EUROPEAN
Agency
Awards
2024

2024 ENTRY FORM

Organisation Name: The Think Tank

Contact: Liam Bateman

Category

Best Marketing
Campaign

the
**think
tank**
+
A
Additive Industries

Entrant Name(s) & Campaign Title:

The Think Tank & Additive Industries – Welcome to the Fast Lane

Objective(s) & budget

Additive Industries is the world's first industrial metal additive manufacturing (AM) systems developer, designing and constructing metal AM systems that can produce parts to outclass castings and machining for specific applications in terms of cost, quality, lead time, complexity and functionality.

Although a leader in the field the business has kept itself under the radar, with minimal marketing and development of brand awareness. A key business objective was to expand within a highly lucrative automotive sector based upon past successes.

Our goal was to carry out a test digital campaign that would start to build awareness and shape perceptions

of additive manufacturing, whilst understanding the impact such marketing could have on the generation of new leads and engagement.

For context, each metal 3D printing system is a significant investment for a company and the sales cycle can take up to 18 months, so this campaign, which ran in June and July 2023, has objectives set around engagement and MQL and SQL growth.

The campaign covered the following markets : US, UK, Ireland, Netherlands and Nordics with objectives based upon existing lead generation efforts and web site interactions.

Target KPIs	Previous Apr-May	Target Jun-Jul	%
Leads			
MQLs	10	25	**250%**
SQLs	4	10	**250%**
Website			
Users	2,490	3,000	**120%**
Sessions	4,172	4,589	**110%**
Interactions			
File Downloads	62	124	**200%**
Form Completions	22	44	**200%**
LI Company Page			
Page Views	3,578	4,100	**115%**
Organic Clicks	413	826	**200%**
Organic Impressions	14,989	30,000	**200%**
Reactions	310	620	**200%**

Budget:

|			
Creative:	£1,800	Video Content:	£5,000
Content Repurposing:	£2,700	Management and Set up:	£5,400
Landing Page Creation:	£3,500	Media (90% LinkedIn, 10% Google):	£9,850
		Total Budget:	**£28,250**

Target audience & strategy

The campaign audience was developed using existing client personas and prospect organisations within the Automotive sector across USA, UK, Ireland, Netherlands and Nordics. Based upon these targets we built the audience using prospect lists, lookalikes and segmentation through LinkedIn and Google, expanding contacts through Sales Navigator to identify other target individuals within key organisations. We focused on functions and job titles, which included C-Suite roles across Operations, Manufacturing, Engineering and Innovation.

The strategy was to build awareness and knowledge through placing engaging display advertising and sponsored content in front of our audience where they engaged with relevant business information, driving prospects to discover more about metal additive manufacturing in the Automotive sector. Those who interacted were taken on a journey within the campaign landing page from discovery, to understanding, consideration and proof points, including case studies.

All content was ungated, as we wished visitors to discover more about the topic and opportunities it offered.

The media strategy combined LinkedIn and Google display channels to raise awareness and engage audiences. This was split 90% LinkedIn and 10% Google, the latter used in a supporting role through retargeting. Formats included brand advertising, video and case study content, to reinforce awareness and further engagement.

Animated Banner Advertising
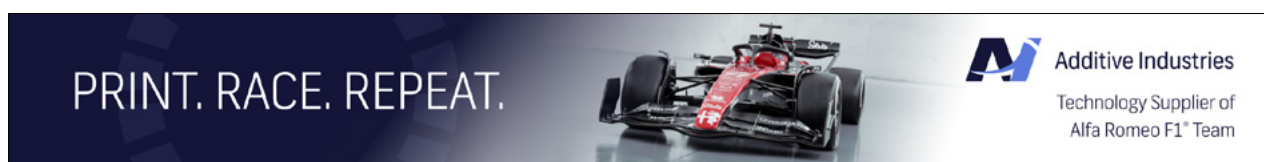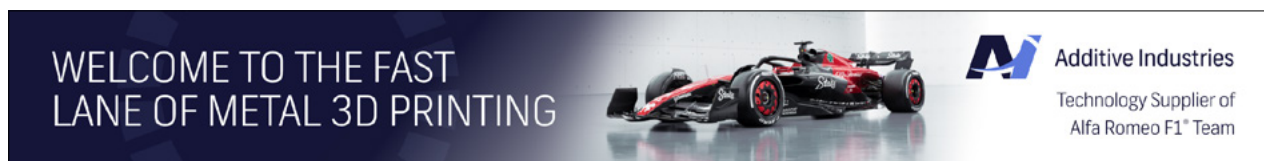
Implementation & creativity

The media strategy leveraged LinkedIn Sponsored Posts directed to our very specific audience. Initially, this was deployed as animated display advertising and then followed by case study and video content to provide proof points to the core audience as well as a retargeting audience. This was supported by Google Display advertising that was used to further build awareness and create an audience for subsequent retargeting.

