

B2B Buyer's Journey

CASE STUDY

Schneider Electric

Prepared by clickTRUE



Before jumping in, it's important you know that...

No one wakes up in the morning and decides, "I'm going to buy something today."

Instead, they go through a path that includes research and evaluation before committing to purchase.

That journey is called the **buyer's journey**.

So, how do you understand your buyer's journey and create content that helps them along that path?



By adopting Inbound Marketing



What is Inbound Marketing?

Inbound marketing is a business methodology that attracts customers by ***creating valuable content and experiences*** tailored to them.

While outbound marketing interrupts your audience with content they don't always want, inbound marketing ***forms connections they are looking for and solves problems they already have.***



Schneider Electric (SE) SME Go Automation Grant

A clickTRUE clientele story



GOALS

Our client, Schneider Electric, set a goal of 100 SME business owners to turn up at the SE's SME: Innovation Talk event.

The problem is bridging the gap between Schneider Electric and SME's from the Industrial Automation industry as they did not have a prior working relationship.



CHALLENGES

clickTRUE was tasked to launch the campaign on behalf of Schneider Electric.

The campaign targeted SME business owners in the Industrial Automation industry.

The problem again is Schneider Electric does not work directly with SMEs in that industry.

Since that is the case, multiple touchpoints will be necessary to build trust with the owners in a short timeframe.

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APPROACH

To overcome the problem, clickTRUE used Inbound Marketing to get the buyer's perspective to create helpful content.



That includes interviewing several SME owners to understand their challenges, needs and aspiration.

With awareness of their needs, we developed relevant & helpful content to address the problem.



SME owners were on the hunt for government grants. Thus, clickTRUE developed a thoroughly researched, 17-page Government Automation Grant e-Guide relevant to their search.



Also featured were bite-sized video clips of interviewees sharing their candid automation advice in SE's microsite.



To drive further traffic, these clips were advertised on Facebook/LinkedIn to entice SME's to the microsite.



How does the Buyer's Journey begin?

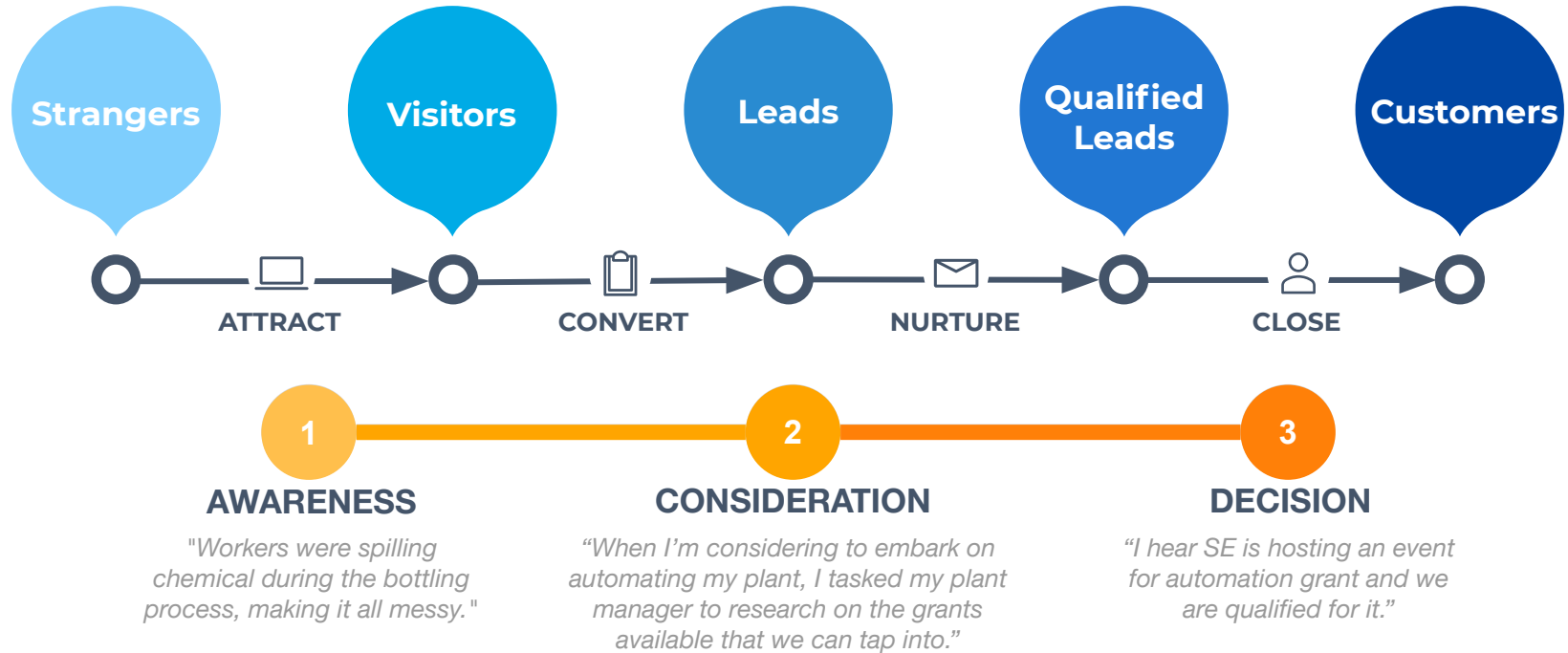
In most cases, an individual begins their journey in an “unaware stage.”

