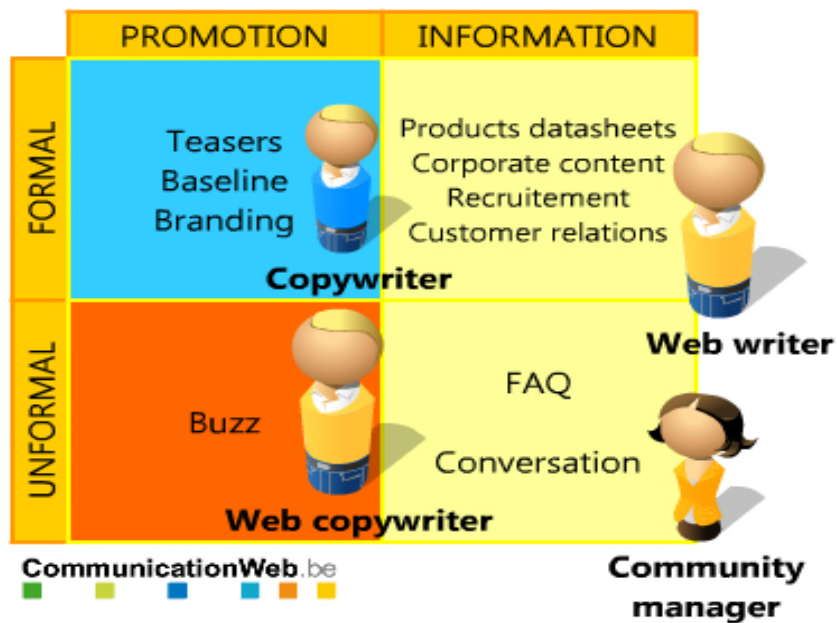
Lead generation & nurturing



B2B

does not mean

Boring to Boring



Add fun into industrial life



Top media Tweet earned 182 impressions

Welcoming Engineering Students from the University of Liege for a company visit!
#Education pic.twitter.com/mSkACpKyDJ



♥ 1



CE+T Power
2 mois

Thank you for visiting CE+T [Sarah Bovy](#)! We were proud to sponsor your beautiful Lamborghini Huracan GT3 at the 24 hours of Spa. On the picture: Sarah Bovy, our CEO [Robert Eyben](#) and a Lamborghini Aventador S.



26 j'aime



Industrial content:
how to get leads' data?

Get leads' data



- Build trust
 - Offer relevant information
 - Keep promises
 - Ask one relevant information at a time
 - Collect non-invasive data



1. Your own specific newsletters

- Corporate
- Trainings
- By technology
- By products category
- By event
- ...
- Jobs

Collect **non-invasive** data

- E-mail address*
- Are you already a client?
 - Yes I am!
 - I would like to be contacted by a sales representative, please.
 - I just enjoy your firm :)
- Do specific fields interest you?

2. Access to your expertise

- Case studies
- Whitepapers
- Technical papers
- Webinars
- ...

Remember

- Collect **non-invasive** data:
 - Only the e-mail address, quick and easy
 - You can contact them back later
- Focus on offering high added value to your audience

3. LinkedIn groups

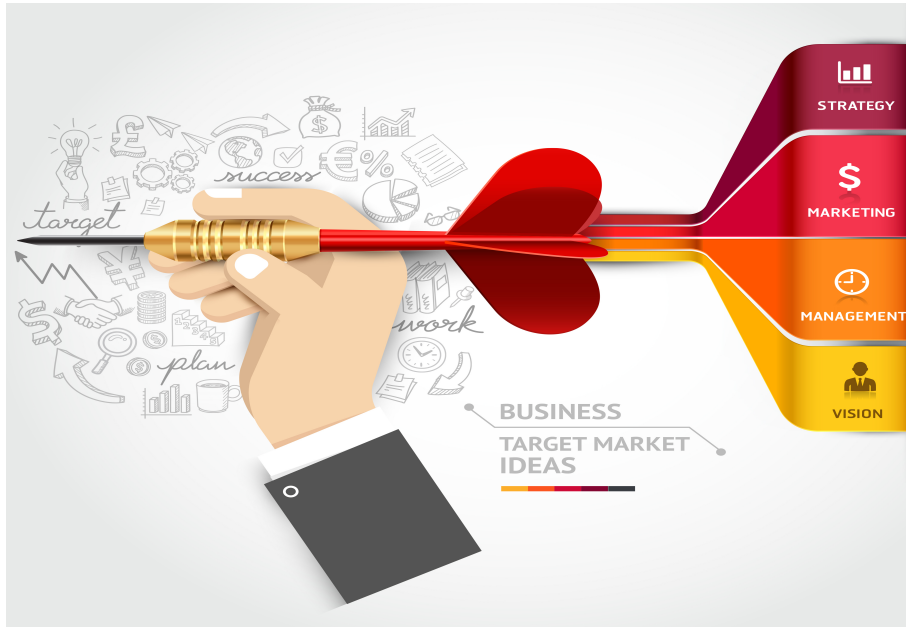
- Connect to interesting groups, and listen
- Check who are the members
- Adapt your posts to the groups' attitude
- See who's interested by your posts, you may offer them more information through your company LinkedIn profile or newsletter

