

Moving "Big Iron" with e-marketing: How Volvo Construction Equipment uses digital marketing to fuel sales

John Johnston

Director, Digital Marketing

Volvo Construction Equipment Americas

Justin Bridegan

Senior Marketing Manager

MECLABS

Presenters



John Johnston

Director, Digital Marketing

Volvo Construction Equipment Americas



Justin Bridegan

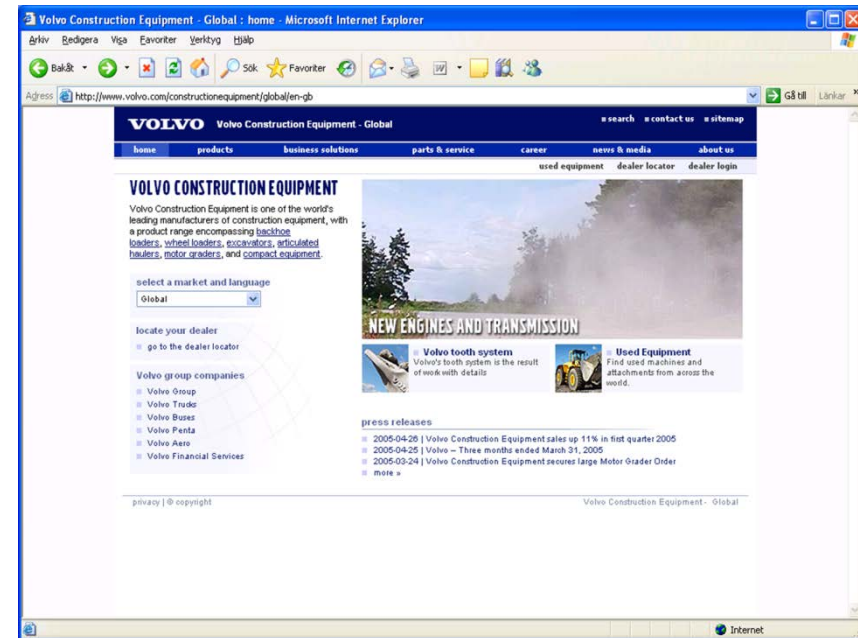
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In the Beginning ...

In 2004, Volvo CE's e-business sites ...

- were static with limited enhancements
- were not engaging
- included basic “calls-to-action”
- had limited online promotions and advertising
- was successful in that they had a website



Why Change?

“Change is based on a gamble, but the key to any gamble is knowing that you’ll never beat the odds unless you take the chance.”

-John Johnston, Volvo Trucks Conference, 2005

“Changing the role of e-business within your organization can result in:


- better placement in search engines
- increased leads
- improved usability
- higher customer satisfaction
- enhanced dealer online presence”

Simple Objectives and Goals

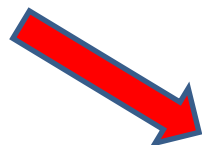
Objective:

Leverage technology for a better customer experience, increased lead submissions and scalable enhancements

Goals:




- Increase leads
- Increase unique visitors
- Increase time spent on site
- Increase page views
- Increase natural search ranking
- Increase open and CTR



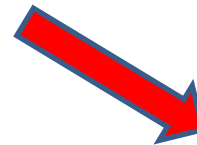
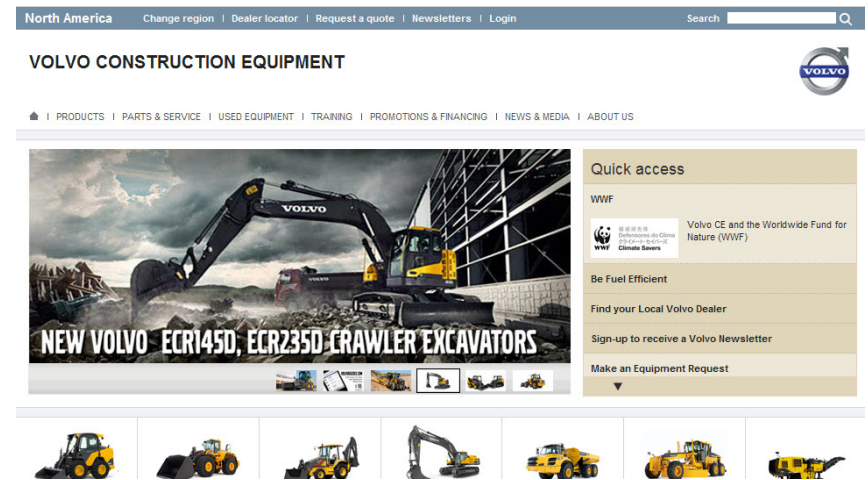
- Decrease bounce rates
- Decrease page errors
- Decrease lead distribution time
- Decrease development time

