NEVER AGAIN WITHOUT! BACHMANN HIT THE GROUND RUNNING WITH EVALANCHE MARKETING AUTOMATION AND BEST-OF-BREED PLATFORM

To maintain contact with its customers during the pandemic, the BACHMANN Group, one of the innovation drivers in the electrical engineering industry, build upon digital events and focused on strengthening its own online channels. Together with e-raumwerk, an expert in implementing marketing automation processes, and Evalanche, the company managed to implement its first virtual trade fair in only eight weeks, including promotion, invitation management and subsequent lead-nurturing. In this way, BACHMANN was able to experience the many benefits of marketing automation in a short time. No wonder that the company wants to further automate its processes and is pursuing a best-of-breed strategy.

BACHMANN was founded in 1947 as a family business. Today it is a globally operating, owner-managed group of companies in the electrical engineering sector. Headquartered in Stuttgart, the BACHMANN Group develops, produces and distributes products and services for various application worlds. These include innovative electrotechnical components, such as intelligent power distribution units and desk connection panels, as well as digital services and solutions, known under the brand Next Generation Office by BACHMANN. In addition to production and development centres with a high level of manufacturing expertise in Germany, Romania and China, BACHMANN operates worldwide with around 30 sales and partner companies. With around 800 employees, the BACHMANN group sets new industry standards and their customers profit from the unique benefits through functionality, design and innovation.

PROJECT FACTS

Industry:
Electrical engineering

Company:
BACHMANN Group

Company size:
approx. 800 employees

Project focus:
Marketing Automation, Automated Lead Generation and Lead Management

Systems involved:
Evalanche, Virtual Booth, CASgw, Typo3

Highlights:
Open and scalable marketing automation platform, lead scoring, transparent lead pipeline.

Objectives:
Automated lead generation and lead management, Lead qualification and individual customer benefit

Challenge:
Tight schedule, integration of Evalanche with various individual systems and tools

Results:
transparent processes, sustainable process optimisation

THE INITIAL SITUATION

In order to present new products and enter into direct customer contact, BACHMANN is present at various trade fairs regularly, including leading trade fairs such as Light + Building. However, this changed abruptly when the Covid-19 pandemic hit. Within a very short time, all on-site events were cancelled, without the prospect of a digital trade fair alternative or an alternate date in the near future. But instead of letting the new normal slow them down, BACHMANN saw it as an opportunity to position themselves digitally for the future. Therefore, the company wanted to set up its own virtual trade fair, including an exhibition stand and live talk. To realize this, BACHMANN was looking for a strong implementation partner. They not only found one successfully, but at the same time discovered a powerful marketing automation solution.

THE REQUIREMENTS

Andrea Hartmair, Chief Communications Officer at the BACHMANN Group (Source: BACHMANN Group)

„It was not really our plan to introduce marketing automation," says Andrea Hartmair, Chief Communications Officer of the BACHMANN Group. „We didn't really look for a software. Rather, we pursued the vision of implementing a virtual trade fair. To realize that, we needed a partner who could support us with expertise, manpower and the right technology." Just as quickly as the idea of the digital event was born, the decision for e-raumwerk and thus for Evalanche was made. „Marcus Köhler, our contact person at e-raumwerk, quickly understood our problem and showed us very convincingly how the event platform could be directly connected to the marketing automation solution and how we could consequently depict all relevant processes," Andrea Hartmair recalls. „We were immediately impressed by Evalanche's DSGVO-compliant solution and the fact that the company is ISO 27001 certified. At the same time, it was important for us to have local contacts and to be able to rely on a strong partner network."

**Marketing automation starts with the right mindset**

To have the fixed idea of getting into marketing automation is one thing. However, to actually implement it is another. „With our undertaking we entered completely new territory," explains Andrea Hartmair. „That's why it was all the more important for us to involve the entire team, i.e. marketing, sales and IT, right from the start, as well as to enter into open discussions and to actively accompany this change." Marcus Köhler, Managing Director of e-raumwerk GmbH, adds: „Not all employees immediately know what Marketing Automation is all about. At BACHMANN, the starting position was extremely comfortable because Marketing and Sales work very closely together and were able to quickly agree on common goals."

