



EMERSON CLIMATE TECHNOLOGIES

THE SETUP

Emerson Climate Technologies is a leading provider of heating, air conditioning and refrigeration solutions for residential, industrial and commercial applications. TriComB2B had supported Emerson's marketing effort at the product portfolio level for several years, but an increasingly challenging regulatory landscape in the commercial refrigeration segment gave the agency an opportunity to execute a multifaceted, integrated thought leadership platform.

Emerson recognized these regulatory changes, combined with other competing drivers in the industry would soon affect end users, OEMs, and virtually every aspect of the refrigerated equipment supply chain. They also possessed significant technical and application expertise that was largely unknown outside of their customer base. Because of this, they wanted to position themselves as a prominent industry voice capable of providing leadership on these issues. They tasked TriComB2B with developing the platform — one that would forgo traditional product-focused, promotional avenues in favor of a market-focused, purposeful thought leadership program. This platform would elevate Emerson's vast knowledge with consistent communications and strategic dissemination tactics.



DEFINING THE PLATFORM

The thought leadership platform not only needed to be engaging, it also needed a distinctive identity to tie together ongoing communications — one that represented the key drivers within the industry and aligned with Emerson's business strategy. Working carefully with senior leadership, TriComB2B identified the pillars on which the platform would stand and establish linkage among them.

TriComB2B named the thought leadership platform E360, based on the four key principles about which the client would lead the industry discussion: energy efficiency (Energy); environmental protection (Environment); reliability and safety concerns (Equipment); and economic considerations (Economics).

The content marketing strategy TriComB2B developed focused on creating high-value content and providing opportunities to facilitate a broader industry dialogue with OEM customers, channel partners and end users. Rather than take an approach that leveraged dozens of elements, TriComB2B identified a few, high-impact tactics that would create immediate and long-term traction for the program.

CASE STUDIES OF DISTINCTION

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THE CAMPAIGN

E360 consisted of the following key elements: a quarterly publication (print and digital) covering timely industry topics; a quarterly, in-person forum featuring guest speakers and interactive discussion groups on pressing industry concerns; an ongoing webinar series for specific topics to be delivered to a broader, geographically dispersed audience; and a website to serve as a focal point for the platform and ongoing content generation.

TriComB2B employed several tactics to promote the launch and drive awareness of the program. Social media was used, including blogs, Twitter, the creation of an E360 LinkedIn group, and a paid advertising campaign on LinkedIn.

TriComB2B leverages its relationships with key executives and subject matter experts within Emerson to wholly create each component to the program, which has had significant reach since it was launched in October 2014: four quarterly publications have been distributed to more than 26,000 people; in-person forums have been attended by nearly 400 people in five different locations; and the ongoing webinar series has attracted more than 4,700 registrants.

The program has been met with great response from those in the industry as well, particularly the in-person forums. Ninety-eight percent of forum attendees said session takeaways were valuable to them or their companies, and 97 percent would recommend a forum to a colleague.



More importantly, TriComB2B has translated Emerson's expertise into a cohesive message that accomplished the client's goal of becoming an industry thought leader.