

ELECTRICAL PRODUCTS MANUFACTURERS SECURE CONTRACTS WITH ABM

**SEQUENCED MARKETING
STRATEGIES ENABLE
DETAILED, COMPELLING
MARKETING MESSAGES**



"... traditional marketing methods are often not informative or consistent enough to engage product buyers"

Professionals in the industrial electrical products market face the multifaceted challenge of adapting to the nuances of the online-sales environment. Traditional marketing methods fail to create engaging sales messages that resonate with buying committees accustomed to the illustrative potential of online marketing. In an industry where maintaining current, persuasive communications with buying committees is essential to success, competitive electrical products manufacturers need cutting-edge tools to thrive in the digital-marketing space.

Industrial electrical products manufacturers, in particular, may struggle with keeping buying committees updated with current inventory catalogs. Between constant technological innovations in electrical-product design, adapting to changing industry regulations, and building code, traditional marketing methods are often not informative or consistent enough to engage product buyers. Because buyers in the industrial-electrical products market rely on manufacturers to provide modern, code-compliant products, effectively spreading the word of updated product inventory is critical to maintaining a competitive reputation.

Given the value of this market, manufacturers must adapt modern sales strategies. Moreover, the U.S. electrical equipment manufacturing industry produced a revenue of \$41 billion in 2018.¹ With 1.2 million industrial robots predicted to be deployed in U.S. manufacturing by 2025, productivity costs within electrical products manufacturing and assembly are expected to grow simultaneously over the coming years.²

Due to the technological complexity of industrial-electrical products, manufacturers must use modern digital-marketing techniques to demonstrate these complicated (but beneficial) product features. Enter Account-Based Marketing (ABM). With ABM services in place, both producers and users can better communicate the functions and values of their products to buying committees.

In fact, cutting-edge manufacturers have already found dynamic solutions to executing targeted marketing campaigns in the online marketplace using ABM. By identifying online users from key accounts through IP-gathering technology, sellers can facilitate

1. ELECTRICAL EQUIPMENT MANUFACTURING - US MARKET RESEARCH REPORT. (2018, JULY). RETRIEVED JULY 30, 2018, FROM IBISWORLD WEBSITE: [HTTPS://WWW.IBISWORLD.COM/INDUSTRY-TRENDS/MARKET-RESEARCH-REPORTS/MANUFACTURING/ELECTRICAL-EQUIPMENT-APPLIANCE- COMPONENT/ELECTRICAL-EQUIPMENT-MANUFACTURING.HTML](https://www.ibisworld.com/industry-trends/market-research-reports/manufacturing/electrical-equipment-appliance-component/electrical-equipment-manufacturing.html)

2. SANDER, A., & WOLFGANG, M. (2014, AUGUST). THE RISE OF ROBOTICS. RETRIEVED JULY 30, 2018, FROM BOSTON CONSULTING GROUP WEBSITE: [HTTP://IMAGE-SRC.BCG.COM/IMAGES/THE_RISE_OF_ROBOTICS_AUG_2014_TCM9-82495.PDF](http://image-src.bcg.com/images/the_rise_of_robotics_aug_2014_tcm9-82495.pdf)

personalized, extensive digital marketing campaigns that connect with the entire buying committee rather than a scattered collection of individual buyers. For electrical products manufacturers, ABM systems deliver greater amounts of value-based messaging in the right places, ensuring a lasting impression on buying committees.

ABM opens unprecedented possibilities for wide-reaching, personalized marketing experiences through sequenced marketing. In an online marketplace where 74 percent of B2B enterprises conduct the majority of their product research digitally before initiating an offline purchase, ABM-sequenced messages reach buying associates sooner and deliver compelling messages throughout the committees' buying journeys.³

When connecting with representatives from potential new clients, ABM-based sequenced marketing gives more compelling impressions of products, leaving a lasting understanding of product value.

Delivering detailed product information over a longer period encourages stronger connections with buyers, leading to stronger consensus.

The challenges of e-commerce demand new tools to remain competitive in online marketplaces. ABM gives manufacturers the abilities to reach buyers faster and connect with a broader audience. Ultimately, manufacturers can deliver more engaging promotions and communicate the complexities of cutting-edge products with informative, lasting voices. Through purposefully sequenced, value-based marketing, and personalized sales messages that reach anonymous decision makers at key accounts, ABM enables industry professionals to deliver persuasive messages during critical periods of online buyer research. For marketing professionals working in the e-commerce landscape, ABM services represent a cutting-edge solution to emerging challenges in digital marketing.

3. WIZDO, LORI. "B2B BUYER JOURNEY MAPPING BASICS." FORRESTER, 25 MAY 2015, [HTTPS://GO.FORRESTER.COM/BLOGS/15-05-25-B2B_BUYER_JOURNEY_MAPPING_BASICS/](https://go.forrester.com/blogs/15-05-25-B2B_BUYER_JOURNEY_MAPPING_BASICS/). ACCESSED 29 JULY 2018.

The Jabmo solution provides digital, sequenced, personalized communications to anonymous & known buyers at your target accounts.

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