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## Driving New Business In A Pandemic: Webco Driven

### 1) REQUIREMENTS:

The Webco Driven campaign was intended to capture market share from metal tubing buyers experiencing a supply chain disruption during the Covid-19 pandemic. When other tubing suppliers hadn't done the right things to ensure product availability and longevity in a crisis – the Webco team wanted to showcase how they were Driven to be a long-term, dependable partner who would be there now and into the future.

### 2) CHALLENGES:

- Reach purchase decision makers (buyers/influencers) in companies that didn't already purchase from Webco across key markets.
- Convince purchase decision-makers to switch suppliers.

### 2A) KEY MARKETS:

- Automotive
- Fluid Power
- HVAC
- Field Services
- Carbon Tubing
- Stainless Tubing

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### 3) APPROACH:

The Webco Driven campaign utilized an integrated marketing approach, including:

- Develop campaign brand, attributes, messaging by market, visual componets
- Campaign logomark creation plus derivatives for particular uses
- Landing page design and programming – www.webcodriven.com
- Programmatic digital advertising
- Email marketing campaign execution
- Organic and paid social media advertising
- Print collateral
- Tradeshow materials
- Internal messaging, logo wear, ad specialty items, etc.
- Video production and art direction

### 4) VALUE DELIVERED:

Webco met new business targets in key markets and was able to directly tie the outcomes to the Webco Driven marketing campaign.

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*"The Webco Driven campaign allowed us to position ourselves in a way that allowed our key audiences – our customers, suppliers, and prospects – to believe what we wanted them to believe about us. During the pandemic when supply chain was an issue, these key audiences knew they needed a supplier who was resilient. Because of this campaign, they already had the message about who that partner should be, which gave us an opportunity to deliver."*

-Jene Harmon, Director of Strategic Marketing & Communications for Webco Industries

# WEBCO DRIVEN