

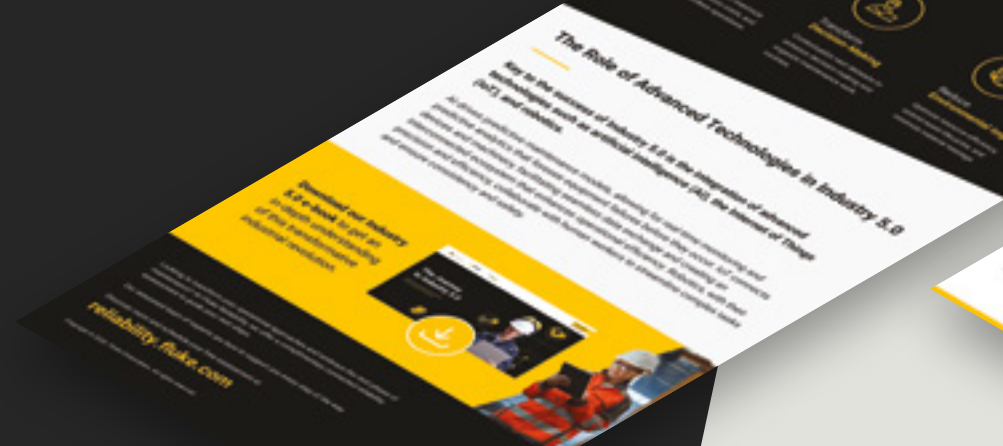
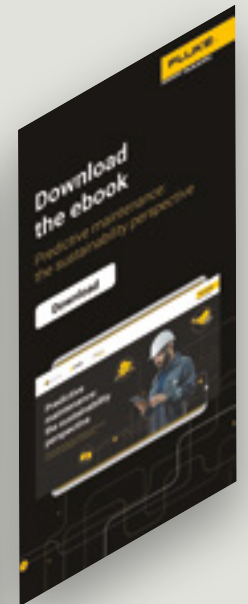
HUT 3

CASE STUDY

FLUKE®

Reliability

Fluke Reliability's ABM strategy paves the way for new opportunities and expansion



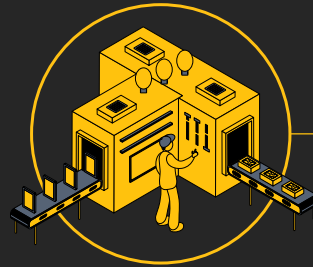
The challenge

Fluke Reliability helps keep business and industry running in over 100 countries. They provide measurement and monitoring products and software that are used in electronic design, manufacturing, and network troubleshooting, as well as in electrical, industrial, medical, process and calibration applications.

Any breakdown in production can cost organisations millions in lost earnings, so Fluke Reliability's products and services are highly effective in keeping manufacturing businesses moving and profitable.

With major customers around the globe in many different manufacturing sectors, a generic approach to marketing was not proving effective in measurable results.

