

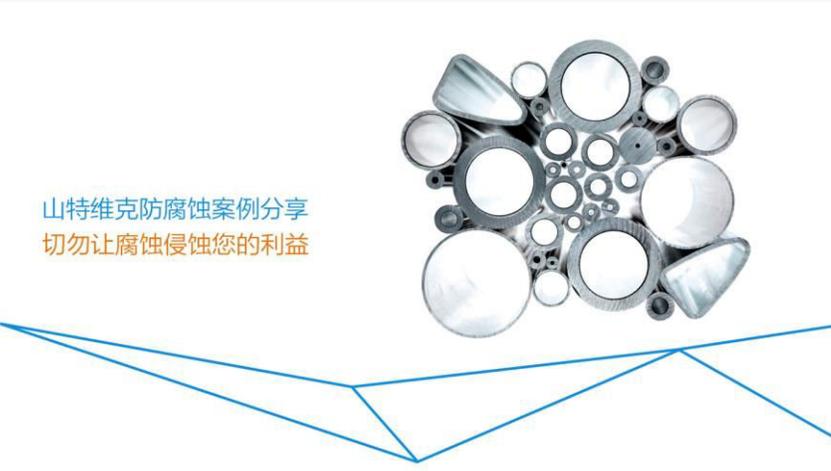
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# A BBN AMERICAS **CASE STUDY**

Mitsubishi Electric

Dealer Support Campaign

02.23.20



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## Case Study

# Sandvik Global Marketing Communications Support

## Challenge

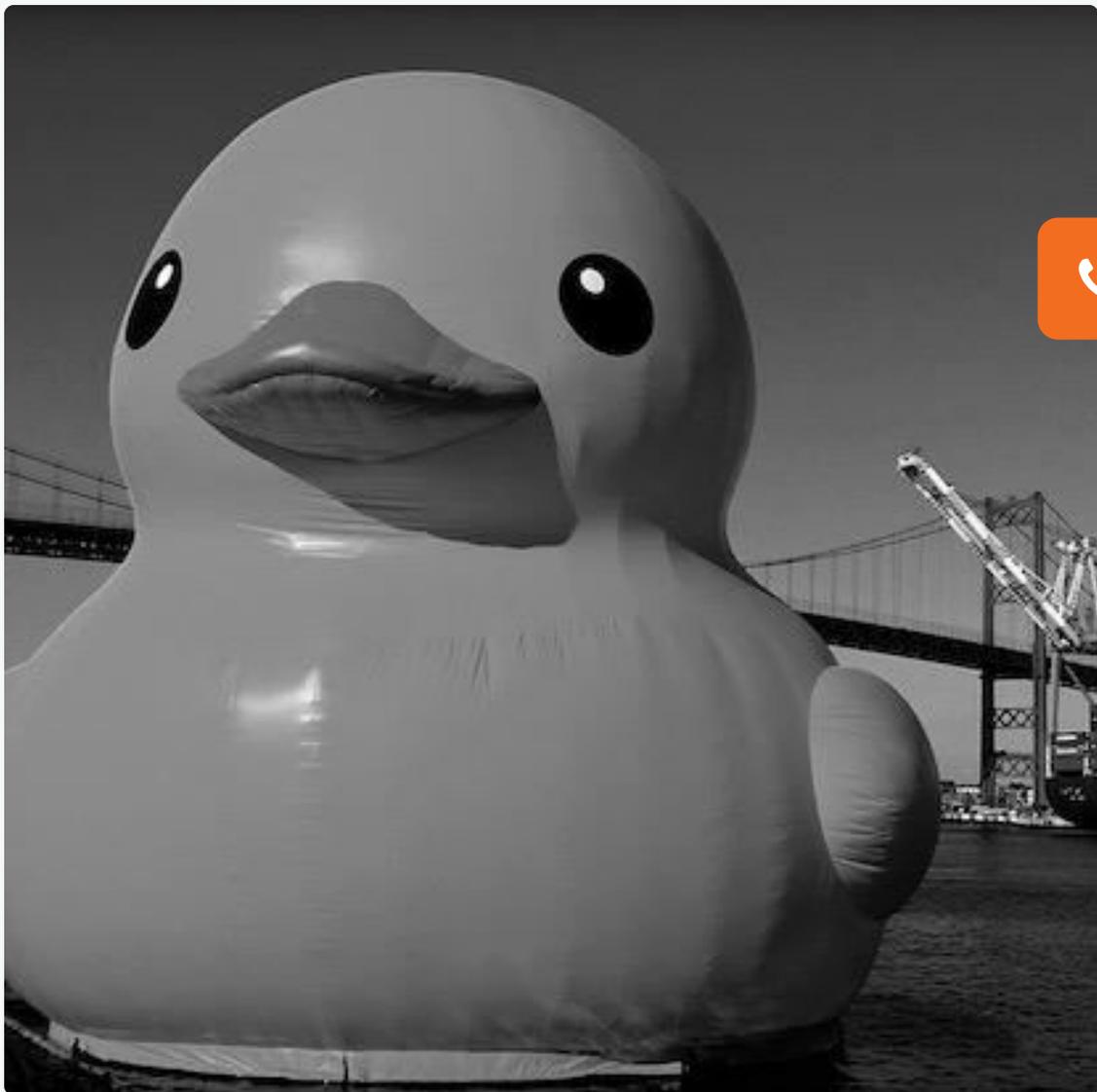
- Historically Sandvik has relied on tradeshows and events to play key roles in their sales and marketing plans. In 2020 tradeshows and events throughout the world were postponed or cancelled following the impact of the COVID-19 pandemic. With their marketing plan compromised Sandvik tasked Fifth Ring with developing an alternative digital plan to replace the event led strategy.

## Solution

- Sandvik had planned on using the National Association of Corrosion Engineers conference to launch a new product to the market. However, with the tradeshow postponed an alternative plan was developed with a focus on digital activity.
- Fifth Ring developed a digital marketing plan to launch Sanicro35 to the marketplace using a combination of content marketing, PPC, social media, email marketing, public relations and a series of webinars.

## Results

- With digital engagement at an all time high Fifth Ring quickly pivoted Sandvik's marketing strategy to focus on digital marketing and lead generation. Sanicro 35 was successfully launched to a global audience via a series of global webinars and supporting media relations activity. Fifth Ring implemented marketing technologies to manage email and social media activity and recommended webinar software to capture leads.
  - 500 new contacts generated
  - 21% average email open rate
  - 8,200 PPC clicks
- A feedback loop was developed to regularly share the results of the campaign activity and to pivot the strategy when required. The results of the campaign exceeded initial expectations and has transformed the way Sandvik plan on marketing their products and services in the future. The regular reporting schedule allows Sandvik to develop future marketing campaigns that are data driven.



A BBN case study

## Intrigued?

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Thank you