

NEW DATA-LED APPROACH TO MARKETING DRIVES VALUE FOR THE STEEL INDUSTRY

By Alex Wares, Managing Director at Transmission

According to industry commentators, the UK steel industry could be set to benefit as Britain ramps up a number of key infrastructure projects such as the Hinckley Point Nuclear Power Station and the HS2. To help steel manufacturers bid competitively for future contracts the Government has also updated its pipeline of projects and this sets out £600bn worth of planned work ranging from roads and rail to defence and nuclear.

However central government tenders and contracts are notoriously difficult to navigate and attract a lot of competition. They also take a long time and there are any number of people in the decision-making chain that could be completely hidden from view and they could be potential blockers of deals. Identifying the key influencers is key so that messages can be tailored accordingly.

In response to this we have launched a new intelligence-led B2B marketing agency called Transmission, where we leverage the power of data to create targeted, bespoke marketing campaigns that drive engagement and deliver true return on investment. It has been created to provide the steel sector with accessible and highly sophisticated B2B marketing solutions, which are designed to support the creation of quality sales leads – and helping to satisfy those management teams that focus on ROI.

This can also greatly help companies that want to evaluate lead generation. For most companies “needing more leads” is their #1 challenge, with “prospects not knowing who we are” ranking as #2. Unfortunately, the traditional marketing tactics typically employed to tackle challenge #1 don’t really help in addressing #2.

At Transmission we help clients circumvent this problem. Using a unique blend of tech and intent data we identify the most qualified and engaged prospects ‘surging’ around topics of interest and pain-points our clients can help to solve. We then analyse the decision-making units across these businesses and determine where and when they fit into the decision-making process. In doing so, we can tailor each piece of content accordingly for various individuals or personas and deliver the most relevant messaging at the most poignant time. Ultimately by focusing on organisations as markets of one, a cluster or many delivers more sales-qualified leads (SQL) and dramatically shortened sales cycles.

This approach is known as Account-Based Marketing (ABM) and is relatively new outside the technology industry. We believe it will allow our steel clients to proficiently target the right people in the most effective way – leading to an increase in engagement. When done correctly, ABM cuts wastage and maximises the efficiencies of marketing budgets. It is worth noting that in the technology sector, where adoption of ABM has been the highest to date, 97% of marketers said this approach yielded a higher ROI than any other activity.

In addition, we appreciate that those marketing teams operating within the sector continue to face pressure in terms of productivity and ROI. That is why at Transmission we took the decision to bring together a number of specialist teams,

under one roof, to deliver a fully integrated solution from campaign conception to delivery. This ensures any content is completely fit for purpose, has maximum impact, minimum wastage and is fully measurable. It removes the need for businesses to employ multiple agencies and delivers increased efficiencies.

In conclusion, with The Future Capacities and Capabilities study stating that demand for steel in the UK is set to grow to 11m tonnes by 2030 – a significant jump from 9.4m tonnes in 2015 - there is no doubt that the stakes are high. The right kind of marketing has never been more important.

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Transmission is an international, full service B2B marketing agency, built to deliver business performance. Fully integrated planning, creative, content and activation teams sit in-house, under one roof, in one single agency.

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[About Alex Wares, CEO Transmission](#)

Alex cut his teeth in the wild west of SEO (back when Google letting us bid on keywords was a really big deal). He helmed digital agency Mediarun for 8 years, building a business tailored to client needs and pains, rather than technological gimmicks.

Keen to bring the possibilities of new technologies to bear for more sophisticated B2B marketing, he now intends to do the same thing again at Transmission.

In his spare time he enjoys taking a slow approach to long distance travel (he's done London to Beijing by train and Mexico City to Tierra del Fuego by road), inflicting grievous bodily harm on others for charity (though he calls it 'white collar boxing'), and spending time with his family and their dog (but mostly the dog).