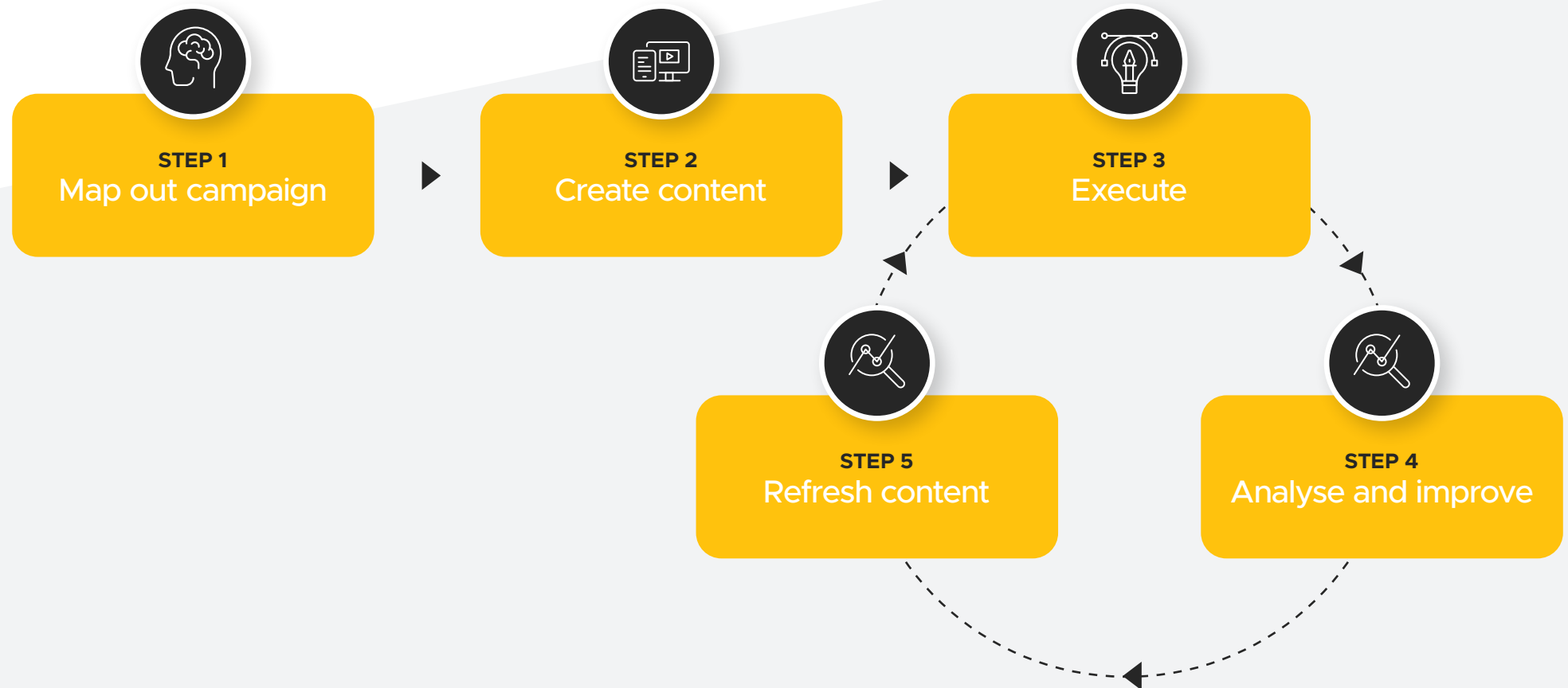
Fluke Reliability wanted net new engagement through a targeted campaign aimed at enterprises, with the aim to drive meaningful conversations and qualified opportunities, integrating marketing and sales activities from the start.



The solution

HUT 3 implemented a full account-based marketing (ABM) one-to-many programme across individual sectors. This quickly yielded results, leading to opportunities in new markets and further expansion of marketing activity.

The five key stages involved:



STEP 1

Map out the campaign

The plan was to target three verticals – food and beverage, automotive, and life science, with tailored content for each, centred around two big rock pieces of content. These were supported by email and social media assets to drive engagement, alongside a sellers' tool kit that would enable sales team involvement and understanding from the outset.

Fluke Reliability was also looking for a brand refresh on the assets created, to move the content from a generic global one-size-fits-all approach to something more tailored to the target markets of the US, UK and Germany.



