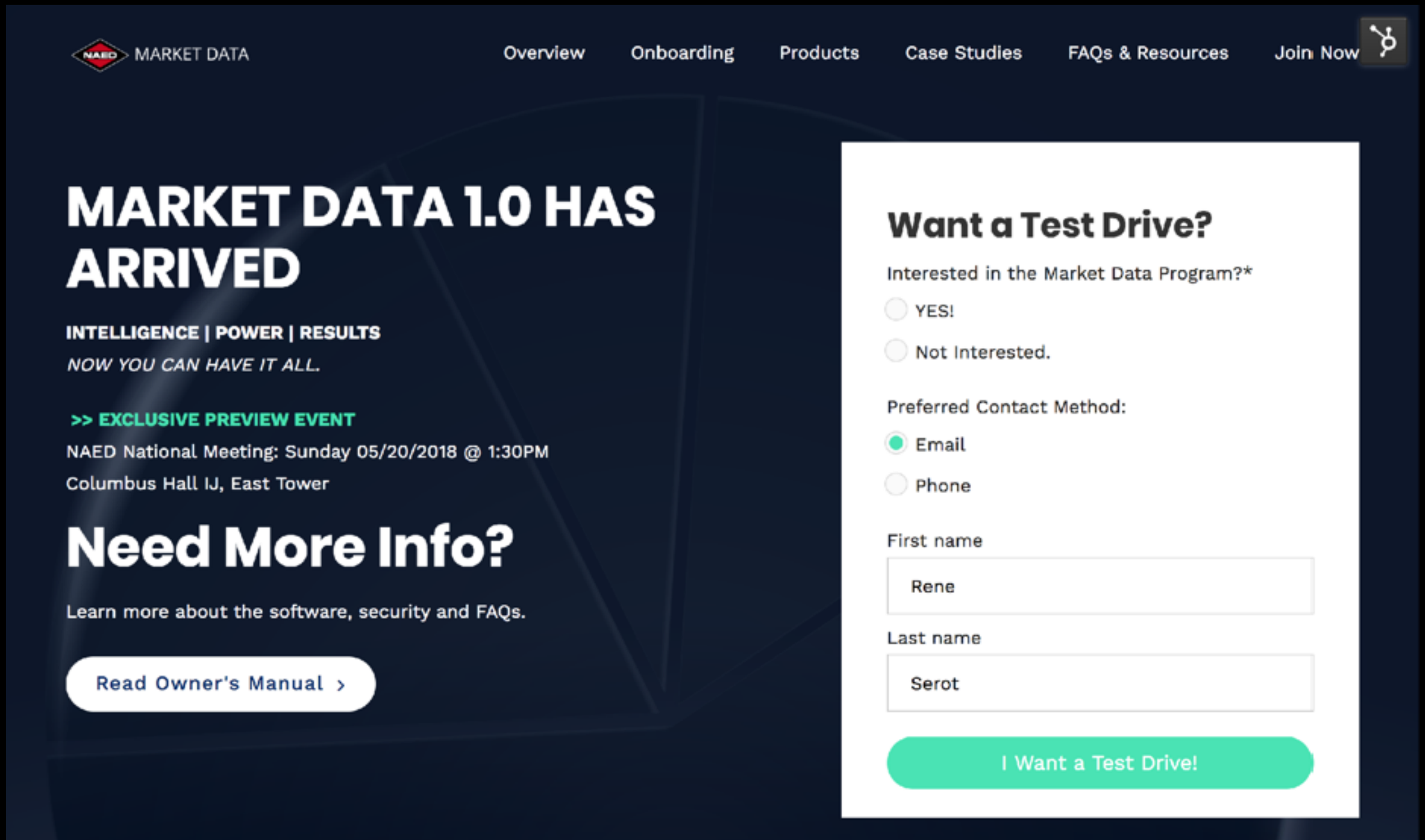
Market Data Program

Microsite Overview & Preliminary Analytics

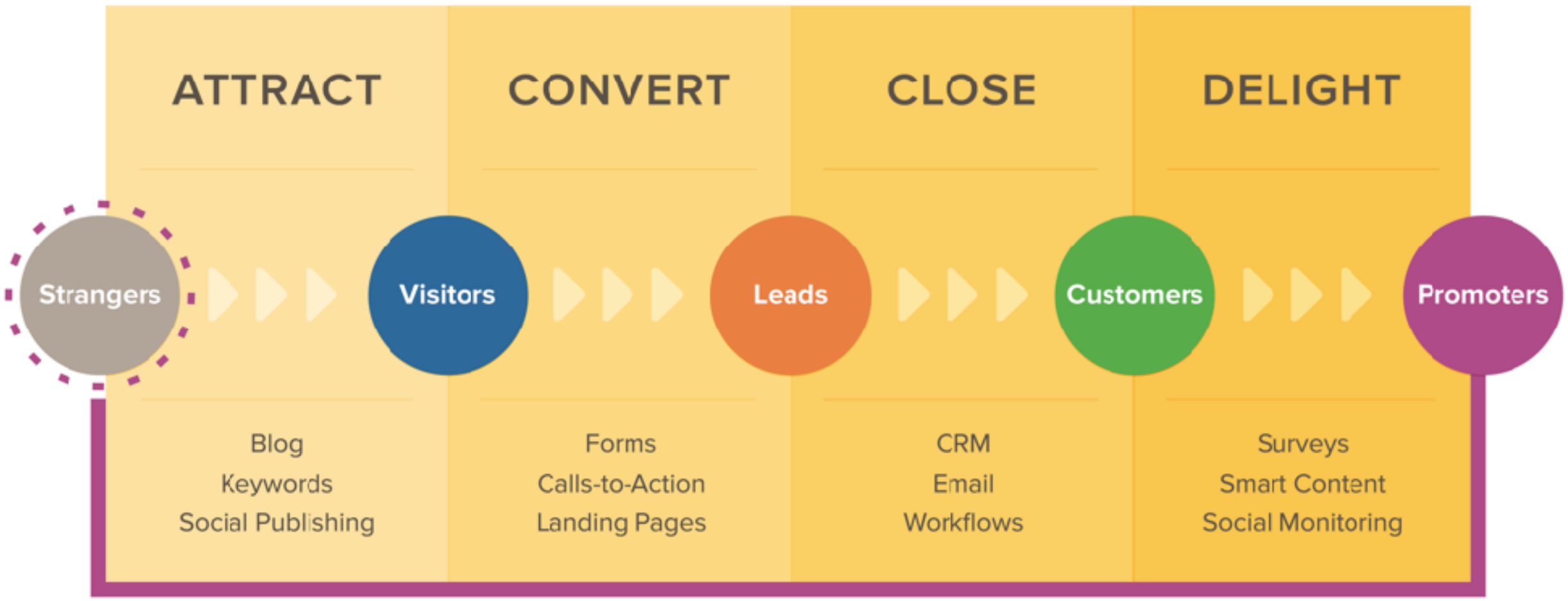
5/20/2018 to 5/28/18

CAMPAGIN GOALS:

Create Program Awareness
Drive Foot Traffic to the National Meeting Demos
Attract Interested Leads Online to Pass to Sales



The Market Data campaign followed an inbound marketing methodology.



by HubSpot

Inbound marketing is focused on **attracting customers through relevant and helpful content** and **adding value** at every stage in your **customer's buying journey.** With inbound marketing, potential customers find you through channels like blogs, search engines, and social media.

By **creating content** designed **to address the problems and needs of your ideal customers,** you attract qualified prospects and **build trust and credibility** for your business.

Hubspot Definition

Attracting Customers

ORGANIC SEARCH / SEO

3 leads who submitted forms found the microsite from a search engine.