Marcus Köhler, Managing Director and Founder of e-raumwerk GmbH (Source: e-raumwerk GmbH)

THE IMPLEMENTATION

In April 2020, when the collaboration started, the date for BACHMANN's first digital trade fair, the Digital Bachmann Show, was already set for June 2020. The company wanted to keep this date at all costs. „The short time span for the complete implementation was extremely challenging," Andrea Hartmair recalls. „But we were in good spirits at all times to master it with flying colours." Within the eight weeks, all trade fair-related processes had to be displayed in the marketing automation solution and connected to the event platform. This included the registration for the online event with subsequent double opt-in, the login for the event platform and the interactive elements of the virtual trade fair stand. Visitors could explore the Digital Bachmann Show by clicking on individual elements. A pop-up then appeared with a short description, for example of BACHMANN's new products, and the button „Learn more". It took them to a continuing page with the option of making an appointment request. The corresponding form behind it is located in Evalanche. In addition, visitors could attend a live talk followed by a question and answer session.
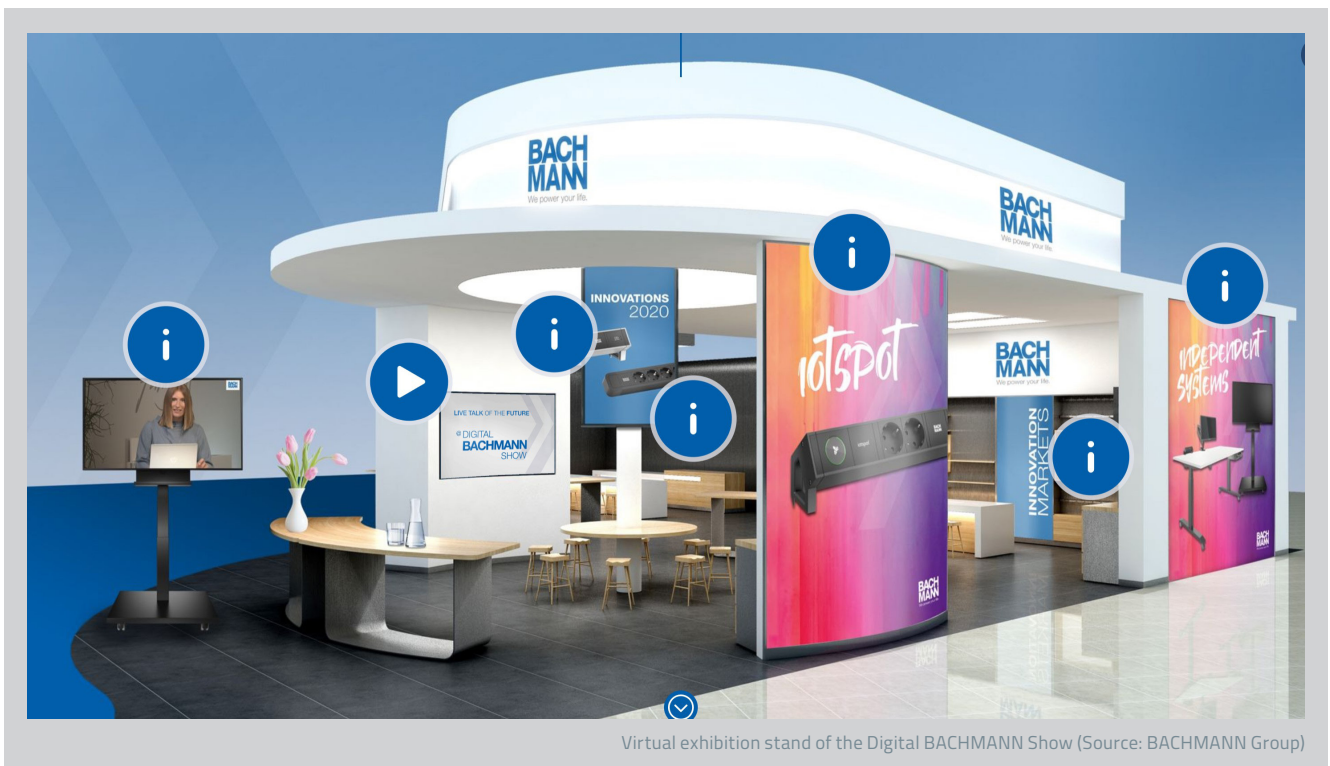
Virtual exhibition stand of the Digital BACHMANN Show (Source: BACHMANN Group)

Well Nurtured for Full Success

Unlike as at an on-site trade fair, thanks to the double opt-in of the marketing automation software all participants were registered and could be contacted after the event. „Of course, we didn't want to stop where it gets exciting after a trade fair," reports Andrea Hartmair. „That's why ft he up automated Nurture routes and then further developed the trade fair participants in various processes, and this over several weeks." After the Digital Bachmann Show, all participants received a short thank-you email. This was followed a week later by another email stating that the recording ft he live talk was now available. Visitors who viewed certain elements of the virtual trade fair stand and stayed longer on the continuing pages, received mails in which the benefits of the product were presented in more detail.