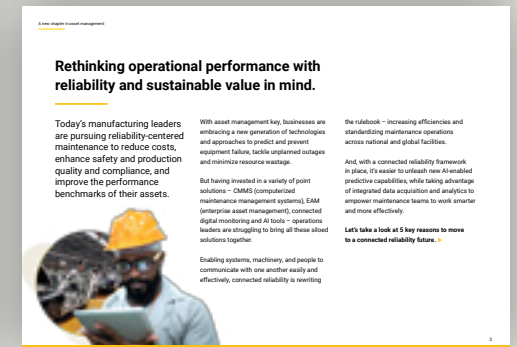
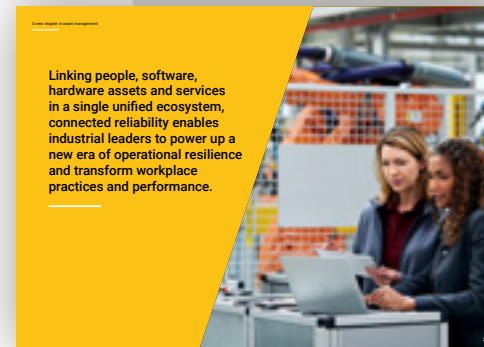
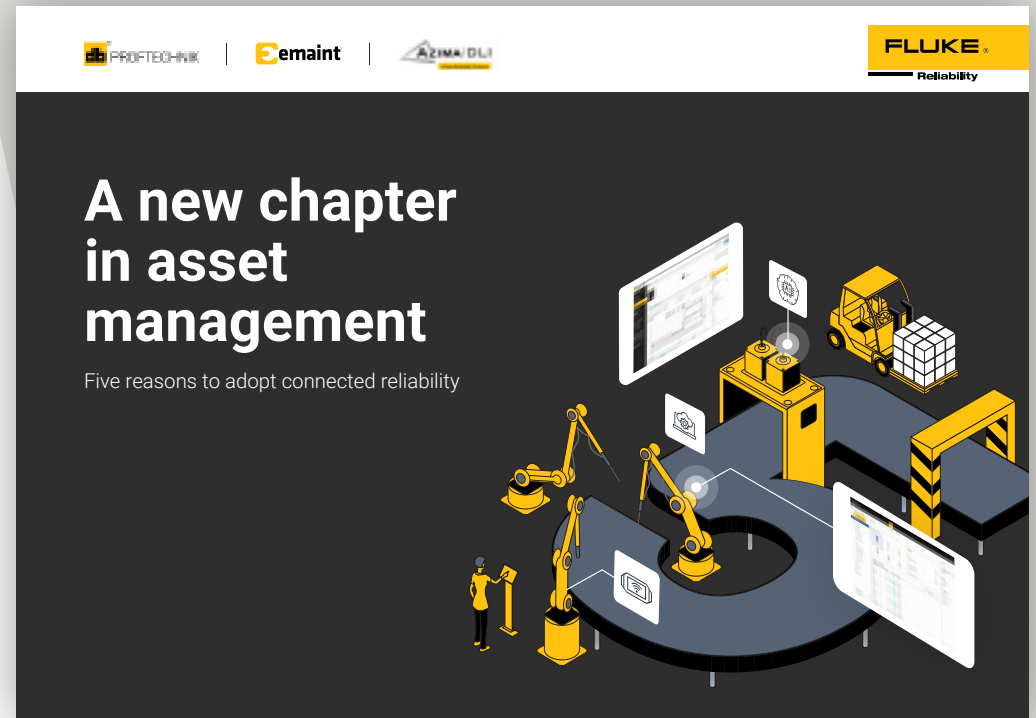
STEP 2

Content creation

We identified existing content pieces that could be brought into the campaign, but we also needed to create new rock content that would form the cornerstone of the awareness and lead generation programme. We undertook a series of interviews with key team members to gain a deeper understanding of the company and its strategic goals, ensuring all output was aligned.

We developed two key content pieces that guided users through a narrative, aligning with industry issues and providing an opportunity for them to derive interest from ongoing conversations. The primary objective was not to promote Fluke Reliability, but rather to educate and build trust.

- **A new chapter in asset management:** five reasons to adopt connected reliability
- **Connected reliability:** standardizing a smarter, AI-driven future for asset management



In addition, we created three vertical-specific landing pages and supporting banners, social ads and blog posts based on this content.

Finally, we created a seller kit for the sales teams, which engaged them in the campaign and gave them everything they needed to interact with prospects, follow up and drive value. The tool kit was comprehensive in its design and included: emails, objection handling techniques, scripts, battle cards and social media posts. Establishing trust with the sales teams was a priority from the beginning. Keeping them informed throughout the process was crucial to ensure their readiness to act swiftly when opportunities arose.



STEP 3

Execute

By leveraging information from the Fluke Reliability team and utilizing a customer list, we implemented targeted strategies to ensure precise promotion of content to relevant businesses and job titles. Employing Fluke Reliability's Ideal Customer Profile (ICP), we focused on the right audience within specific industries, and provided detailed reports to the business.

The campaign unfolded over a three-month period, guiding users through a content funnel. For example, once a user engaged with a campaign element, we seamlessly presented the next piece of content.

The campaign primarily focused on three key regions: the US, UK, and Germany. Allocating the media budget appropriately, we ran distinct campaigns for each territory. This approach allowed us to evaluate performance in each area and adapt the campaign strategy, accordingly, providing valuable insights to the business.



