

STYRBJÖRN DRUGGE



DOMINATING AN INDUSTRY THROUGH ONLINE



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**MARKETING MANAGER,
BOSCH THERMOTEKNIK**

**DOMINATING AN INDUSTRY
THROUGH ONLINE**

***“Dominating an industry
through online”***

Background

- Heat pumps by Tranås since 1970
- Part of Bosch group 2005
- ~300 certified dealers
- >400'000 HP - in every 5th Swede's home
- SE turning into a mature Heat pump market
- Capture further growth by dominating our industry
- Home Owners, Home Builders and Commercial



What I will talk about today

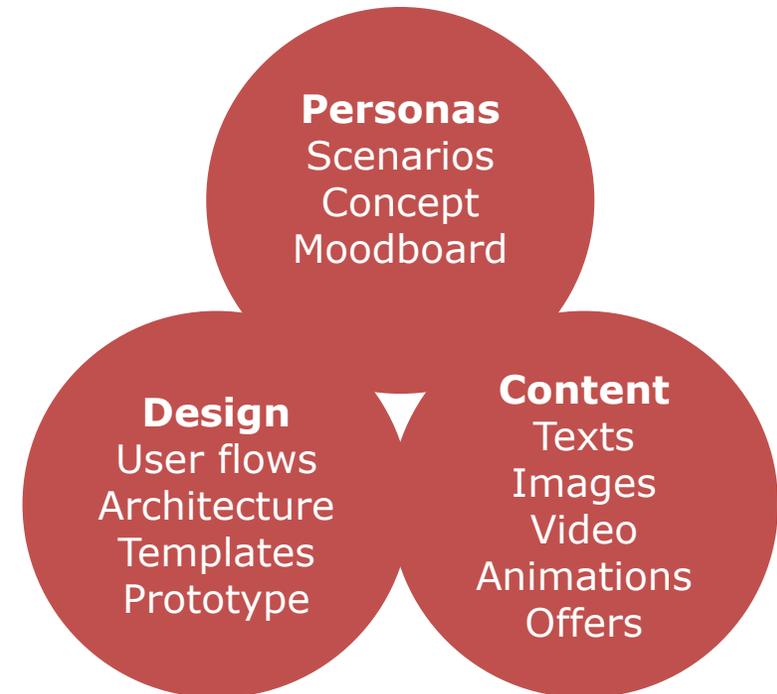
- **Why** we did what we did – a short recap from IMD 2014
- **What** has happened since / the results
- **How** this happened
- **Words of wisdom** from learning effects
- **Our** next steps

The starting point – ivt.se anno 2013

- Storage place – **put it on the home page!**
- **“Print adapted for online”**
- 40-50 K unique visitors/month producing on average only 100 leads – **not very impressive**
- **Pre-study** on how to improve the site performance
- Resulted in a **344 (!) page** ppt with suggestions
- Conclusion was to **start all over**

A year ago

- **Peoples** behaviour have changed → **We** need to change
- New approach:
 - Print supported by online → Online supported by print
- New online presence philosophy:
 - Less is more
 - Speed to relevance
 - 100% responsive design
 - Inbound methodology
- Target:
 - **Double** the amount of leads = payback in **6 months**