This individual likely fits the demographics of your ideal customer (also known as your buyer persona), but they are not aware of your product or in need of it.

However, they may experience a triggering event that changes their situation or a pain that needs to be solved. (Automation Grants)

This kicks off their buyer's journey.

Buyer's Journey Mapping



Each stage of the Buyer's Journey (Awareness, Consideration, Decision) requires a **Different Content Strategy**.

What are content offers & CTAs?

Content offers essentially provide your audience with value in the form of an e-book, template, fact sheet, whitepaper based on the buyer's journey.

They are helpful to the potential buyer, and it encourages them to move forward in the buying journey.

A **CTA (call-to-action)**, on the other hand, is a prompt that tells the user to take a specified action. In this case, it is to download the content offer.

Phrases such as 'Download Now' or 'Sign Up' are generally used and takes the form of a button or hyperlink.

Let's look at how these relate to the buyer's journey.

Buyer's Journey Mapping with Relevant Content Offer

BUYER STAGES	Awareness	Consideration	Decision
Behaviour/ Actions	Expect that a problem or opportunity exists	Have defined the problem or opportunity, considering solutions	Decided on solution. Need to shortlist and choose vendor
Research	Looking for information that confirms their expectations	Searching for the best plan of action or help to evaluate different solutions	Finding testimonials, benchmarks and data that help to support their decision
CTA/Offers	<ul style="list-style-type: none">• Blogs• Ebooks• Trend Reports	<ul style="list-style-type: none">• How-to Videos• Expert Guides• Webinars	<ul style="list-style-type: none">• Product Brochure• Case Studies• Free Trial

AWARENESS

Budget 2020
for SMEs:
Everything you
need to know



Guide: Budget 2020 for SMEs

Government
Automation Grant
17-page Guide

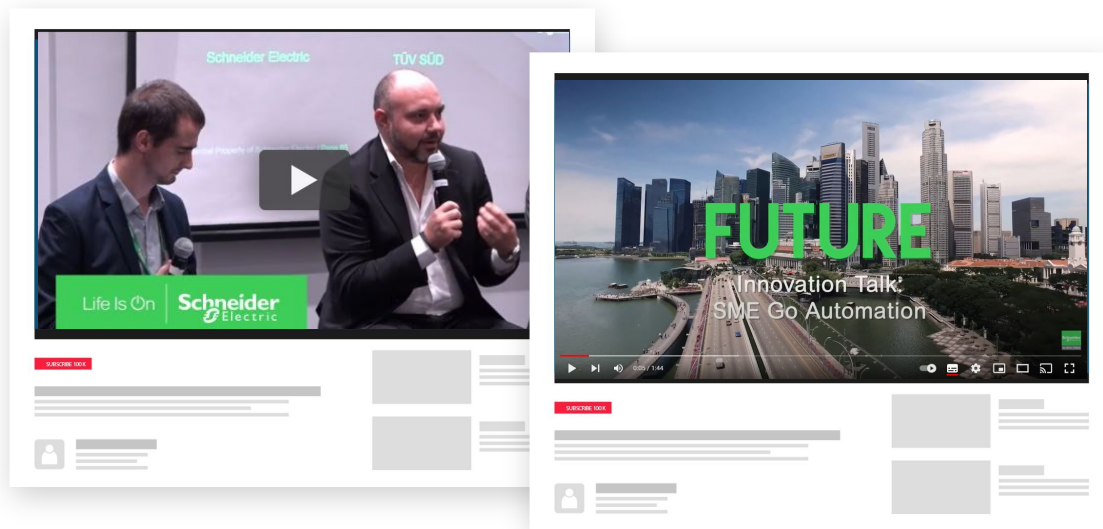


Guide: Government Automation Grant

Why content offer?