STEP 4

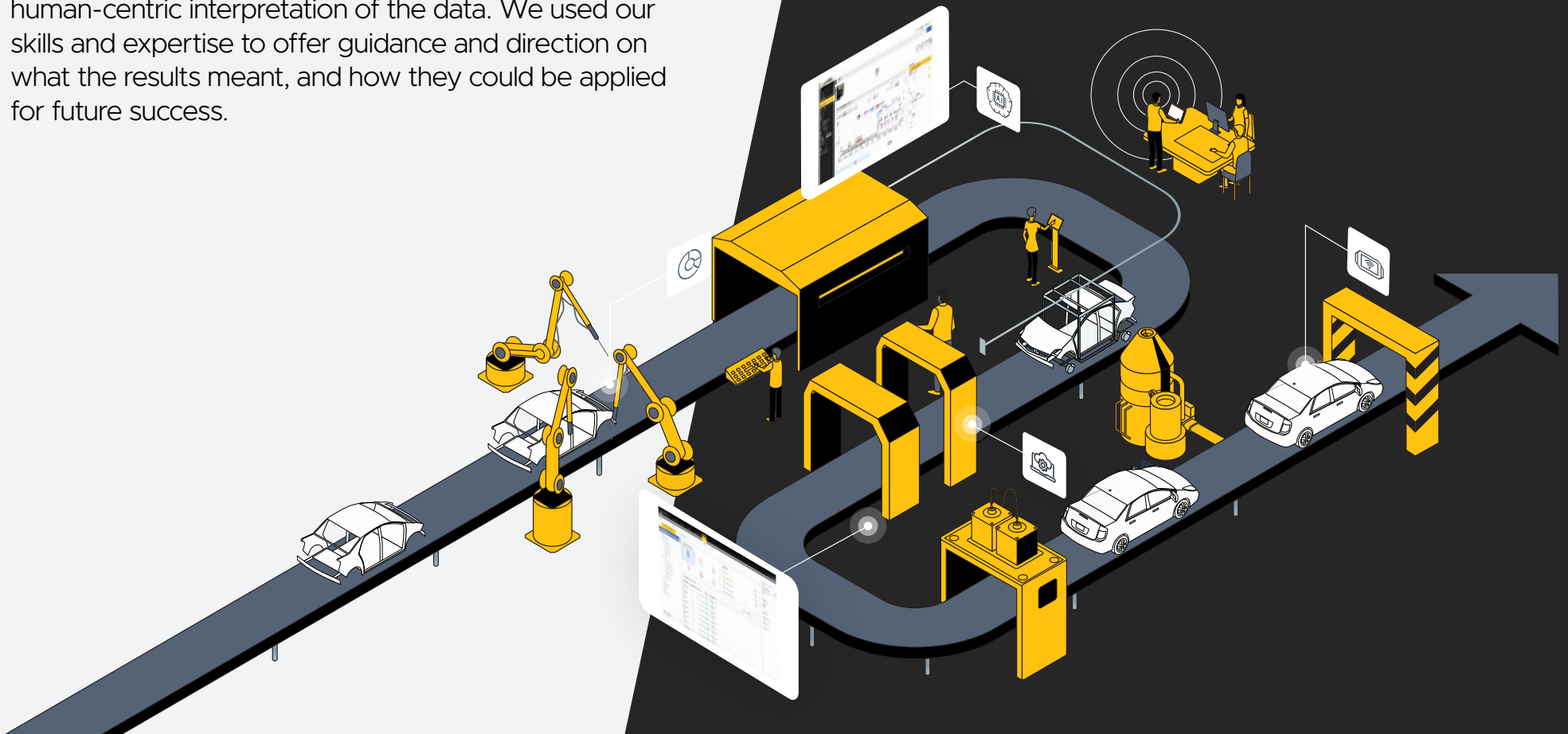
Analyse and Improve

To make it simple to understand and easy to track performance and progress, we set up a transparent “Looker Studio” dashboard. This enabled the Fluke Reliability team to quickly grasp the campaign’s status at any given moment. As well as providing easy access to campaign progress, the HUT 3 team added value with a human-centric interpretation of the data. We used our skills and expertise to offer guidance and direction on what the results meant, and how they could be applied for future success.

