

### STRATEGIC OBJECTIVES

- Increase awareness of Ingersoll Rand Assembly Tools
- Generate sales leads
- Position Ingersoll Rand as a thought leader in the assembly manufacturing market
- Maximize marketing investment by amplifying content across all channels

### INDUSTRIES SERVED

- Manufacturing
- Aerospace
- Automotive Manufacturing

### RESULTS



2,199 customer leads



\$445,000 in total sales



12 article placements



163,383 social media impressions



## Integrated Marketing Communications Moves the Needle for Industrial Manufacturing Giant

A CFE Media study about marketing to engineers shows that 55 percent of decision makers use long-format papers and articles to inform their final decision during the research phase of product purchasing. Thought leadership content – case studies, application articles and technical papers – can shape customers' opinions and help break down barriers to purchasing new products and technologies. Research conducted by LinkedIn shows that 41% of business decision makers say they have included a supplier in an RFP after seeing the supplier's thought leadership content.

Ingersoll Rand's Assembly Power Tools business unit makes innovative fastening tools that help manufacturers achieve high-quality production output. To increase its market share in the assembly and manufacturing space, Ingersoll Rand sought to raise awareness of its advanced, internet-connected tools and break down barriers many customers have to change.

Before engaging with Portavoce PR, the Assembly marketing team was focused on fielding branded, paid marketing content. Under the direction of Adrienne Greene, the North American Marketing Manager

for the Assembly Power Tools portfolio, the team took a fresh look at how to best market its product solutions.

"Our assembly team has a motto 'we want to develop relationships with customers and become their trusted partner.' So, our focus is on how we do that," said Greene.

To start, Greene set out to get a better understanding of the audience. "We did research and studied what customers buy and how they like to learn about new products and information." That voice of customer research revealed that more than 40 percent of Ingersoll Rand's audience search the internet and turn to trusted publications to obtain information on topics that interest them. That statistic convinced the Assembly team they needed to create and distribute original content to connect with their target audience.

### STORYTELLING BUILT FOR ENGINEERS BREAKS DOWN BARRIERS TO SALES

Portavoce PR and Greene determined they would use an educational platform to inform the target audience and ultimately drive lead creation for Assembly products. The team developed content that aligns

with Assembly's goal of promoting smart tool technologies to increase efficiency and improve outcomes in manufacturing environments.

Portavoce PR relied heavily on long-format articles, which drive more reader engagement than short-format pieces and provide a larger canvas for storytelling. The articles were distributed via paid marketing campaigns in select media outlets that hyper-target assembly manufacturing customers. The articles focused on demonstrating the effectiveness of the Assembly tools and how using advanced tools that gather data helps manufacturers increase quality output and minimize warranty claims and defects. "These are the struggles any manufacturing company will have," explains Greene.

Rather than publishing a jumble of technical specification, these articles specifically communicated how the tool technologies could help manufacturers improve their business outcomes. The pieces also leverage Ingersoll Rand's in-house experts, positioning them as thought leaders in the manufacturing industry.

## AN INTEGRATED COMMUNICATIONS MIX MAXIMIZES RESULTS

Next, Ingersoll Rand shared the articles on the brand's owned channels. Portavoce PR created social content and blogs designed to engage the target audience on social media and drive them to read the long-format papers on the assembly website. Knowing that the target audience relies on trusted publications for information, Portavoce PR also placed the articles editorially in media outlets that matched Ingersoll Rand's target audience.

The dynamic mix of tactics in the content marketing campaign worked effectively and generated 2,199 potential customer leads from paid, earned and owned marketing tactics. These contacts were proved to be more fruitful than leads

from previous lists that were primarily made up of "cold leads." As the Assembly team funneled leads from the content marketing campaign to its channel partners, partner satisfaction increased too, as they came to see the difference between a cold lead and one that already had read about Ingersoll Rand's technology. "Channel partners came to see that they wouldn't be wasting their time on cold leads, and became more engaged and responsive," said Greene.

For example, one customer went all the way down the buying journey after downloading and reading an article titled "Tightening the Screws on Product Failures." The customer downloaded the paper, filled out a contact form to request a demonstration, participated in a sales demonstration and purchased \$27,000 of tools. In total, the brand attributes \$445,000 in total sales to the content-marketing campaign.

In addition to driving sales interest, the integrated marketing communications plan Portavoce PR and Ingersoll Rand designed communicated a consistent message across all channels which amplified the value proposition of the tools and the promise to the customer. The approach has helped drive double-digit revenue growth for the product portfolio year-over-year. Based on the success, Greene continues to work with Portavoce PR annually to create a customized content development plan that dovetails with her marketing initiatives.



"Portavoce PR looks at opportunities from all angles. The team is always thinking about how to modify a piece of content so we can use it in more ways and create more impact. This is a plus for me because I get more bang for the buck."

- Adrienne Greene,  
North American  
Marketing Manager,  
Ingersoll Rand Assembly  
Power Tools

## COVERAGE EXAMPLES

### Today's **MOTOR** VEHICLES

Edited by Elizabeth Engler-Music



Nuts-and-bolts manufacturing embraces Industrial Internet of Things (IIoT)/Industry 4.0 machine connectivity.

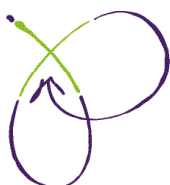


For automotive manufacturers, one faulty fastener can lead to severe injuries and reputation-damaging situations. So, when it comes to fastening components, manufacturers need tools and systems that ensure quality throughout and standard processes. Specific types of fasteners require the right tools to tighten them correctly and safely, and often one driver which tools manufacture on purchase. Traditionally, transducerized tools - tools equipped with electronics that convert electronic signals into specific levels of work output - have been complex, expensive, and made exclusively for high-level fastening applications. However, with the rise of the Industrial Internet of Things (IIoT), no longer are they. Today, they are becoming more accessible and more affordable.

Data are key to mitigating errors throughout the manufacturing process, helping monitor each process and ensure quality throughout. Transducerized tools deliver the information manufacturers need to know about their operations. Direct capture (DC) tool systems such as the DC Electric Fastening Tool system from Ingersoll Rand offer simplicity, ease of use, and are quick to set up. With an efficient DC tool system in place, automotive manufacturers can improve processes, increase data collection, and minimize rework and damaged parts caused by incorrect torque or fastening techniques.

**Simplified fastening**  
Not all DC tool systems require an expert to set up. Also, assembly workers should be able to operate the system easily. In looking for a simplified system - one that avoids time-consuming installations or training that take away from manufacturing time - evaluate the tool's existing infrastructure and identify controller options with easy-to-program settings. Next, evaluate new critical features.

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