



SALES-READY LEADS THANKS TO EVALANCHE! HOW MASCHINENFABRIK REINHAUSEN TAKES OFF WITH MARKETING AUTOMATION

In case sales staff cannot meet potential customers in person, they need other, namely digital ways to do so. Maschinenfabrik Reinhausen (MR), the world market leader in switching power transformers, came to that decision when face-to-face contact came to a standstill due to the Covid-19 pandemic. To generate new leads and to further qualify them, the company launched its first sales-oriented marketing automation campaign. For the implementation MR relied on Evalanche Gold partner Federkiel & Friends. Started as a test balloon in the USA and Canada, the multi-stage automation campaign for lead acquisition quickly gained momentum, so that a „second flight“ for the DACH region is waiting in the wings.

MR Maschinenfabrik Reinhausen GmbH is considered a hidden champion in global energy technology. 50 percent of the world's electricity flows through its innovative products, such as on-load tap-changers, voltage regulators and transformer operating systems, which continue to set new standards. Founded in Regensburg, Germany in 1868, the internationally active family-owned company is now in its sixth generation. MR currently employs 3,600 people worldwide at 55 locations in 28 countries. Around 90 percent of the employees and 70 percent of the production are located in Germany. Its worldwide clientele of energy suppliers, grid operators, transformer manufacturers and industrial companies includes BASF, Hitachi and Siemens. With high-quality products, automation technologies and intelligent systems, MR helps to ensure a safe, economical and resilient power supply.

PROJECT FACTS

Industry:

High-voltage technology

Company:

MR Maschinenfabrik Reinhausen GmbH

Company size:

3,600 employees (worldwide)

Project focus:

Marketing automation, sales support

Systems involved:

Evalanche, SAP CRM, website

Highlights:

Evalanche Campaign Designer, scalability

Objectives:

Get into marketing automation, lead generation and qualification

Challenge:

Adjustments during campaign flight, many stakeholders

Results:

Qualified leads (sales-ready), better customer insight, learnings for further marketing automation campaigns



THE INITIAL SITUATION



Bastian Auerbach, Business Development Manager at Maschinenfabrik Reinhausen GmbH (Source: Maschinenfabrik Reinhausen GmbH)

Within the power engineering industry, Maschinenfabrik Reinhausen is valued for its pioneering products and services. However, not only has the company evolved over the years, but so has its portfolio. In addition to its globally renowned core products, it offers numerous other products and services – such as TESSA® FLEETSCAN 2D, a software-supported condition assessment of transformers. However, in recent years the roll-out of the service presented MR with challenges, as neither on-site trade fairs nor face-to-face meetings were possible. Therefore, the company wanted to break new ground. „We are more and more developing into a digital society,” emphasises Bastian Auerbach, Business Development Manager at Maschinenfabrik Reinhausen GmbH. „Today, we can reach a large part of our customers as well as potential new customers digitally. For us, this also means rethinking and adopting new strategies.” For this reason, MR decided to enter the field of marketing automation – with the aim of generating leads digitally and qualifying them in such a good manner that they can be easily passed on to sales.

THE REQUIREMENTS

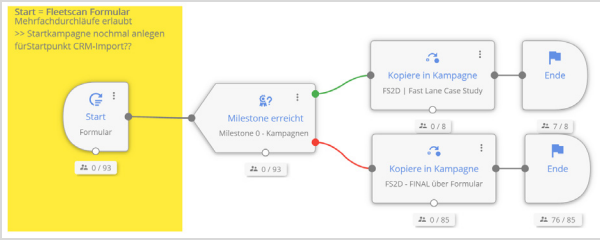


Thomas Federkiel, Managing Director of Federkiel & Friends GmbH (Source: Federkiel & Friends GmbH)

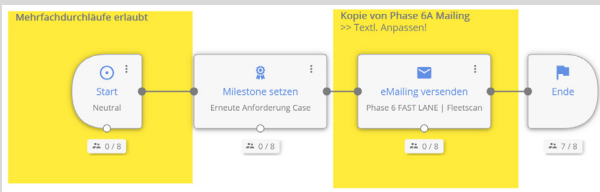
Providing (potential) customers with digital information is nothing new for the company. In addition to a regular customer newsletter, since 2019 it has been sending out standalone mailings on events, product announcements and webinars. To do so, MR is supported by the online marketing agency from Rosenheim, which provides full-service support for email and newsletter distribution for several business units. „When the TESSA® Service Solutions business unit asked us if we could implement a marketing automation campaign for lead acquisition, my team and I were immediately hooked,” says Thomas Federkiel, Managing Director of Federkiel & Friends GmbH. Evalanche was already in use for mailings and newsletters. Now the task at hand was to use its full potential for automated mailing campaigns. „It is important to us that the marketing automation solution is scalable and that customer behaviour can be observed and measured so that we can assess buying interest,” explains Bastian Auerbach. „At the same time, we give great importance to the tool being one hundred percent DSGVO-compliant.”

THE IMPLEMENTATION

In order to ideally develop the TESSA® FLEETSCAN 2D campaign, which was initially to be launched in the USA and Canada, several workshops took place. MR worked with the agency to develop a concept for the implementation of the campaign mechanics and the relevant content – tailored to the needs of the international target group. In addition to acquiring new leads from an upstream social selling campaign, existing customers were also integrated in the content funnel later on in order to qualify both target groups for the purchase of the service as part of the automated mailing route. Developing the customer journey and creating the corresponding content will take from September 2021 to January 2022. The primary goal: to accompany prospects during the decision-making process without overloading them with information.