**How did we find success? By
following these 10 key steps**

The bottom right corner of the slide features a series of parallel diagonal stripes. These stripes are in various shades of green, ranging from a dark forest green to a lighter, more vibrant green, creating a modern, geometric design element.

Step 1 - Continuously develop your website

1. Develop for user needs
2. Engage the user
3. Guide the user
4. Adjust based on analytics and feedback
5. Prioritize content and navigation
6. Leverage digital marketing activities throughout your site



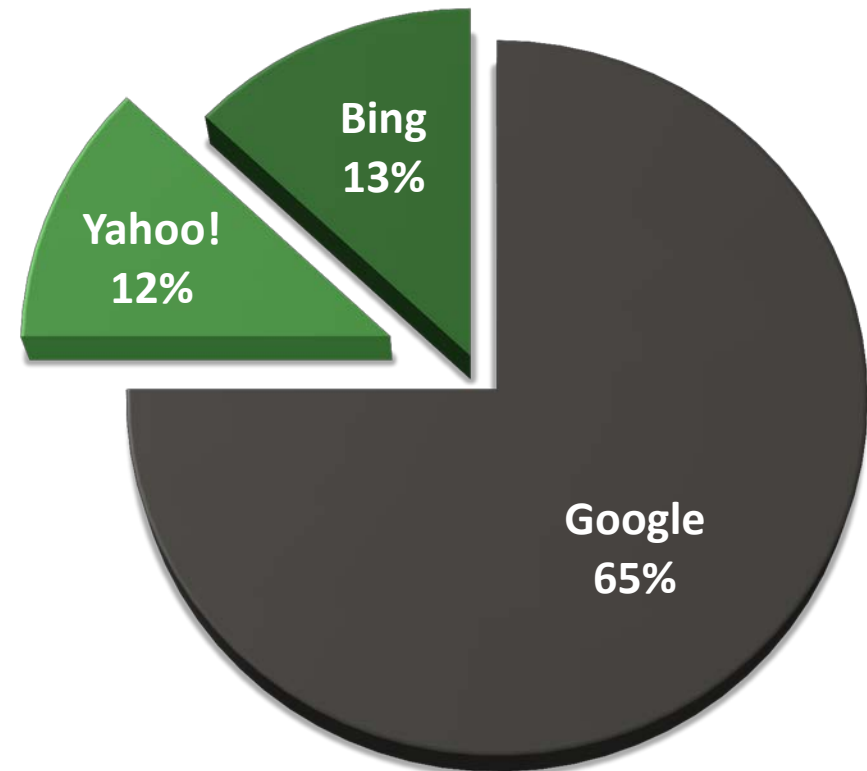
Decrease bounce rates
Decrease page errors



Increase leads
Increase unique visitors
Increase time spent on site
Increase page views
Increase natural search ranking

Step 2 - Optimize for search engines

1. Identify appropriate keywords
2. Insert keywords, optimize keyword density, adjust based on search engine results, repeat
3. Update URL, headers, alt-tags, meta-tags, display names, file names, document files, document content and more
4. Complement natural rankings with PPC (pay-per-click advertising)



Based on 6 month search engine traffic trends



Increase unique visitors
Increase page views
Increase natural search ranking

Step 3 - Promote through PPC and banner ads

The screenshot shows a Google search for "articulated hauler". The search bar is at the top with the Google logo. Below the search bar, it says "Search About 526,000 results (0.16 seconds)". On the left, there's a sidebar with "Web", "Images", "Maps", "Videos", "News", "Shopping", and "More". Under "Web", there are links to "Freightliner Trucks", "Terex", and "Wikipedia". The main results area shows "Ads related to articulated hauler" with links to "Freightliner Trucks", "Terex", and "Wikipedia". Below these are "Images for articulated hauler" showing various types of haul trucks. At the bottom, there are more links to "Volvo A25F Articulated Truck" and "Volvo Articulated Hauler A30E Features". On the right side, there are "Ads - Why these ads?" with several paid listings: "Volvo Articulated Trucks", "Hauler Trucks", "Car Hauler Trailers", "Toy Hauler Truck", "Buy and Sell Sporthaulers", and "Truck Haulers". A red box highlights the "Volvo Articulated Trucks" ad.