Results since then: Year on year comparison

- Results from the first year is **>10 000 new contacts**

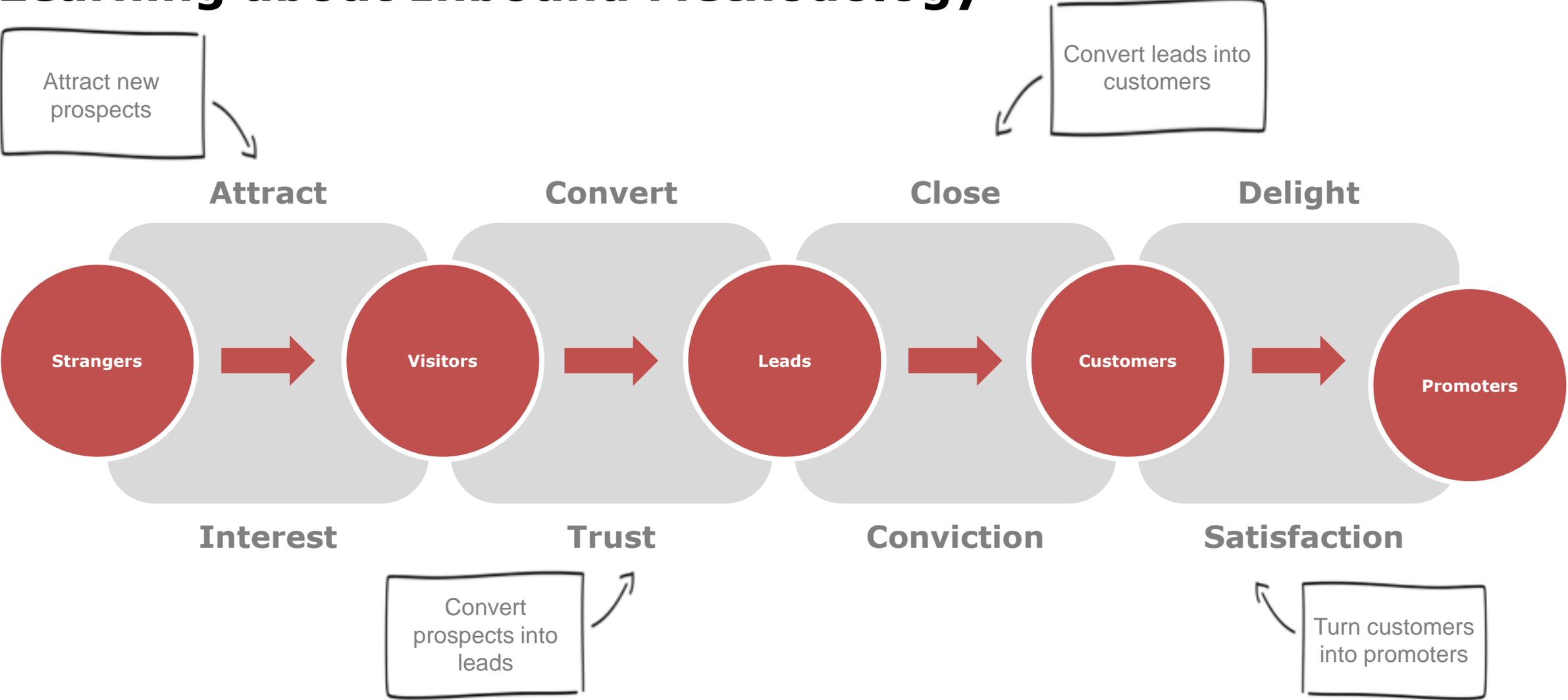
What	Was	Now
Qualified Leads	(estimated) 1200	3196
Commercial	0	206
Leads	0	3742
Opportunities/Service	0	2599
Blog followers	0	4696

Site visits up +50%

How did this happen?

HOW?

Learning about Inbound Methodology



Attract: Blogging

33.000
visits

5000
subscribers

25%
visits from
organic

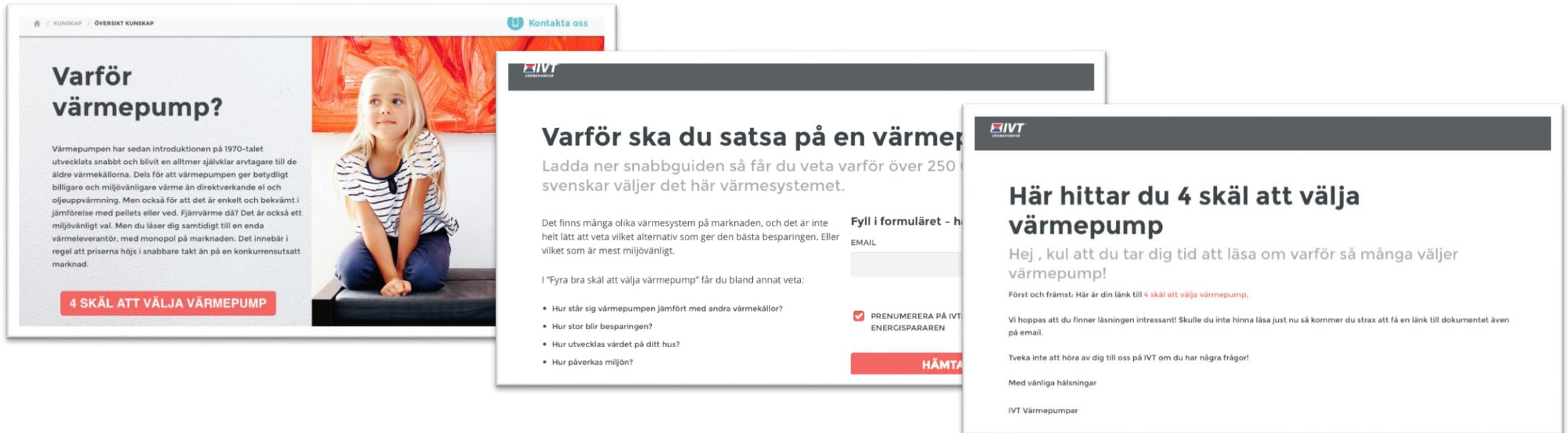
23%
of contact
influenced by
blog

Attract: Blogging

- The one thing campaigns can't: Be **forever available** online for someone to find it **when they need it**
- Most read: "Luftvatten-värmepump eller bergvärme? Frågor & svar"
- Least read: "Solvärmepumpen är redan här"
- The ratio between the two? **46x more views** in the last 8 months!
- Why? The SEO effect = **double** amount of views per week **now** compared to when first published a year ago

Convert: Landing pages

1. Visitor comes to ivt.se, finds "4 reasons to buy a heat pump"...
2. Clicks the **CTA** and lands on a **Landing Page** with a form...
3. Fills out the form and gets the document on a **Thank You Page**...



