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Digital Marketing as an Always-On Qualifier for Prospecting

March 8, 2023

Jon Lenz, Managing Director

BR8KTHRU



We are a marketing + technology firm that solves complex problems to unlock growth.



Br8kthru Overview

Quick Facts

- HQ: Minneapolis, MN
- 30 strong
- Demand Gen, Lead Nurturing + Digital Transformation

What We Believe

- Results are table stakes—LT relationships of trust are the true ROI of partnering w/Br8kthru
- Michelin-Star Standards



Goals of this Learning Lab

- 1** Review how buyers' needs are evolving
Apply research-backed benchmarks + learnings from other industries
- 2** Discuss how sales + marketing leaders can respond
Share examples for inspiration
- 3** Equip attendees with tangible ways to use digital to drive growth
Provide a framework to help assess + improve digital maturity



Pause for Two Questions

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Trends in Sales, Marketing + Digital Transformation

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2023 Trend: The Great Rebalancing

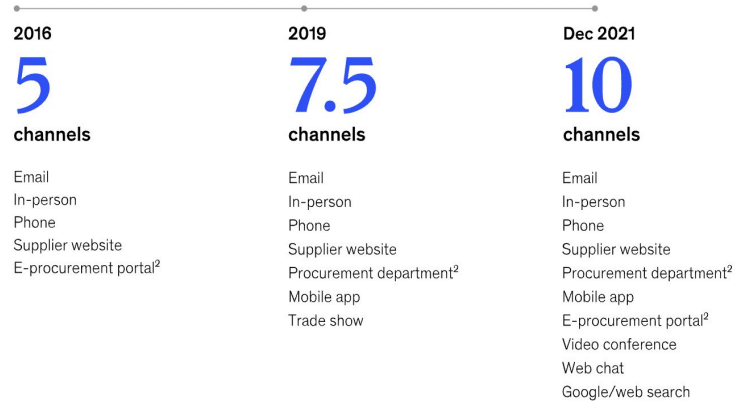
B2B TRENDS

The New B2B Growth Equation

- Omnichannel is the path to share growth
- Master the 5 buyer imperatives
- Loyalty is up for grabs

B2B decision makers are using more channels than ever before to interact with suppliers.

Number of distinct channels that B2B customers use during their decision journeys¹



McKinsey
& Company



2023 Trend: The Great Rebalancing

B2B TRENDS

2023 Marketing Forecast

- CMOs + CROs should ride digital's ascent
- Success comes from merging digital + human methods



Gartner®



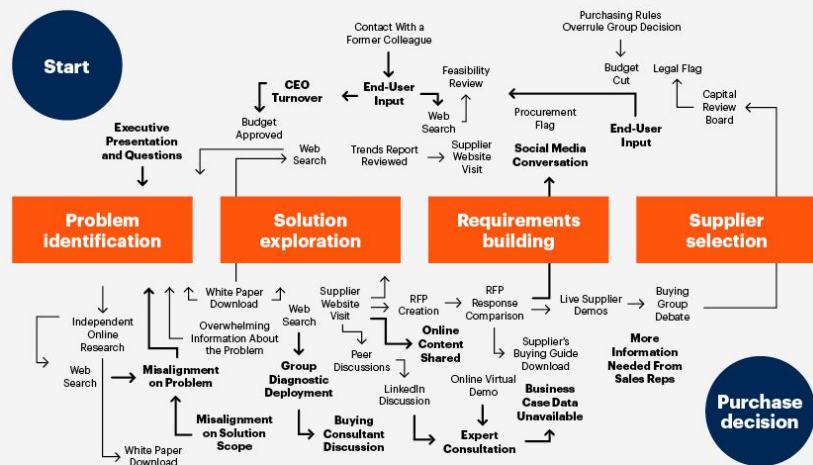
2023 Trend: The Great Rebalancing

Annual Predictions

- Relationship-based, consultative + technical salespeople will increase in scarcity—and become tougher to replace
- Investing in—and maintaining—an omnichannel CX will require more cross-functional integration than ever