Remember

- Spam is bad for your company's image
- Offer value to your audience
- Always redirect to your own tools to capture qualified contacts data
 - Access to expertise
 - Newsletters
 - Sales contacts

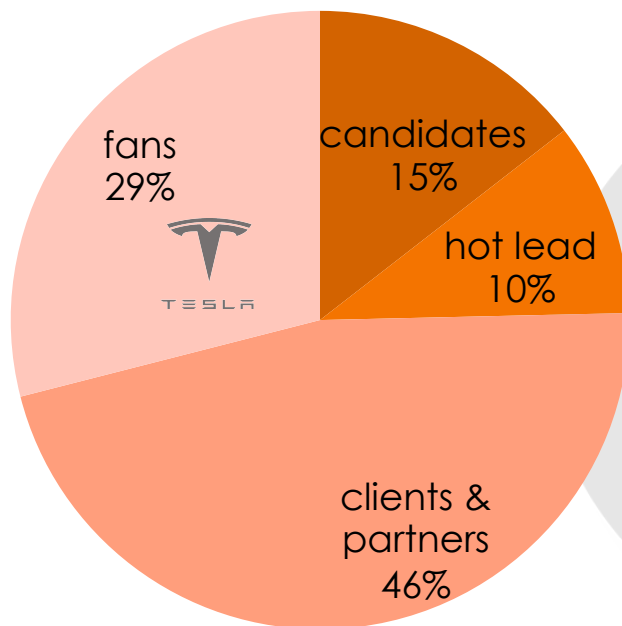
4. Industrial online medias

- Qualified audience
 - Detailed statistics
 - Online marketing tools
 - Contacts datas
 - Visited your company profile
 - Clicked on your newsletters ads
 - Read your sponsored articles
 - Saw your webinar
 - ...
- Be very picky with the media position towards your audience
 - complementary to stands at exhibitions/events
 - Be sure to have a strong message to deliver
 - Advanced visuals
 - Very focused on your audience's interests

