



Dear Kris,

Congratulations! Your client, Ambrell Corp., has won a 2018 Manufacturing Leadership Award! **And TrueNorth, as their designated ML Awards Partner, are now among an esteemed group of leaders that is shaping the future of marketing in global manufacturing 4.0.** Your client is being recognized for their achievements, and TrueNorth will also be publicly honored as a ML Awards Partner Award winner.

Your client will be recognized for its achievements and its representatives will be invited to appear on stage to receive the award at the Manufacturing Leadership Awards Gala in June. And, in recognition of the important role your company and solution played in your client's award-winning project, TrueNorth will also be honored as a ML Awards Partner.

Manufacturing Leadership | Frost & Sullivan plans to publicly announce the ML Awards winners, via press release, on March 14, 2018.

Congratulations on this outstanding achievement. If you have any questions, please let me know. I look forward to meeting you at the Manufacturing Leadership Awards Gala in June!

Best regards,

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SEE HOW WE WON! 

# Investment in Marketing Pays Off



## Situation Analysis

Ambrell is a global leader in the induction heating market. The market is fragmented, with more than 50 competitors worldwide. They range from large systems providers offering sophisticated solutions with induction heating equipment as a component within an entire processing line down to the low-cost, low-quality providers of stand-alone equipment.

Ambrell makes stand-alone equipment and utilizes its material science and application expertise, product quality and reliability, and overall customer experience as its competitive advantage. The company positions itself as a specialist with unmatched technical and application knowledge combined with superb product quality and customer service.

Ambrell's market share is ranked in the top five globally.

**This project was born out of the need to communicate these advantages more effectively via marketing tactics so the company can continue to increase revenues and brand equity in this very competitive marketplace.**

## The Goal

Ambrell generates thousands marketing qualified leads (MQLs) annually from activities such as trade shows, telemarketing, the website, and more. The goal of this project was to **deliver a 30% increase in revenue** attributed to MQLs. Since the goal focused on increasing revenue – not just the total number of MQLs – a higher percentage of quality MQLs were needed to be converted into revenue.

## The Challenge

To accomplish this, Ambrell needed to **implement new digital marketing techniques:** calls-to-action (CTA) on virtually every page of the website, better use of a huge inventory of downloadable technical papers, spec sheets, product brochures, and application videos, active social media communications, blogging and special promotions.

First, it required the purchase and seamless integration of marketing automation software into the company's CRM platform which is a part of the ERP software managed by operations. Next, it required a complete redesign of the company's website and key landing pages, as well as the company's blog page and social media sites. This redesign allowed for a look-and-feel that meets current industrial trends and a compelling presentation of the digital marketing techniques required to help drive the performance goals.

The introduction of digital marketing into Ambrell's day-to-day business was a complex challenge, but with cross-departmental collaboration and teamwork they had the support of leadership to execute the plan.



## The Solution

For its software platform Ambrell selected HubSpot, an industry leader in marketing automation and lead generation management. It provided Ambrell with a state-of-the-art inbound and outbound marketing platform to help increase customer engagement, convert traffic into leads, and automate the lead nurturing process. It also provides enhanced SEO capabilities and detailed analytics.

**To optimize the company's website and key landing pages for integration with the Hubspot platform, Ambrell partnered with TrueNorth Marketing of Penfield, New York. TrueNorth is an expert in digital marketing consulting and specializes in professional content generation and graphic design work for B2B clients specifically in high-tech Tier-1 and Tier-2 manufacturing suppliers and OEM sectors.**

TrueNorth was responsible for the overall website template design, including color scheme, selection or creation of web page imagery, look-and-feel of key landing pages, content creation, customized logos and icons, and more.

The project was launched internally in January of 2017 with comprehensive training for customer-facing employees representing Ambrell's locations worldwide. The training sessions helped to educate them on the project's goal and provided supportive process documentation to help each employee understand and utilize these new marketing tools. The project is now complete, with ongoing revisions, updates, and continuous training being performed as required.

## The Results

In the end, this proved to be the correct approach: using marketing as a tool to increase revenue – not just the total number of MQLs.

Ambrell did generate an increase in MQLs as compared to 2016, but not only that, the MQLs delivered in 2017 were much higher quality and far more productive than 2016. Specifically, **the end-result from revenue via MQLs was an astonishing 70% higher than the 30% goal** - translating to millions in new sales revenue – directly attributed to marketing.

In terms of soft benefits, Ambrell demonstrated to its customer-facing employees that it is a marketing innovator. "TrueNorth was instrumental to the success of the program in helping to support the project goals and deliverables through their creative and consulting services, which clearly exceeded everyone's expectations." Said Tony Lucido, Vice President of Global Marketing, Ambrell, Inc.

Sales managers, business operations, customer service representatives, engineers in the Ambrell labs, service technicians and other personnel all participated in some form of input or content contribution. And all were able to see first-hand the effective use and resulting rewards of the digital marketing techniques. In turn, this provided a sense of pride and belief that Ambrell is a company committed to dominating the industry, not only in application and product leadership, but also in marketing technology leadership.



## The Rewards

For their efforts, Ambrell was awarded the 2018 Frost & Sullivan Enterprise Integration and Technology Leadership Award by the Manufacturing Leadership Council. TrueNorth was also recognized as a Manufacturing Leadership Council 2018 Awards Winner Partner.