



Integrated Digital Campaign Helps Define Positioning for Target Audience

What do you do when you are changing the entire focus of your marketing efforts? Honeywell Process Solutions asked themselves this question when discussing their new strategy for positioning their business performance management solutions. Repositioning the Honeywell solution set to a vertical focus was a primary part of the strategy and, determining how to best message within the new targets, the primary challenge.

The chemicals industry was one market that Honeywell identified as a target market for their new vertical strategy. But how would Honeywell go about developing the right messaging for this new target? Honeywell turned to ChemicalProcessing.com for an integrated digital campaign that would help identify the right messaging for positioning their solution set in the chemicals industry.

Knowledge Center Provides Marketing Test Bed

Putman's solution was to provide Honeywell with a Knowledge Center on ChemicalProcessing.com centered around Honeywell's business performance management solutions. This content rich Knowledge Center would host a variety of informational, educational and interactive content that the chemicals target could peruse. And, with the Knowledge Center, Putman would provide promotional efforts centered around bringing traffic to the Knowledge Center and directly to the Honeywell content, to further expose the chemicals target to Honeywell's messaging. Throughout the program, Honeywell would rotate different marketing messages to the chemicals audience.

Robust Reporting Identifies Target Messaging

The Knowledge Center provided a unique environment in which the target audience could be measured and analyzed. Putman would aggregate results and develop performance reports that provided detailed information on how the chemicals audience interacted with the different marketing messages, both on the Knowledge Center and with the promotional efforts that supported the program.

Lead Development and Management Further Refine the Messaging

Gated content on the Knowledge Center also allowed for extensive lead capture and reporting that showed individual visitor behavior, relative performance of the various traffic drivers and popularity of various content items. With this knowledge in hand not only could Honeywell further refine their messaging, they could engage chemicals prospects at their level of interest.

The Results

According to the Honeywell:

"Our integrated marketing campaign with Chemical Processing and Putman Media has exceeded our expectations and outperformed the other online marketing initiatives we've undertaken to date."