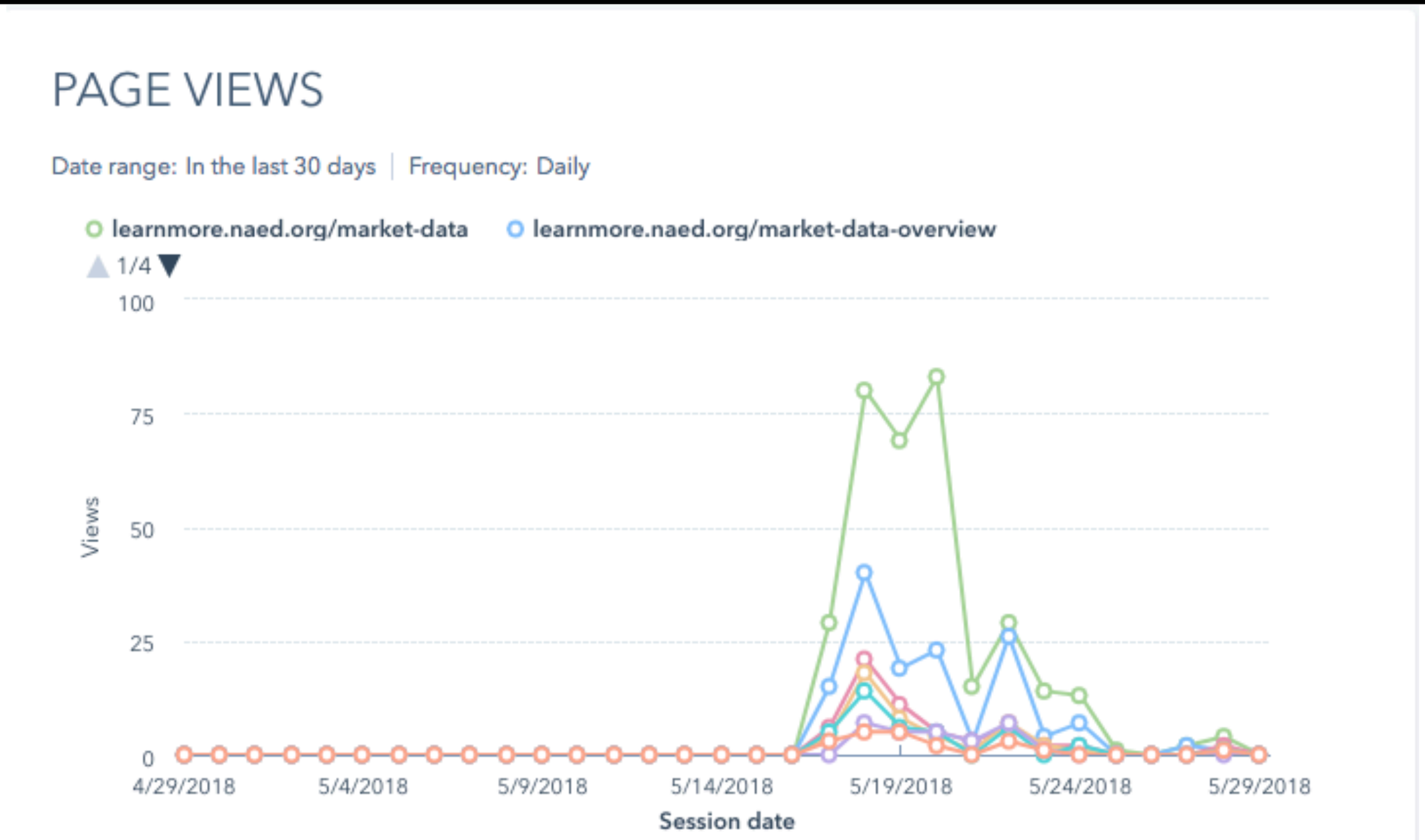
Attracting Customers

The microsite launched and had a presence as an in-app tile at the National Meeting.