Paid Listings

Social and Natural Listings

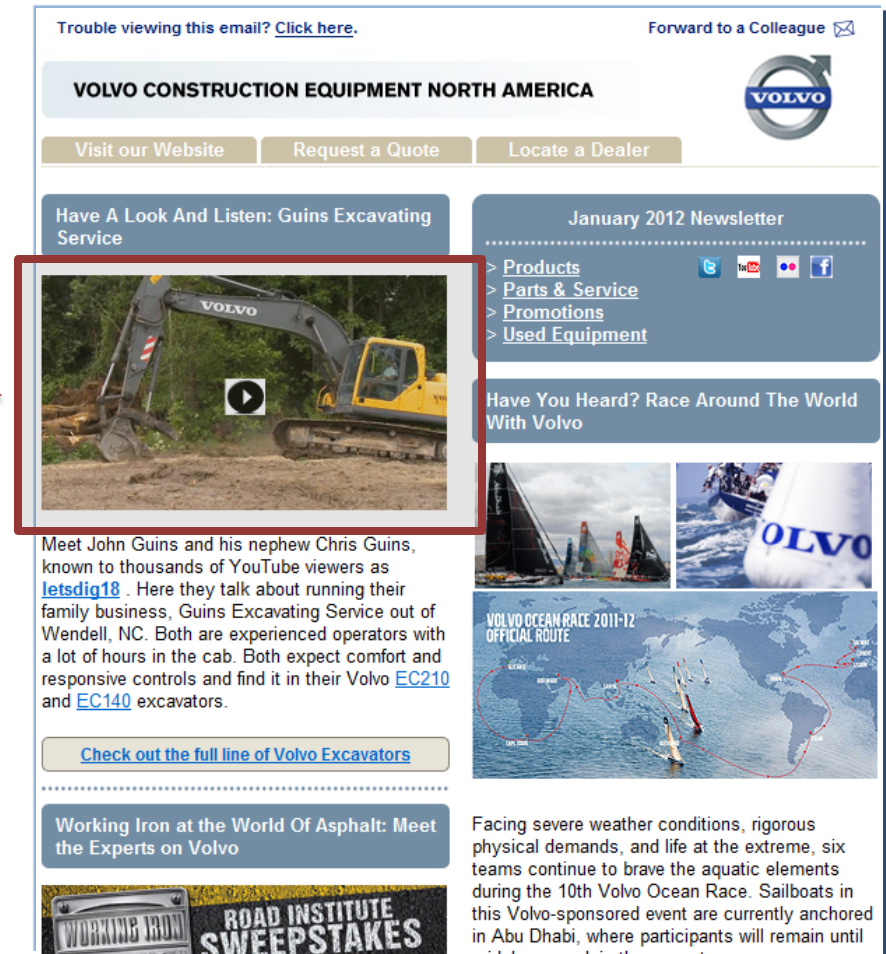
The banner ad is for "VOLVO BACKHOE LOADERS" and "MORE INFO. CLICK HERE." It features a large yellow arrow pointing right and a large yellow arrow pointing left. The background shows a yellow Volvo backhoe loader. Below the banner, there's a navigation bar with links: "Home", "Equipment Catalog", "TV Magazine", "Contractors Market Center", "Special Events", "Info You Are", and "Product Information". The "Equipment World" logo is on the left.