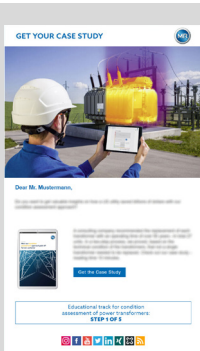
The different paths of the TESSA® FLEETSCAN 2D campaign (Source: Federkiel & Friends)



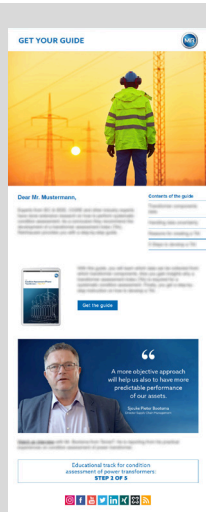
The Fast Lane made it possible to shorten the campaign for hot leads. (Source: Federkiel & Friends)

The multi-stage TESSA® FLEETSCAN 2D campaign - agile and scalable

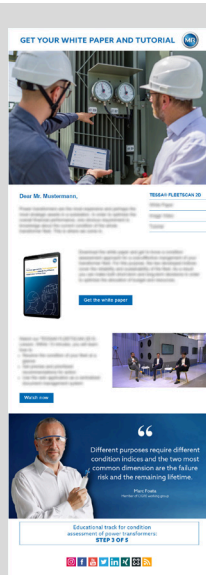
The five-step mailing campaign went live in February 2022 and ran until April 2022. The introductory content was a case study that described the solution in more detail and used a customer to prove how much money could be saved by using it. This was followed by a practical guide showing the complexity of condition assessments. Furthermore, this was followed by a product white paper. The fourth level was a tutorial and the fifth and final stage was an invitation to a webinar. At all levels, a so-called „fast lane“ has also been made available, which e.g. could be used to shorten the automation route for particularly hot leads. „Based on the first key figures, after a few days we already made changes to the campaign mechanics and the content,“ explains Bastian Auerbach. „For instance, we set milestones differently and shortened waiting times.“ In order to better assess the maturity of the leads, Maschinenfabrik Reinhausen relied on activity-based scoring. „In the next step, we handed the leads over to sales and followed up on them together,“ Bastian Auerbach elaborates. „Even though we have entered new territory with marketing automation and since the first campaign is kind of a test balloon for us, I am sure that this is where the future of our go-to-market strategies lies.“



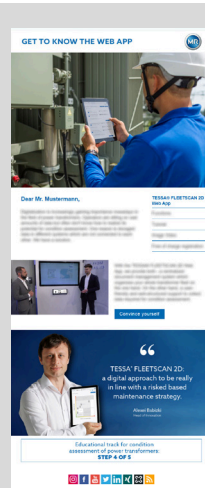
Level 1: Case Study



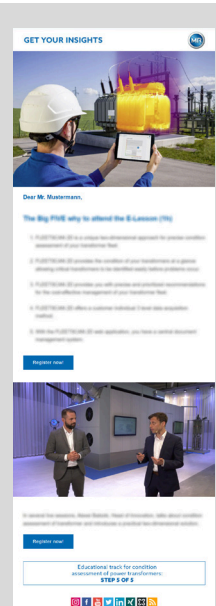
Level 2: Guide



Level 3: Whitepaper



Level 4: Tutorial



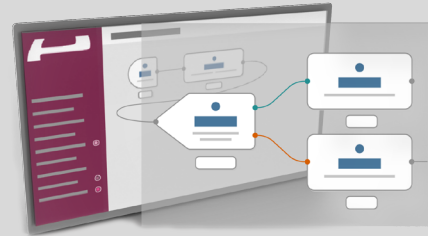
Level 5: Webinar

The contents of the TESSA® FLEETSCAN 2D campaign (Source: Federkiel & Friends)



CAMPAIGN PLANNING WITH THE EVALANCHE CAMPAIGN DESIGNER

With the Campaign Designer in Evalanche, a wide variety of marketing automation campaigns and communication routes can be created and implemented. All planning takes place on a clear and intuitively operable graphic interface. The individual elements of the campaigns - whether mailings, content or conditions - can be configured with just a few clicks and conveniently placed, linked and moved via drag-and-drop. Marketers can track and automatically control the various paths that profiles can take along a campaign. For example, a website visit can become a condition for the next campaign stage or the achievement of a milestone can automatically trigger the sales handover. Thanks to the logics of Evalanche Campaign Modelling (ECM), specified and proven processes are already integrated. This makes campaign planning easy to understand and comprehend - even for stakeholders in and outside of marketing.



The Learnings of Marketing Automation

Doing something for the first time is always associated with learning - Maschinenfabrik Reinhausen has also made this experience. „If there's one thing I've learned, it's this: marketing automation is a change process that requires a new way of cooperation between the individual departments,” emphasises Bastian Auerbach. At the same time, it was not always easy to coordinate those involved and bring their ideas into line. Another learning was to understand marketing automation as an iterative process that requires agile approaches.

THE ADVANTAGES

„Whether we have come closer to our overall goal, i.e. to increase sales, cannot be said at this point,” explains Bastian Auerbach. „What I do know though is that Marketing Automation has enabled us to better understand (potential) customers, provide more comprehensive advice, and manage sales in a more targeted way.” In the next step, Maschinenfabrik Reinhausen wants to implement the Marketing Automation campaign, including all learning, as a „second flight” in the DACH region. In addition, further automated campaigns are planned. „Together with Federkiel & Friends, we are feeling our way forward step by step,” says Bastian Auerbach. „The experience we gain flows into other areas of the company and serves us as blueprints for further marketing automation campaigns. In this way, smaller pilot projects become professional processes and structures in no time.”