We begin by offering value to the prospect in exchange for their valuable information such as their name, email, contact number and more. The strategy behind the content offer is matched according to the buyer's pain points or aspirations and the client's business goals. In this case, offering a 17-Page Grant Guide is helpful for the user. It validated the buyer's pain points in general and stayed on a topic that is wide enough to connect with the intended audience.

CONSIDERATION



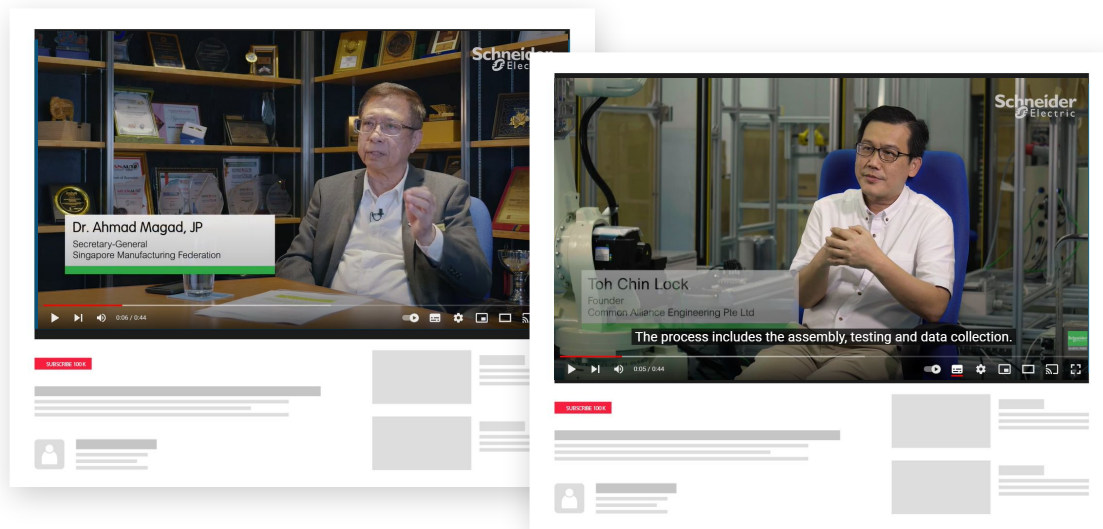
**SME Seminars & Innovation Talks:
How to Embark on Automation**

**SME Seminars & Innovation Talks:
Go Automation Q&A**

Why Innovation Talks/Webinars?

In this stage of the journey, prospects may be keen to find out more regarding the client's products and services (Automation). They can then sign up for on-demand webinars, which offer additional value to the potential customer, creating a helpful experience.

DECISION



**Case Study: SME Go Automation |
How Our Manufacturing Sector
Stays Competitive Post-COVID-19**

**Case Study: SME Go Automation |
What Should SMEs Look Out for in
Process Automation?**

Why case study?

This is the stage where they are close to figuring out exactly what it would take to become a customer. Thus, Go Automation case studies would give them confidence in the implementation process and the longevity of Automation. Taking a closer look at how other organizations have proceeded in a similar journey will be helpful in making a decision.

Email Leads Nurturing Campaign

Additionally, clickTRUE crafted emails sent to prospects from Schneider Electric's mailing list with various downloadable content offers that lead to event registrations. Nurturing the prospects with more touch points was essential to the goal, which is to keep the brand top of mind with valuable content.



RESULT



To conclude...

Inbound Marketing is the solution to gain the buyer's trust. Built with multiple touchpoints, it leads the prospects along their buying journey to explore further and have more conversations with us in the future.

- 180 registrations from mostly SMEs.
- Nearly 100 participants turned up for SE's SME: Innovation Talk, a first time event.
- This was Schneider Electric Singapore team's proudest campaign for the whole of 2019.
- And it was nominated as a **Finalist in the SICC 2020 Awards for Most Scalable Collaboration**

SICC Awards 2020 Finalists