#B2Bsummit

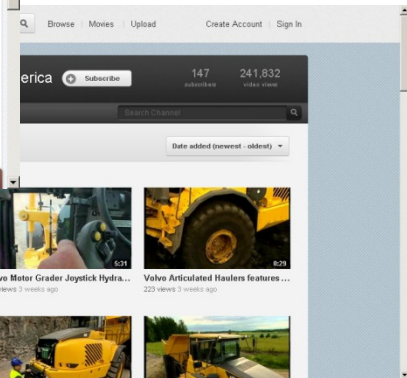
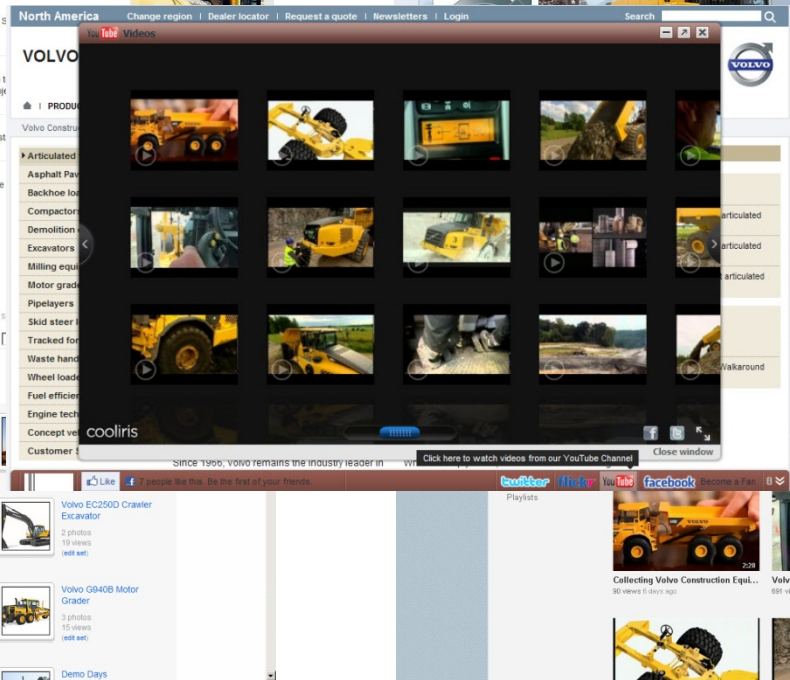
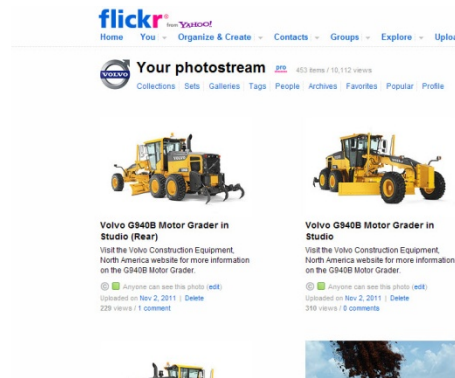
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CAPTURE.
NURTURE.
CONVERT.