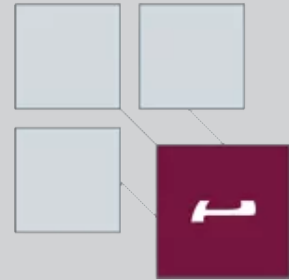**The virtual trade fair as the initial spark for even more marketing automation**

„Through our virtual trade fair, we not only discovered Marketing Automation for ourselves, but also learned to love the benefits o fit in a short time," explains Andrea Hartmair. „We wanted to continue to offer our customers and prospects individual customer experiences with high added value. We also liked the idea of creating more space for innovation, creativity and other topics through greater efficiency." Therefore, BACHMANN planned to automate both lead generation and lead management even more with Marketing Automation. To achieve this, it was necessary to integrate and connect further systems and tools that had previously acted autonomously with Evalanche. The first step was BACHMANN's newsletter tool, followed by the CRM system in spring 2021.

INTEGRATION CAPABILITY OF EVALANCHE

In order to react quickly to changing customer needs and other rapid market developments, B2B companies need adaptable and flexible solutions that can be easily integrated into existing technology enviroments. Evalanche meets this criteria by providing powerful connectors and middleware solutions for numerous CRM, CMS, PIM/MAM, e-commerce and analytics systems based on a highly flexible API. The seamless integration between Evalanche and third-party systems ensures real-time data synchronisation and thus forms an important success factor for automated marketing and sales processes.

With Deep Dive, BACHMANN offers interested parties a comprehensive content portal. (Source: BACHMANN Group)

Websites as a touchpoint where all threads come together

„Schnell war klar, dass wir unsere Website um spannende Inhalte erweitern möchten – mit dem Ziel mehr Leads zu generieren", erläutert Andrea Hartmair. „Denn sie ist der zentrale Touchpoint, an dem alle Fäden zusammenlaufen." Zusammen mit e-raum-werk entwickelte BACHMANN die Idee für Deep Dive, ein Portal für Hintergrundwissen von BACHMANN. Hier finden Interessenten Fachbeiträge, Interviews etc., die sich mit verschiedenen Anwendungs- bzw. Themenwelten beschäftigen, darunter Home, IT-Infrastructure und Next Generation Office. Um die Beiträge vollständig lesen zu können, müssen sich die Websitebesucher mit ihren Kontaktdaten einmalig registrieren. Die so entstandenen Leads werden zum CRM-System durchgeroutet. Zudem werden die einzelnen Bewegungen auf der Website getrackt. Sie sind an bestimmte Scoring-Werte geknüpft. Das ermöglicht es, mit der Zeit eine Aussage darüber zu treffen, wie weit ein Lead schon qualifiziert ist, und eröffnet ein gesamtheitliches Bild.
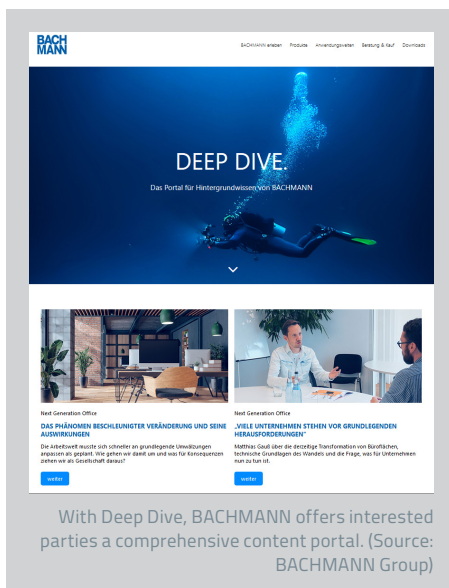
Everybody pulls together

„All in all, we are very satisfied," emphasises Andrea Hartmair. „Evalanche offers so many possibilities that we first had to familiarise ourselves with the numerous features. This, of course, required a somewhat more intensive exchange here and there." In total, about ten employees from marketing, sales and IT work with Evalanche at BACHMANN. „We appreciate not only the technology, but especially the short communication channels - both to e-raumwerk and to SC-Networks," praises the CCO. „The coordination takes place at eye level, prag-matically and professionally at the same time. And the expertise is huge."

THE ADVANTAGES

The BACHMANN Group's use of marketing automation and various automated processes also pay excellent dividends in terms of customer centricity. Despite the initially big undertaking to implement a virtual trade fair in only eight weeks with a marketing automation solution, it was and is important to the company to celebrate interim successes and to set small goals rather than to make them too big. „We are very happy to digitally capture our leads now," Andrea Hartmair says. „This means that nothing gets left behind." Marketing automation has not only accelerated BACH-MANN's processes, but also significantly increased transparency of the lead pipeline and opened up new possibilities for their further processing. „In addition, we were able to win a major customer from the automotive industry as part of the Digital BACHMANN Show," the CCO is pleased to report.