B2B buying journey

Illustrative



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Pause for One Question

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Benefits of Digital

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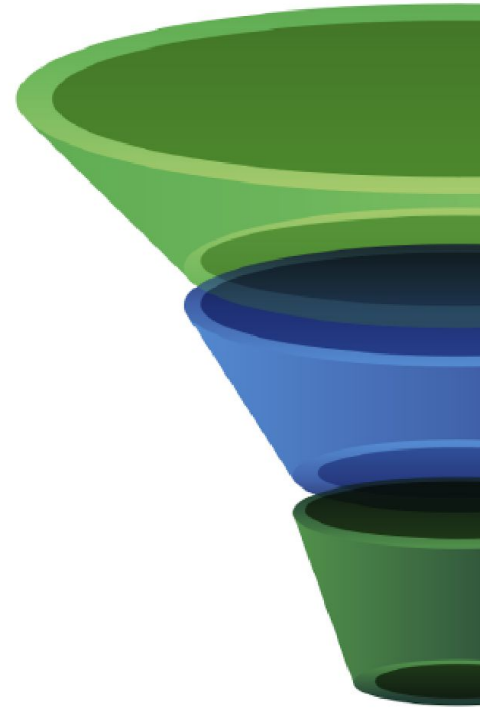
How Can Digital Unlock Growth?

Marketing + Sales Funnel Expansion

- Expand reach + increase volume of users/prospects

Sales Enablement

- Automation with a human touch (up to 40%)
- Attract, inform + qualify prospects with (at least 8) digital touchpoints
- Maintain relevance; nurture + grow existing accounts
- Competitive edge



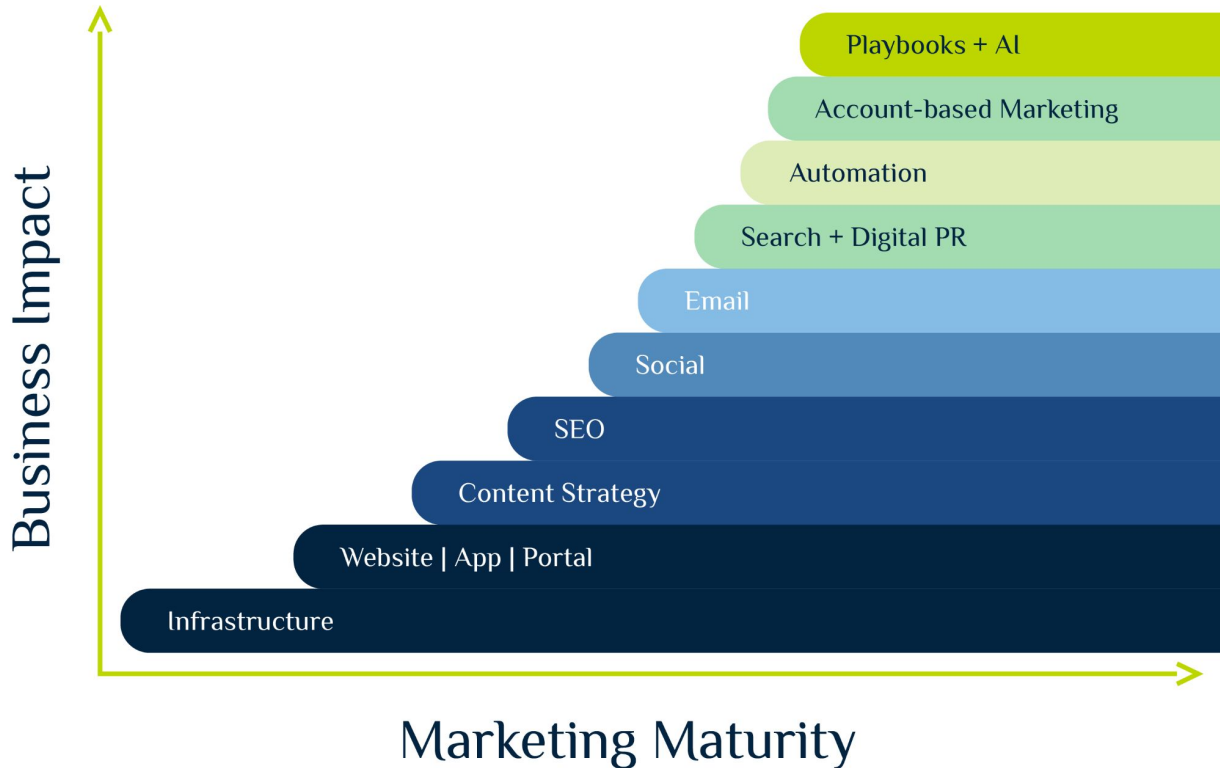
Where to Start?!