STEP 5

Refresh content

Working closely with the Fluke Reliability team, we carefully analysed results and consistently refined and created new content. Through continuous adjustments, we ensured that the message resonated effectively with the chosen audience.



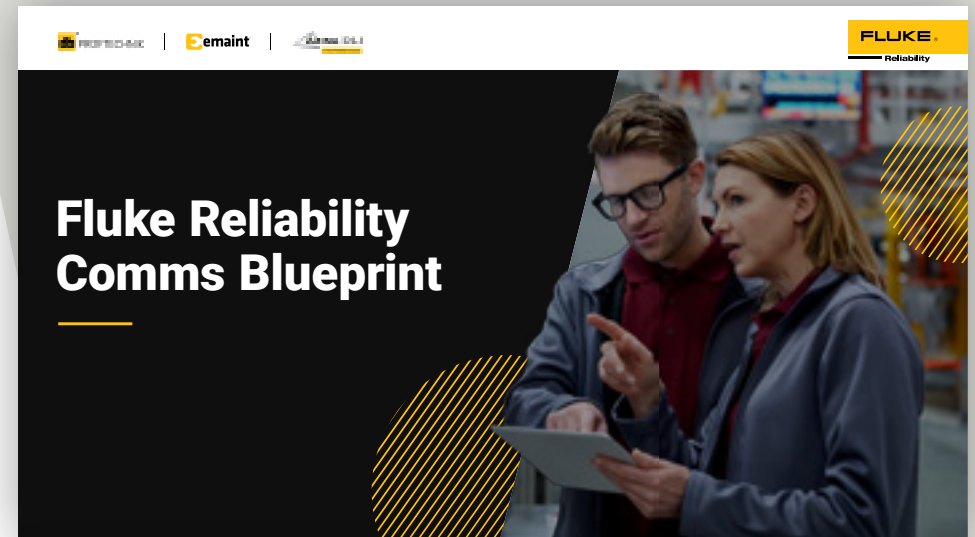
Brand to demand

All the hard work paid off and Fluke Reliability saw some great successes, however, they wanted to achieve more and so they decided to focus on their total addressable market. To achieve this, they developed a robust communications blueprint, ensuring clear positioning in their competitive marketplace.

The cornerstone of this strategy was a meticulously crafted messaging framework, designed to maintain consistency across all content channels - whether through social media, marketing pieces, or blogs. Fluke Reliability's aim was to ensure that their target audiences fully grasped their offerings and operational approach.

Recognising the pivotal role of their sales force in delivering these messages effectively, we helped Fluke Reliability launch a new sales kit. This kit was not only geared towards enhancing understanding of the diverse target audience segments but also emphasised alignment with the brand's core values.

But Fluke Reliability wanted to go further. By leveraging our Insight reports offering, we built individual Insight reports for each of their customers. These reports included market positioning, financial data, SWOT analysis, competitive analysis, and the latest media coverage. As a result, each salesperson had a wealth of information on each customer prior to their initial conversations, making those conversations far easier and allowing them to discover sales opportunities.