Convert: Landing pages

- **25%** of all **new leads** come **directly** from landing pages (first point conversion)
- One assumption we had: Manuals are used **pre-purchase** too
- Most viewed: "Användarmanual för AirX" (3155 views, **441 new** contacts)
- 29% of these 441 new contacts are from **organic search**
- Same pattern for other types landing pages
- 29 customers derived **directly** from landing pages (the same as blog!)

Close: Marketing automation

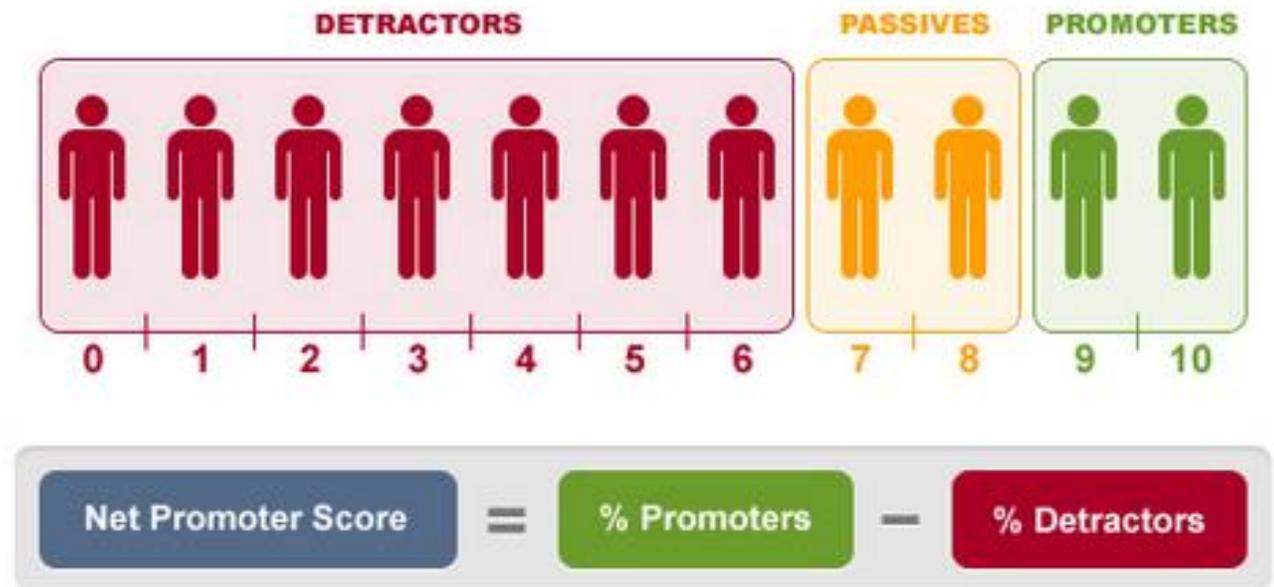
- Lead nurturing via email, sending **relevant additional content**
- Based on what content the lead has **accessed prior**, and **which phase** in the purchase cycle the lead is likely to be in
- Example: Download manual → Energispartips för dig med värmepump
- **69%** open rate, **38%** click rate
- What about the unsubscription rate?
- Less than **1%**
- Surprise: Sending the **right** content at the **right** moment **actually** works!

Close: Marketing automation

- Practical consequences of our success?
- **Less than 30%** of sessions to ivt.se now begin with the “start page”
- **98%** of dealer network have been assigned a qualified lead from online
- We know the customer satisfaction rate with us **and our dealer network**
- **We can help our dealers** close more customers
- We can leverage content to **delight our customers**

Delight: Monitoring customer satisfaction

- How likely is it that you would recommend our company to a friend or colleague?
- Visitor satisfaction with ivt.se
- Experience of first response from / interaction with dealer
- Satisfaction with installation



Delight: Monitoring customer satisfaction

■ Total no of respondents	272 st	
■ Ambassadors 9-10	109 st	40%
■ Detractors 1-6	71 st	<u>- 26%</u>

NPS 14

■ ISP	-5
■ Life insurance	+ -0
■ AirLines	14
■ Google	71
■ Apple	77
■ Harley Davidsson	81



Delight: Monitoring customer satisfaction

- Adds a **qualitative** insight in addition to quantitative data
- Example of what you can find out
- **1 of 3** indicate they are looking for pricing, **yet only 3.5%** of page views in September 2015 was to facts & pricing
- Hence, we could do a better job of highlighting price

Above requires

- **Strategy** including clearly defined **objectives**
- Target group **personas**, for creating the right targeted content
- A **roadmap** for implementation with consequences
- Committed **team**
- Decision maker **approval**
- **Onboarding** of everyone involved, from customer support to dealers

What happens next?

- **Inbound** methodology regardless of activity
- **Adding** more content
 - Attract (stranger-to-visitor-conversion)
 - Convert (visit-to-lead-conversion)
 - Close (lead-to-customer-conversion)
 - Delight (customer-to-promoter-conversion)
- **Keeping** the speed up to maintain first mover advantage
- **Nordic** domination



Words of wisdom

Commitment on all levels/dimensions

- Onboarding internal & external + continue to nurture!

Less is more

- But - still consider all target groups

Bring your personas to life

- Look over your “fellow personas” every now and then