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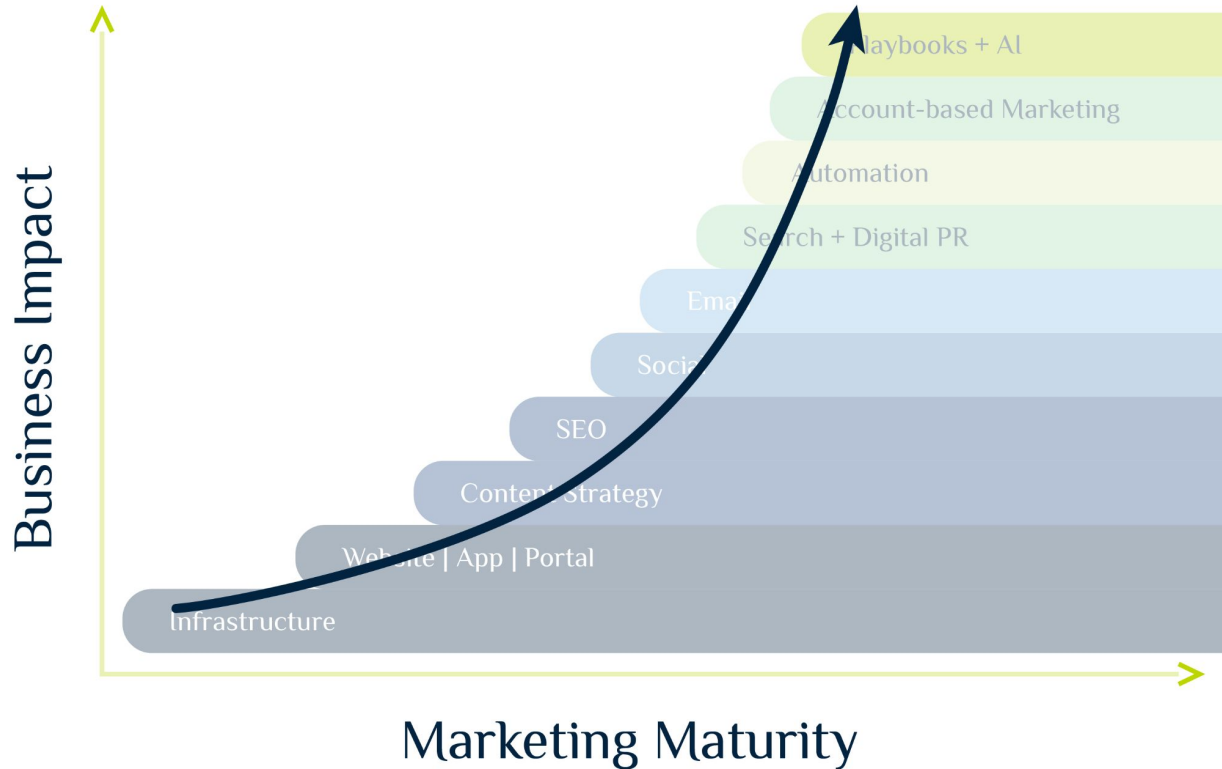


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Digital Marketing Maturity Model



Digital Marketing Maturity Model





Case Studies: Digital Supporting Sales

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Penetrating New Markets for L&M Industry Client

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Penetrating New Markets

Digital marketing + campaign development

Problem

Our Client came to Br8kthru looking to refine its messaging + positioning—and penetrate new markets highlighting its Advanced Controls capability.

Solution

We collaborated to develop key messaging for this new product + category, and produced an omni-channel lead gen campaign, including:

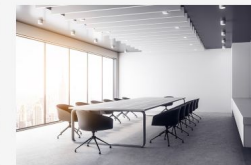
- Creative development
- White paper development + five (5) articles
- Automated email marketing campaigns
- Paid Media via search, social + programmatic display w/experience testing
- Custom landing page(s)
- Campaign video series
- Webinar



Illuminate the Potential of Controls in Lighting



Real-World Applications of Commercial Lighting Control Systems



4 Questions Sustainability Managers Consider when Exploring Commercial Lighting Control Systems



Penetrating New Markets

Digital marketing + campaign development

Results

Only 6-months into the campaign, early results were promising, including:

- Site traffic increased 41%
- New site users increased 48%
- 36% completion rate for video ads
- 7 SQLs
- More than \$3.5M generated in qualified sales opportunities

“This is new territory for our company—a truly integrated, digital-first campaign. Br8kthru has been a great partner, balancing both collaborating with our internal marketing team and leading the strategy with this digital initiative.”