Step 4 - Support through email marketing

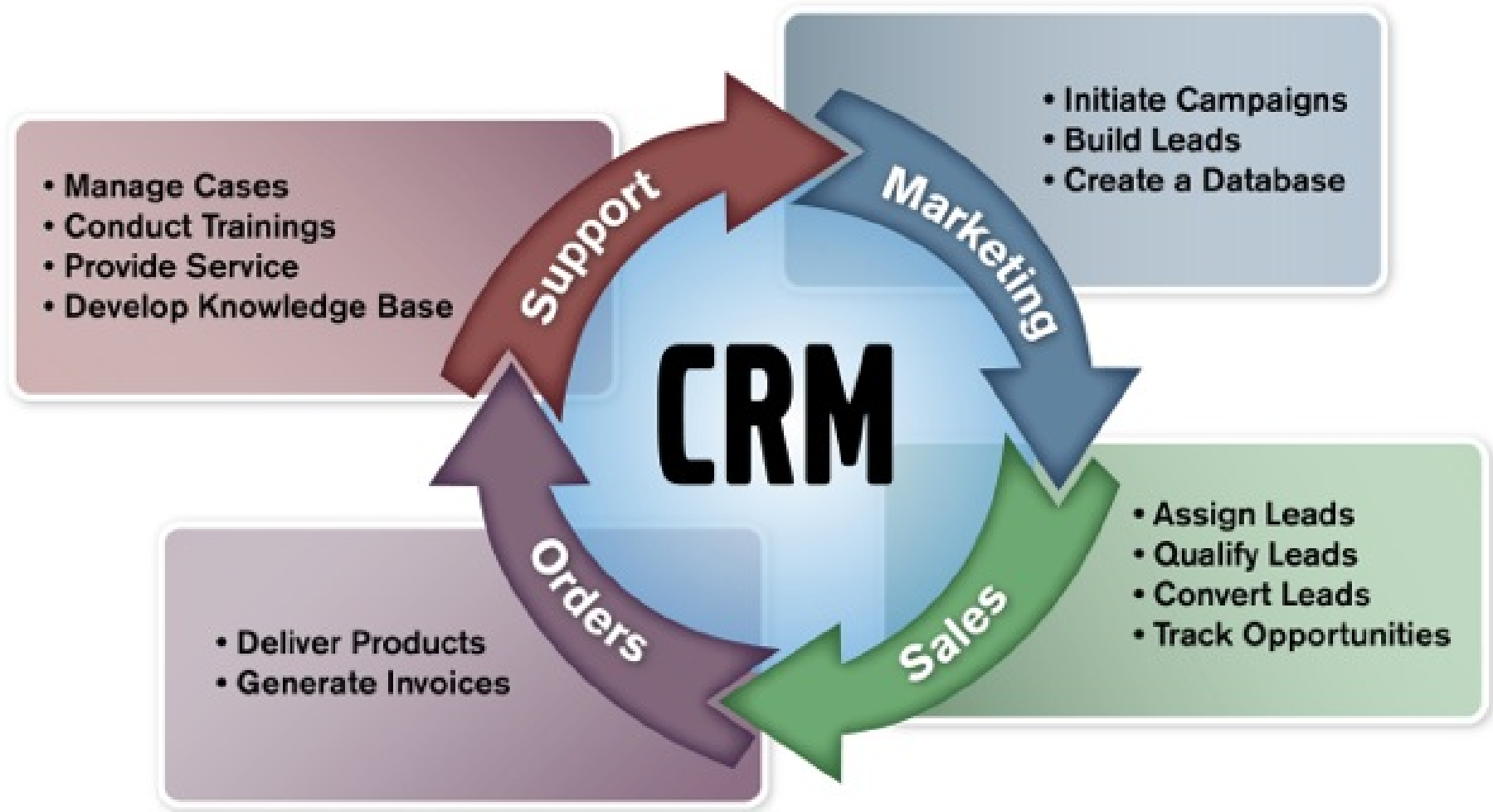
- **Dynamic Content** –Through integration with Microsoft CRM, text, images and links are changed based on user interests
- **Interactive Functionality** – Using video links within an email drastically increases CTR to the website and opportunities for leads
- **Analytics** – Analytics help identify features and functionality that work, capture customer insight and results and aid in redesign



Step 5 - Link through social technologies



Step 6 - Develop and implement a CRM strategy



Step 7- Integrate your CRM with systems



- System integration allows for more data ...
- More data gives you more customer intelligence ...
- More customer intelligence allows for better personalized marketing



Step 8 - Automate your marketing and leads

VOLVO CONSTRUCTION EQUIPMENT MORE CARE. BUILT IN.



[Visit Our Website](#) [Request More Info](#) [Locate a Dealer](#)



Thank you for your interest in Volvo Articulated Haulers.

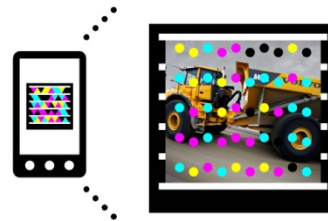
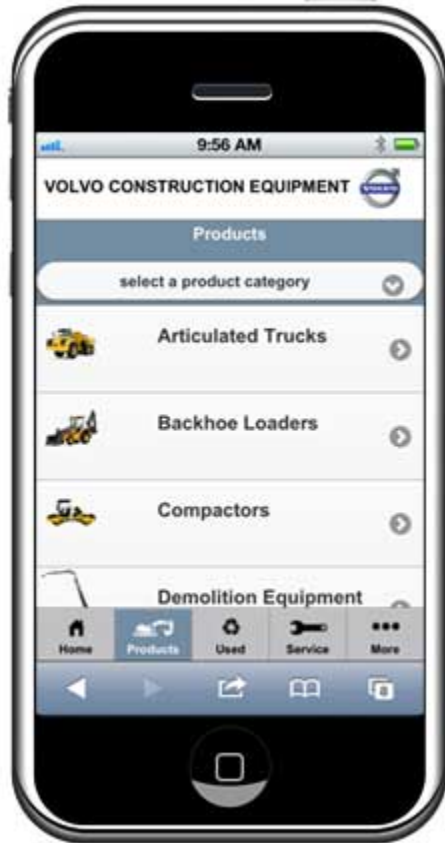
We will be contacting you shortly with your request of more information.
In the meantime, please use the links below as resourceful tools
about our Volvo products:

- >> [Download the Articulated Hauler Family brochure](#)
- >> [Use Our interactive walkaround for Volvo Articulated Haulers](#)
- >> [View more information on Volvo Construction Equipment products](#)



- Integrate your CRM and email systems to capture, store and trigger activities
- Leverage workflows in your CRM to automate the process flow to dynamically reply to customers and process leads to salesmen
- Complement your leads with CRM-stored data for greater value to your salesmen
- Capture lead status by salesmen in CRM for sales funnel

Step 9 - Mobilize your digital offering



Get the free mobile app for your phone
<http://gettag.mobi>



Step 9 – Mobilize your digital offering (cont.)



- Applications:
 - + offer online and offline features
 - require updates to remain accurate
 - + can utilize Internet to offset internal content or enhance application functionality

- Mobile phone websites:
 - + easier updates
 - various browsers cause maintenance issues and inconsistencies
 - require Internet access
 - Internet speed is issue



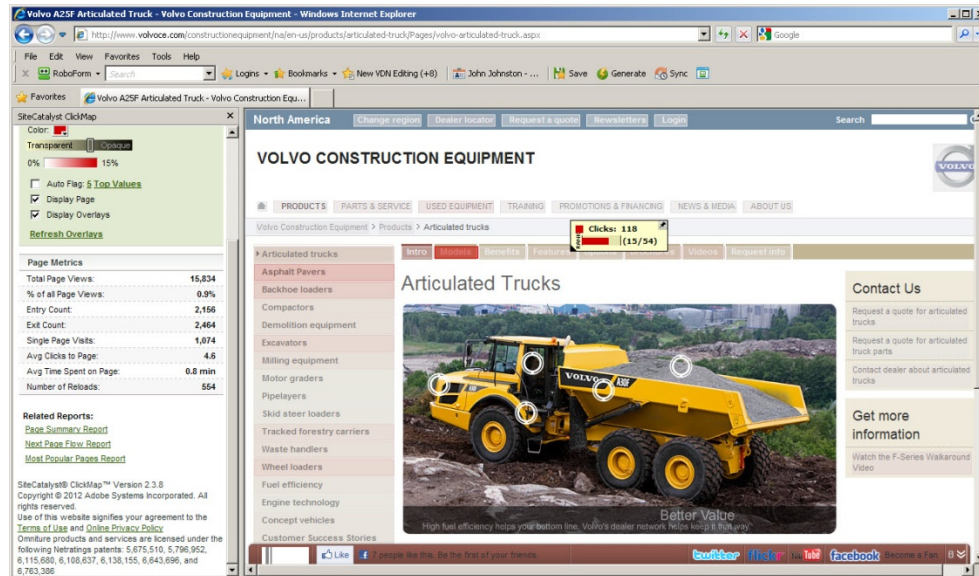
Step 10 - Analyze your efforts and adjust

CRM

SEO

Social

Email



Search

Analytics

#B2Bsummit



Suggestions for Digital Success

- 1 Continuously develop your website
- 2 Optimize for search engines
- 3 Promote through PPC and banner ads
- 4 Support through email marketing
- 5 Link through social technologies

Suggestions for Digital Success

- 6 Develop & implement a CRM strategy
- 7 Integrate your CRM with systems
- 8 Automate your marketing & leads
- 9 Mobilize your digital offering
- 10 Analyze your efforts and adjust

Volvo CE results and key takeaways

Lessons Learned

- Take your time and do it right
- Adjustments will need to be made
- Personalization is essential
- Digital marketing is all about data
- Don't jump on the bandwagon, do what's right for your business based on your customer needs

Achievements

- All objective goals achieved
- Links back to social and email led to increased customer velocity
- Analytics highlighted need for mobile solutions
- Mobile enhancements increased time on site and lead submissions
- CRM integration decreased email build time by half

Thank You – Any questions?

John Johnston

Director, Digital Marketing

Volvo Construction Equipment Americas

John.johnston@volvo.com

Justin Bridegan

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MECLABS

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