

CASE STUDY

Raising engagement through digital activation

The Tadano Group, is a pioneering brand within the global lifting sector and home of the Demag and Faun brands. Following a change in ownership, it was more important than ever that the business found a way to quickly increase engagement levels online.

Our challenge was to develop a digital activation plan that would deliver the upturn in clicks the business needed. Additionally, Tadano wanted to emphasise customer preferences, in order to help distil communication choices across the range of wheeled and tracked crane options.

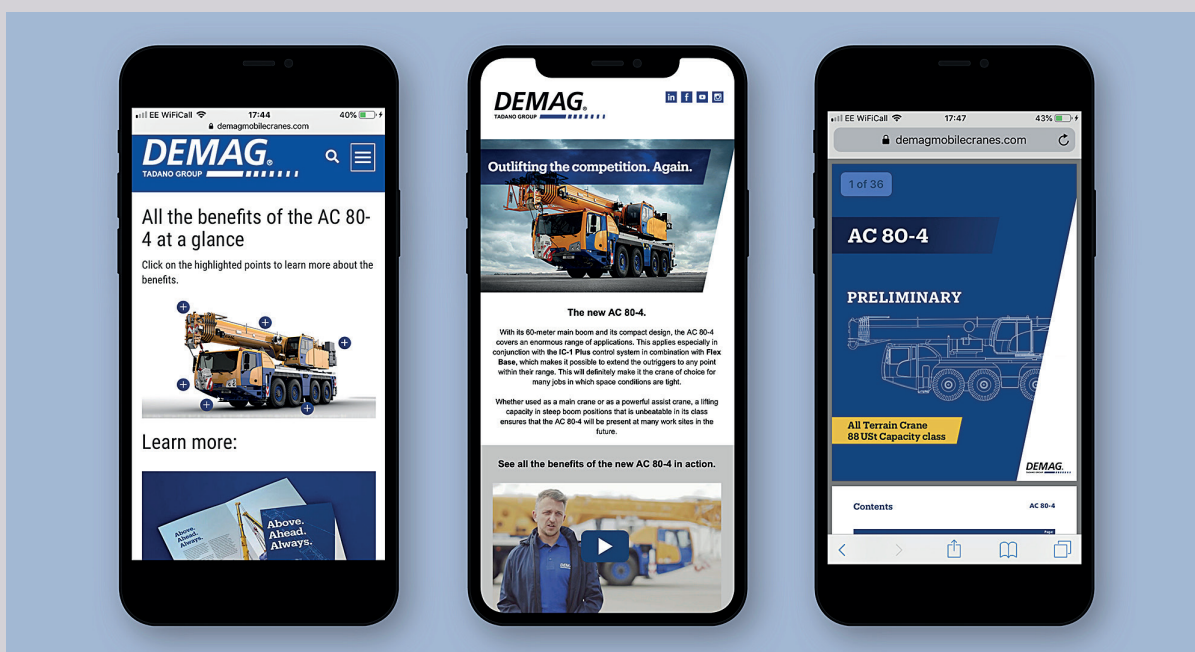
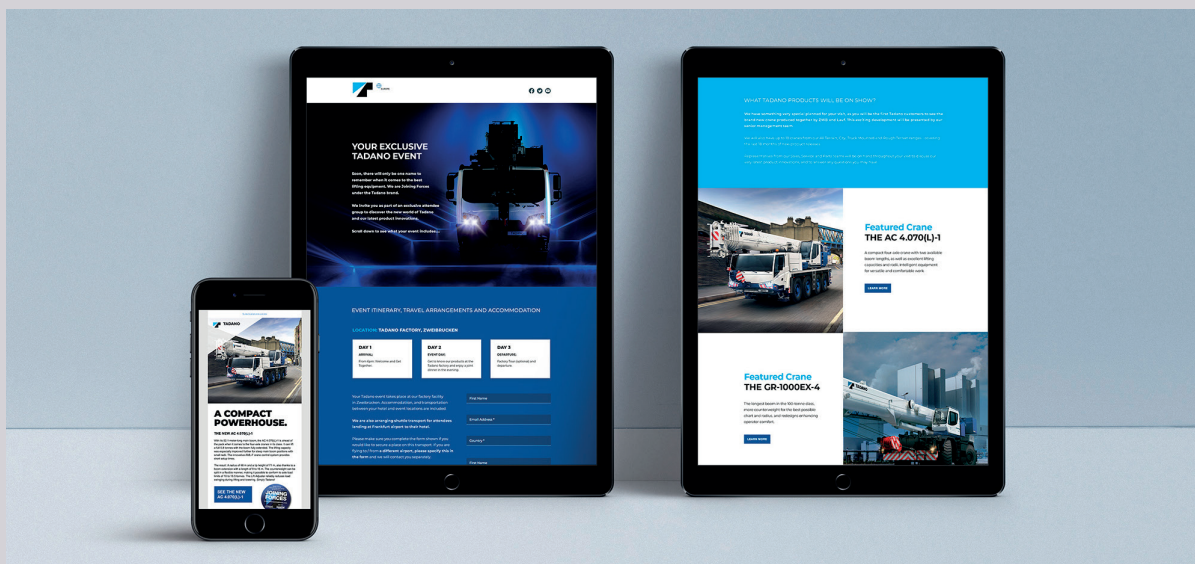
Working closely with Tadano's marketing teams across America and Germany, we introduced database segmentation and preferences across all regions and languages. This was followed by the creation of email templates and web landing pages. Campaign open rates increased to an average of 70% compared to industry expectations of 21%.

Next up was the development and deployment of a marketing automation process. Our automation process increased lead generation, simplified ROI measuring and greatly improved communication between Tadano's marketing and sales teams. ■



"We helped Tadano develop and deploy a marketing automation process that ensures they deliver relevant and engaging digital experiences to customers across the world."

PHIL WESTWOOD, CREATIVE DIRECTOR GREENSQUARE



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
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