— Kristi Everson, Marketing manager, EMC

CASE STUDY



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The image shows a landing page for EMC's advanced lighting controls. The top section has a dark green background with the EMC logo and the tagline "LEADING THE FUTURE OF LIGHTING + TECHNOLOGY". The main headline is "Smarter Operations. Greater Efficiency." Below this is a sub-headline "Illuminate the potential of advanced lighting controls in your building" and a paragraph of text explaining the benefits of networked lighting systems. To the right is a white contact form with fields for First Name, Last Name, Company Name, Email, Phone Number, and Facility Type + Additional Comments, with a Submit button. Below the main content is a section titled "What can your building do with advanced controls in lighting?" with a sub-headline "Adding controls to commercial lighting systems creates limitless potential for energy savings, enhanced ambiance, and data collection." This section includes a photo of an EMC office and a list of benefits: "From daylighting during peak energy hours to real-time asset tracking, the capabilities of advanced controls in lighting are limitless. Let EMC help your business illuminate the potential of advanced lighting." and a bulleted list: "Thousands of lighting upgrades completed", "Installation crews across North America", "Billions in kWh of energy savings for customers", and "Long-standing relationships with Fortune 500 companies".

EMC LEADING THE FUTURE OF LIGHTING + TECHNOLOGY

Smarter Operations. Greater Efficiency.

Illuminate the potential of advanced lighting controls in your building

Today's commercial lighting systems have more potential than simply lighting spaces. Exploring a networked lighting systems allows building owners to have the most efficient lighting environment, saving expenses on energy in the near term and positioning companies for incremental savings well into the future.

Schedule a meeting with an EMC lighting specialist today.

First Name *

Last Name *

Company Name *

Email *

Phone Number

Facility Type + Additional Comments

Submit

What can your building do with advanced controls in lighting?

Adding controls to commercial lighting systems creates limitless potential for energy savings, enhanced ambiance, and data collection. EMC's lighting specialists help Clients audit their existing lighting environment and plan the most beneficial ways to implement networked controls for their desired outcome.

From daylighting during peak energy hours to real-time asset tracking, the capabilities of advanced controls in lighting are limitless. Let EMC help your business illuminate the potential of advanced lighting.

- Thousands of lighting upgrades completed
- Installation crews across North America
- Billions in kWh of energy savings for customers
- Long-standing relationships with Fortune 500 companies

Taking the Next Step

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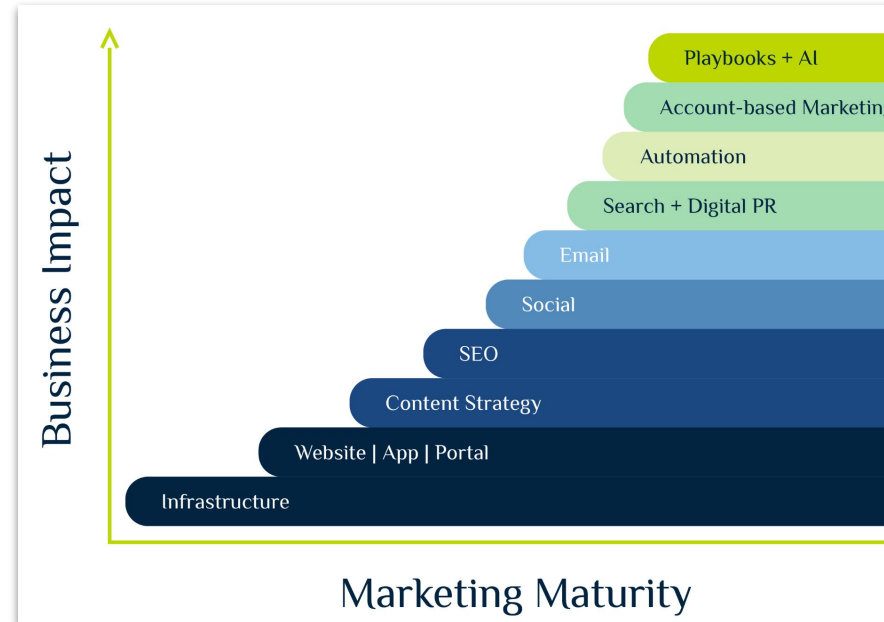
Taking the Next Step

Consider:

- How are prospects finding your product, service or brand?
- When was the last time you assessed the efficacy of your existing sales + marketing efforts?
- Where do deals frequently stall?
- When deals do close—what helps get them over the goal line?

Use the marketing maturity model

- How do you eat an elephant?
- Discuss with Br8kthru



In Summary

1

Buyers needs have evolved

2

Meeting buyers 'where they are' yields the greatest success

3

Use the marketing maturity model—and get started



Thank you.
Questions?



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