The campaign's creative focussed on the work that Additive Industries does for the Alfa Romeo F1 Team, using striking racing car imagery with the headline 'Welcome to the Fast Lane' and strapline 'Print, Race, Repeat', referencing the fast and optimised printing of new parts as needed.
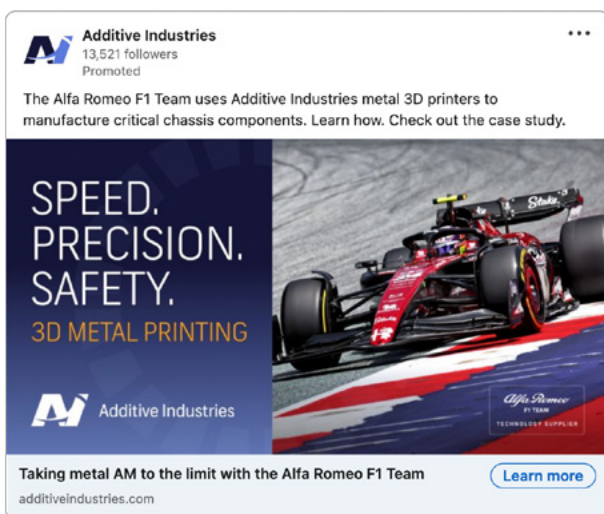
LinkedIn Sponsored Posts

Landing Page

Landing Page

This was combined with case study and an existing video content to provide relevance and context of additive manufacturing, all which led prospects to a dedicated landing page which took them on a journey from educating them about what additive manufacturing is, how it works, the benefits, comparison with traditional manufacturing, applications and success stories to provide proof points.

Details of any challenges
faced and how these were overcome

The initial challenge was a lack of an internal campaign sales management structure, as they had not run a digital marketing like this before. We supported them in defining the response route and interaction points, developing these in HubSpot, and ensuring sales teams were fully aware of the campaign and influence upon their outreach and customer interactions.

To provide confidence in the campaign with senior management we provided detailed proposals, measurement points and KPIs to reassure and continually monitor success throughout the campaign. Success was rewarded with the extension of the test campaign through additional media spend, three times the original budget.

The campaign was designed to test and understand the impact digital marketing could have on prospect interaction. Initially, there was push back against using un-gated content, however we set out clear reasoned arguments for this and showed past campaign metrics to demonstrate why this would be the best route. As the campaign progressed, we were able to demonstrate the significantly increased interactions across the website, content downloads, contact form fills and MQLs and SQLs.

Finally, we learned a lot from this campaign, insights which have now been implemented across future Additive Industries marketing. Initially the data provided was poor and we needed to spend a lot of time optimising and adjusting campaigns early on. To address this we have worked with Additive Industries to develop their targeting data, enhancing and cleansing it to ensure it is current and accurate.

In addition the campaign was initially slow to build so with new sector campaigns we have warmed up audiences through additional Google Display advertising prior to implementing more expensive LinkedIn posts, creating retargeting audiences across both platforms and ensuring the brand is visible prior to presenting lower funnel content.

Results & evaluation

The campaign far exceeded expectations and the original KPIs set. This was a test campaign to demonstrate how a well thought out, creative and expertly delivered digital campaign could have significant impact upon audience engagement, interactions and enquiries.

The metrics below clearly show the impact of the campaign on these factors, increasing website and LinkedIn interactions, as well as significantly increasing enquiry levels.

It is currently difficult to estimate an exact ROI due to the sales cycle of c. 18 months, however with each sale being worth over £1m just one would present an ROI of c. 33:1.

Target KPIs	Previous Apr-May	Target Jun-Jul	Actual Jun-Jul	Difference	Target % Increase	Actual % Increase
Leads						
MQLs	10	25	**69**	59	150%	590%
SQLs	4	10	**33**	29	150%	725%
Website						
Users	2,490	3,000	**3,129**	639	20%	26%
Sessions	4,172	4,589	**4786**	614	10%	15%
Interactions						
File Downloads	62	124	**177**	115	100%	185%
Form Completions	22	44	**181**	159	100%	723%
LI Company Page						
Page Views	3,578	4,100	**4,531**	953	15%	27%
Organic Clicks	413	826	**10,034**	9,621	100%	2,330%
Organic Impressions	14,989	30,000	**54,002**	39,013	100%	260%
Reactions	310	620	**777**	467	100%	151%
Campaign Impressions	481,725					
Campaign Clicks	6,722					
Video Plays	9,958					
Social Actions	10,565					
LinkedIn Engagement Rate	6.15%					

Why should your campaign win?

Firstly, there was the challenge of changing the mindset of Additive Industries and persuading them to trust us to deliver against what we proposed, as well as demonstrate the impact it could have on the brand, awareness and lead generation.

The budget was quite limited, especially as we had to create the campaign concept, creative and channels from scratch, and in a very short timeframe to run the campaign before the August shutdown. The client did not even have a GA4 account set up for monitoring of the website. The campaign was signed off in the first week of May and we were live for 1st June.

The media strategy, combining specific channels and a very select audience, meant that we had to provide highly targeted creative and content that would engage our audience quickly and encourage engagement. The short period the campaign was to operate in, and the tight media budget spread across a wide geography, meant it had to work very hard.

The campaign delivered significant results, way beyond industry benchmarks and the KPIs initially set. Through supporting Additive Industries from audience building to their sales funnel and prospect interactions we were able to demonstrate the impact this type of marketing can have upon sales generation and awareness.

Through this test we have been able to implement additional strategies and actions in future campaigns to ensure their success, including enhancing data accuracy and appending, using intent data to support sales teams and building upon their approach to digital monitoring, moving them from a sales based culture towards a marketing one.

However, the most visible demonstration of the success of this campaign is the confidence shown in the ability of The Think Tank to support Additive Industries marketing and sales efforts through a 6-fold increase in media spend since this campaign with an extension of the Automotive campaign and a new foray into Aerospace.

URLs:

Website

Video

Supporting documents included as part of submission:

- Campaign Overview