Attracting Customers

Page views by date over the last 30 days:



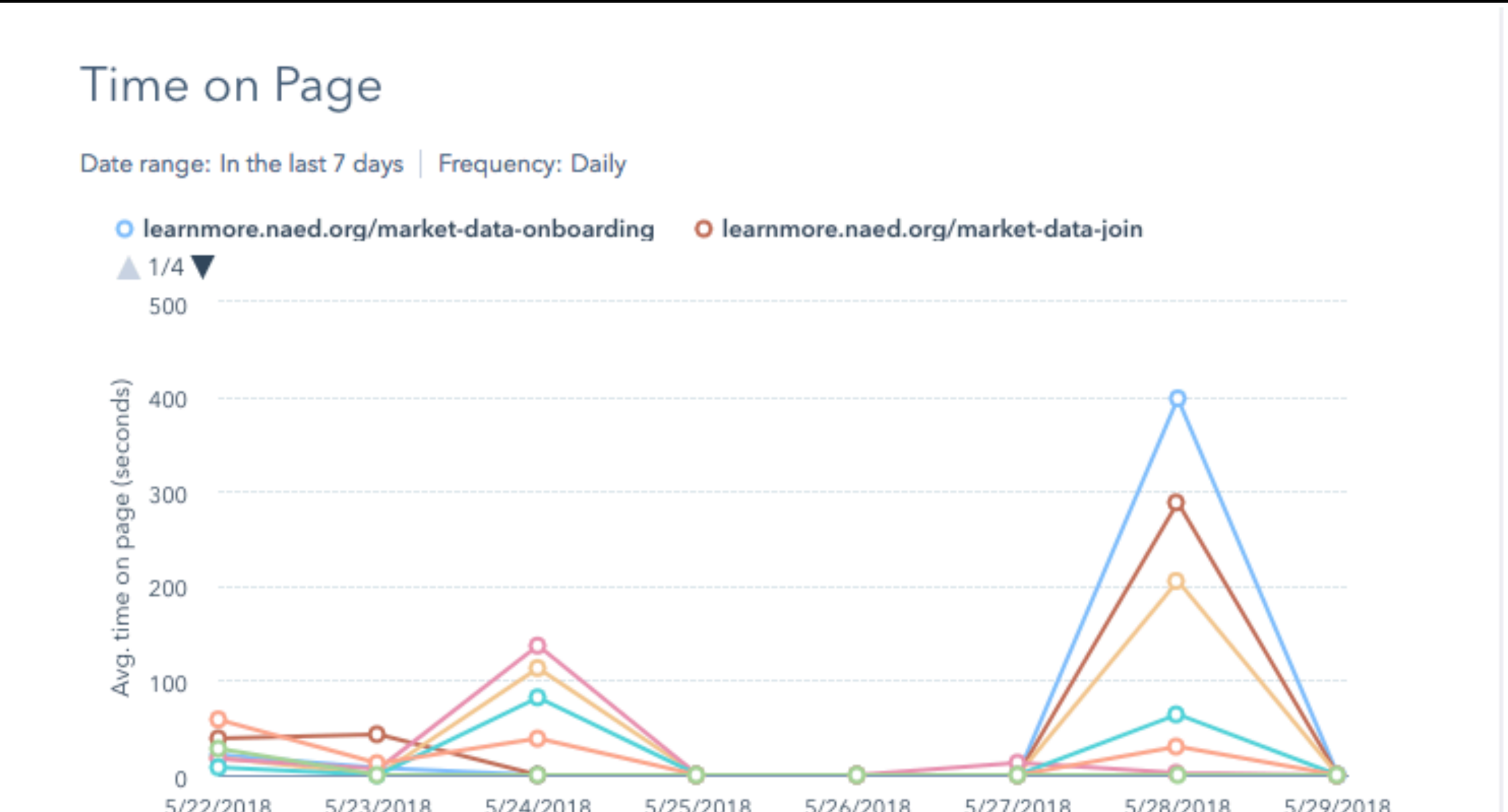
Attracting Customers

Highest page views happened on 5/22/18:



Attracting Customers

Time on page by date:



Attracting Customers

REFERRALS / BACKLINKS

2 leads who submitted forms found
the microsite from a tEDmag.com referral.

Additional leads were referred by the NAED blog,
PAR and research product sites.