Fluke Reliability Corporate Messaging					
We simplify connected reliability solutions for the people who keep the world up and running.					
Key messages					
In Respect to Customers: We are industry experts dedicated to your success, prioritizing your business value at every stage of your journey. In Respect to Employees: Join us in shaping your most fulfilling career within our dynamic, globally-oriented work environment. In Respect to Our Investors: We emphasize the importance of innovative technology that streamlines our customers' workflows, driving value and growth. In Respect to the World (CSR): We are a positive force, committed to diversity with sustainability in mind.					
Topic	Customers	Value	Trust	Collaboration	CSR
	Designed for customer needs: Our product development is guided by customer feedback and market analysis. Enabling seamless implementation: Our robust customer success program, supported with thorough training support and exceptional implementation practices, is dedicated to your success. Continuously Innovating: Through beta testing sessions, we gather essential feedback to continuously refine our products, ensuring they meet our customers' evolving needs. Specialized Knowledge: Our team is comprised of industry experts. With our goal to support teams facing complex challenges and close the skills gap, offering not only product proficiency but also deep industry insights. Comprehensive Support for Every Step: We're equipped to meet customers at any stage of their journey. Our experts span hardware, software, and services, enabling us to integrate workflows across these areas for optimal value.	Proven return on investment: Understanding your pain points and how to solve them is our expertise. We collaborate with our customers to develop solutions that drive their business forward, ensuring a substantial return on investment. Leading with Innovation: We consistently invest in developing innovative technology to broaden our product offering, leading business efficiencies and advancing our customers' operations. Proven Solutions: Our solutions are tailored to key industry segments where they deliver tangible value to our customers.	Your Trusted Partner for the Long Haul: We specialize in providing custom solutions that not only meet your current requirements but also adapt and grow with your business over time. Building Trust with our Established Reputations: Backed by the strength of Fortim, a Fortune 500 company, and the 75-year legacy of Fluke, our established credibility stands strong. We've built a lasting and favorable reputation that instills confidence in our clients, for their confidence is a glowing testament, detailed case studies, and our significant market presence. Customer-Focused Philosophy: Our core principle is to deliver value through clear and adaptable solutions. We focus on crafting the simplest and most efficient options, ensuring these solutions adapt and scale to fulfil their individual needs.	Regimented Partner Network: We ensure our customers benefit from consistent and high-quality support in both implementation and training through our vetted partner network, aligned to suit various time zones for convenience. Worldwide Presence for Customer Support: With offices spanning the globe, we offer support across all time zones, underpinning a true understanding of global business. Operating in 102 countries, our collaboration ensures round-the-clock assistance and a first-might solution to our customers' needs. Technology Partner: Partners like Navis let us offer innovative technology to our customers that support our overall mission of helping our customers get everything done and offer an advantage over their competitors.	Our Environmental Responsibility: Through ensuring the reliability of our customers' equipment, we aid in achieving their ESG objectives, reducing their carbon footprint, enhancing energy efficiency, and minimizing waste. Championing Diversity and Nurturing Future Talent: We are committed to a diverse culture where every voice is equally valued. By investing in continuous programs and encouraging internal growth, we actively support the development of future leaders. Supporting Community Engagement: Each of our employees recognizes a day to dedicate to volunteering, allowing them to give back and contribute to their communities.

ROI drives the ABM agenda

At the core of any campaign is the need to show Return on Investment. Therefore, it was vital that the Fluke Reliability marketing team could report back on the success of the campaign, to senior management. The campaign consisted of two main areas of engagement: customers booking appointments directly from marketing initiatives and customers initiating contact after participating in their outreach program (e.g. downloading their content followed by follow-up from their BDR teams leveraging the new sales kits).

Under pressure to demonstrate ROI, Fluke Reliability put a comprehensive set of activities in place: bringing their sales teams and their ABM programme together. At the intent tracking stage, they looked at the customers that they had and by using Business Intelligence tools, they were able to build personas to identify the right person, at the right level in the right countries at the right time. They then leveraged their individual Insight reports and targeted 185 contacts within their Ideal Customer Profile and by engaging their BDR team with their power dialler, this approach led to 20 connections, and five appointments in just two days.



Exceptional results

It was the **most successful** outbound cold-calling campaign Fluke Reliability had ever done, and it continues to yield results. For those contacts not ready to engage immediately, Fluke Reliability put them into a robust nurture program to ensure they received the right message at the right time. This strategy ensures that when prospects are ready, Fluke Reliability is their first and only choice, avoiding price discussions and coming directly to them.

Through this program, Fluke Reliability is moving forward confidently, enhancing their sales effectiveness and maintaining a strong market presence.

“Driving net new engagement through a targeted campaign delivered qualified opportunities and drove meaningful conversations as sales and marketing activities were closely integrated from the start.

From creating rock content to seller kits, landing pages and supporting social assets, HUT 3 ensured everything was in place for sales to act swiftly on new opportunities.

We now have a highly functional machine and methodology that will allow us to capitalise on new leads faster, and in a more targeted way than we could have done previously.

We’re optimistic that with this streamlining we will see improved results thanks to HUT 3’s diligent approach and the high-quality support they offer across all our teams.”

Lianne O'Connor, Global Marketing Lead, Fluke Reliability



**If you are interested in working with
HUT 3 or would like to find out more
about the work we do, get in touch.**

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