

Thinking beyond the show drives awareness and leads for Schneider Electric



The global energy management and automation leader used LinkedIn to expand the opportunity for generating leads from the Hannover Messe trade show. Its three-stage model delivered against all campaign targets while maintaining brand presence at a competitive point in the industry's calendar.

The Challenge:

- Reach a complex target audience of Original Equipment Manufacturers (OEMs) and senior managers for industrial automation
- Generate high-quality leads
- Grow brand awareness
- Translate the trade show into an ongoing customer journey

The Solution:

Schneider Electric's strategy was built around a three-stage model – before, during and after the event.

- Before the event: Sponsored Content to build awareness and Message Ads to drive registrations
- During the event: Live updates from Schneider Electric's trade show stand to build awareness, and Sponsored Content driving leads through an event-specific White Paper
- After the event: Message Ads generating leads through in-depth content on the Internet of Things (IoT)
- Throughout, Schneider Electric used LinkedIn Lead Gen Forms to translate engagement into high-quality leads

Why LinkedIn?

- Ability to reach the specialist target audience reliably
- Sophisticated targeting to support segmentation within the customer journey
- Availability of multiple advertising formats within a single platform

Results:

- Schneider Electric recorded significant rises in brand awareness during and after the show
- The LinkedIn campaign beat all targets for event registrations and lead generation

Its three-stage model delivered against all campaign targets while maintaining brand presence at a competitive point in the industry's calendar.

Driving leads and awareness across a complex buying team

As a leader in the digital transformation of energy management and automation, Schneider Electric markets to a complex buying committee including Original Equipment Manufacturers (OEMs) and senior managers for industrial automation. The Hannover Messe trade show brings many of these key influencers and decision-makers together in one place. However, the business wanted to extend the impact of the event beyond just generating awareness and leads from those visiting its stand.

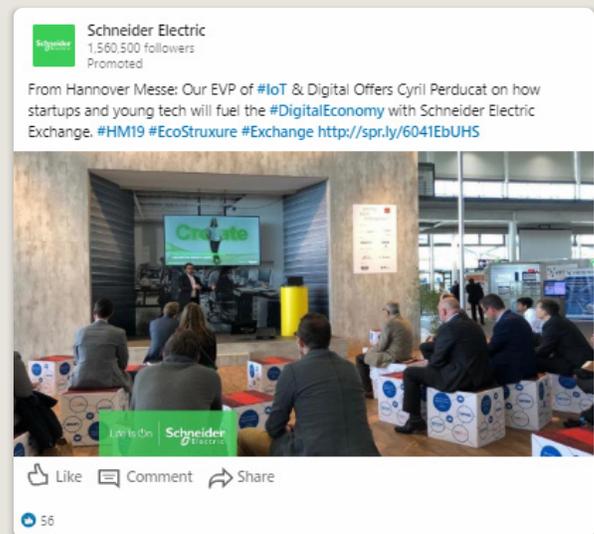
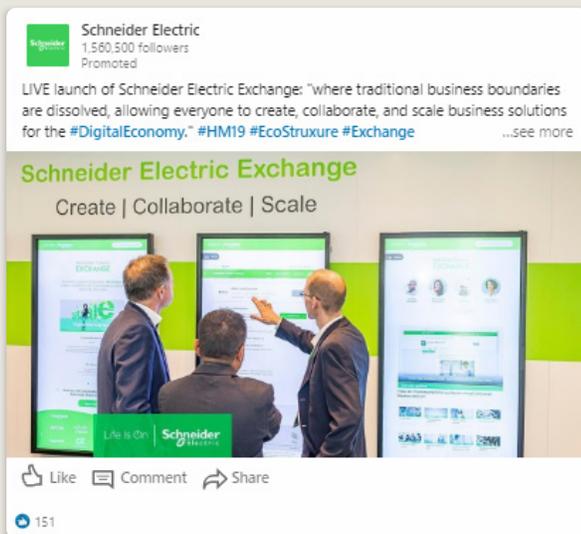
“We wanted to increase awareness of the Schneider Electric brand and capitalise on this immediately to generate leads,” explains Senior Media Strategist Alexander Pasch, who recognised that success would depend on reaching Schneider Electric’s entire buying committee and capitalising on interest generated by the show. “It’s always very challenging to get the right content for the various buying stages. Solutions like Sponsored Content and Message Ads allowed us to manage the branding and lead-generation campaigns together on LinkedIn, and build targeted campaigns for different stages of the funnel.”

Turning an event into a journey

To achieve its goal of generating both awareness and leads, Schneider Electric took a broader view of the opportunity that Hannover Messe represents. The team developed specific campaign phases for before, during and after the event.

Prior to the event, Schneider Electric used Sponsored Content and Message Ads to advertise its presence at the show, with registrations acting as an effective lead-generation engine. During the show itself, Schneider Electric built awareness with live video updates from its stand, while using Sponsored Content to drive leads through a show-specific white paper. In the days and weeks that followed, the brand used Message Ads to promote in-depth content on the Internet of Things (IoT), and capture more leads through LinkedIn Lead Gen Forms.

This carefully designed customer journey delivered immediate results in terms of both awareness and lead generations. “The campaign exceeded all of our expectations in terms of registrations and leads,” says Pasch.



“The golden KPI for our team is generating new, high-quality data for our sales and marketing funnel. LinkedIn gives us the ability to precisely coordinate our campaign right from the outset.”

Alexander Pasch
Senior Media Strategist, Schneider Electric