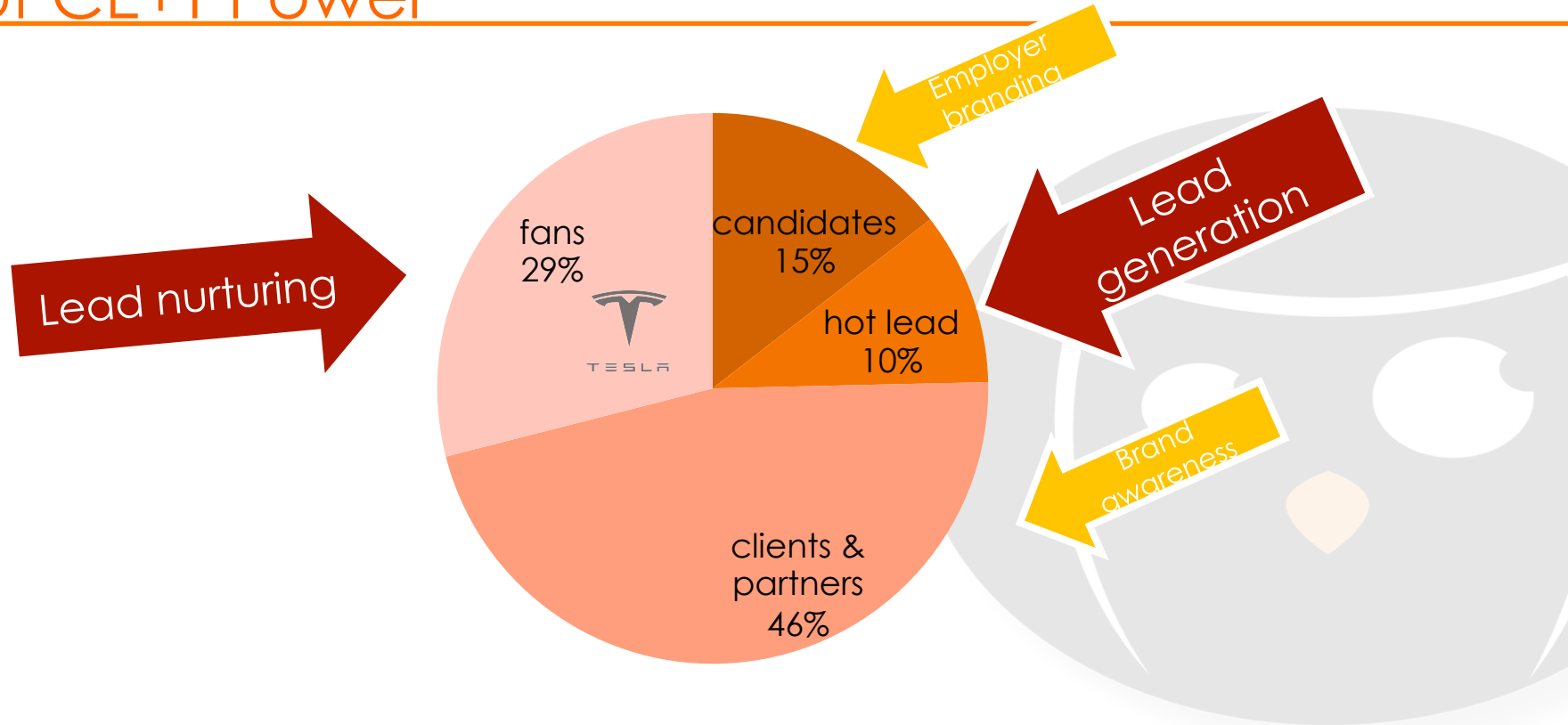


Conclusion

Results for the newsletters of CE+T Power



Results for the newsletters of CE+T Power



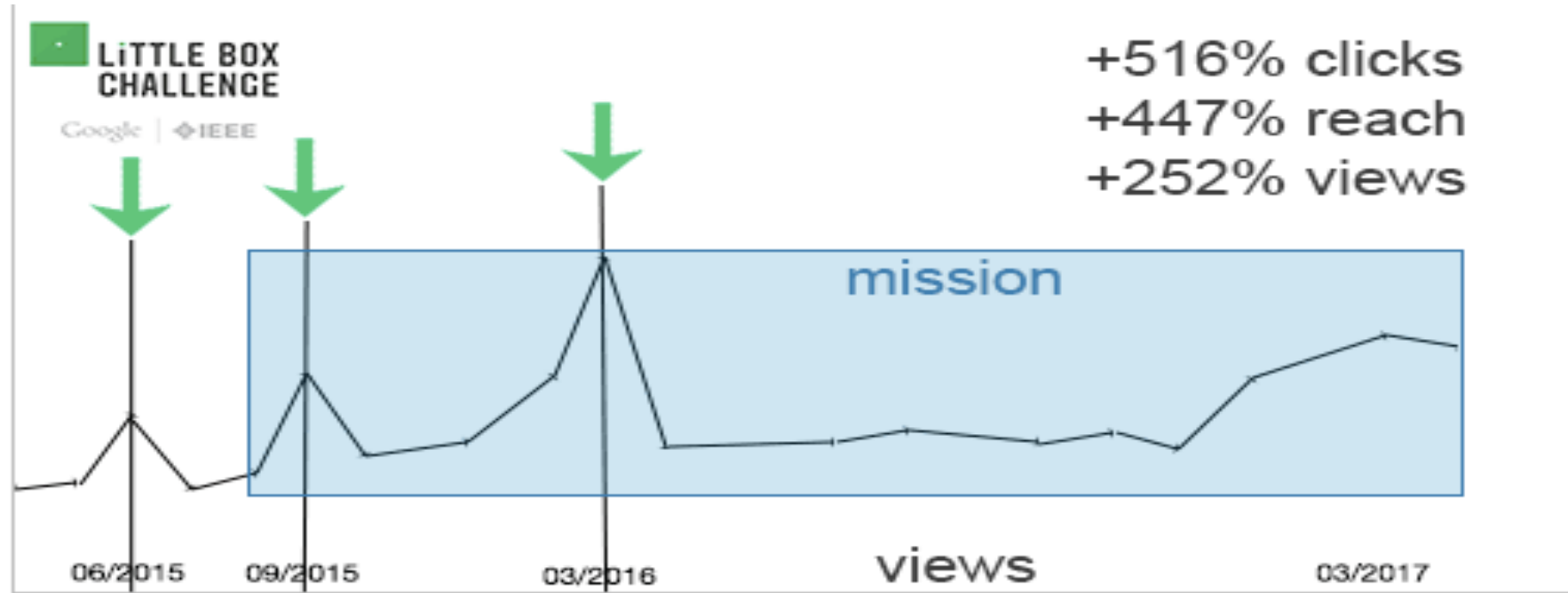
Results for the website for CE+T Power



- +66% sessions
- +65% pageviews
- +46% users



Results for the LinkedIn company profile of CE+T Power



Thank you!

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