Content That's Relevant & Helpful

FAQs PAGE + PRODUCTS PAGE

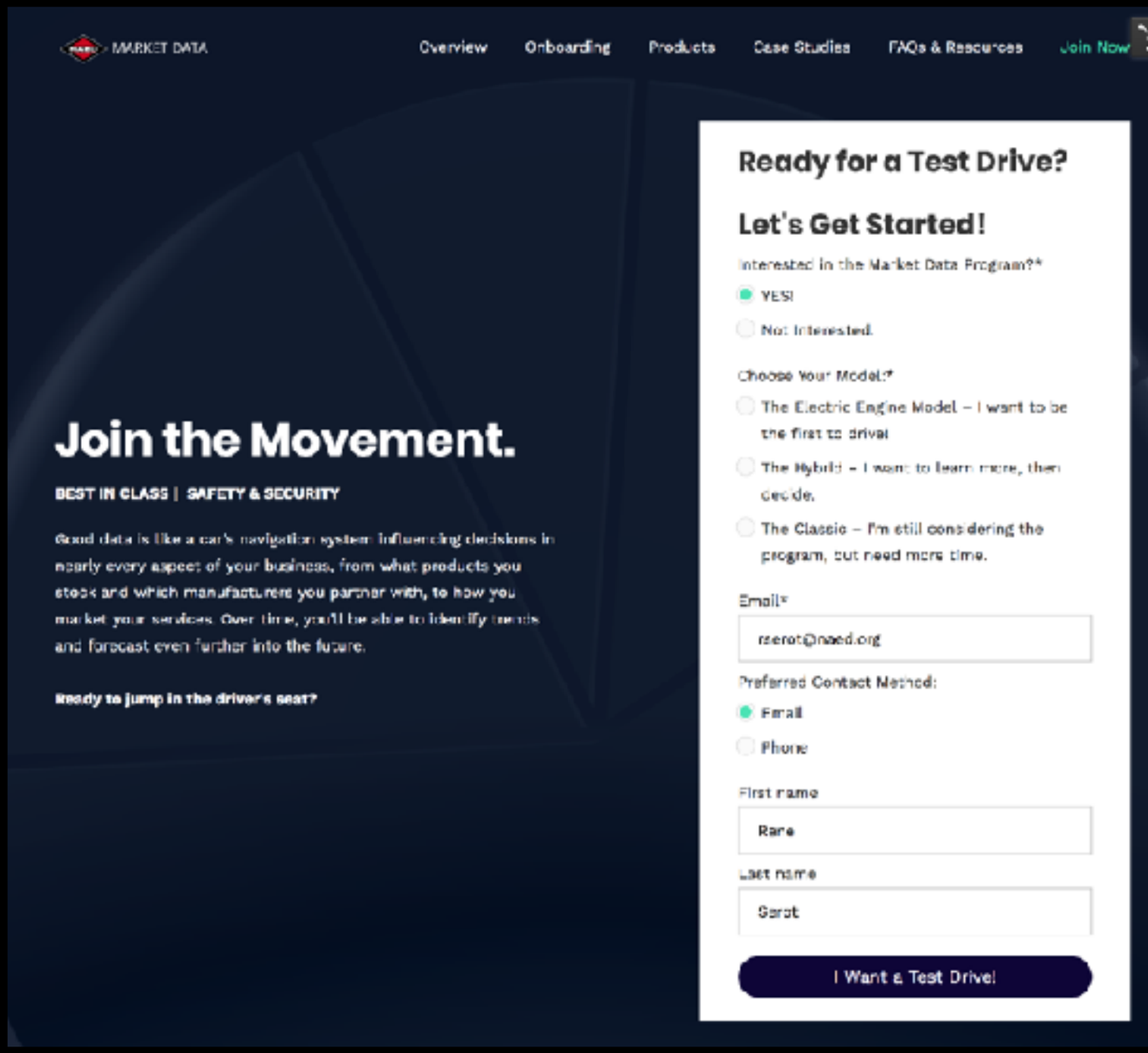
Users spent an average of 1:30 minutes on average browsing FAQs and options.

Users watched D+R video testimonials and reviewed software screenshots.

<Report Link>

Adding Member Value

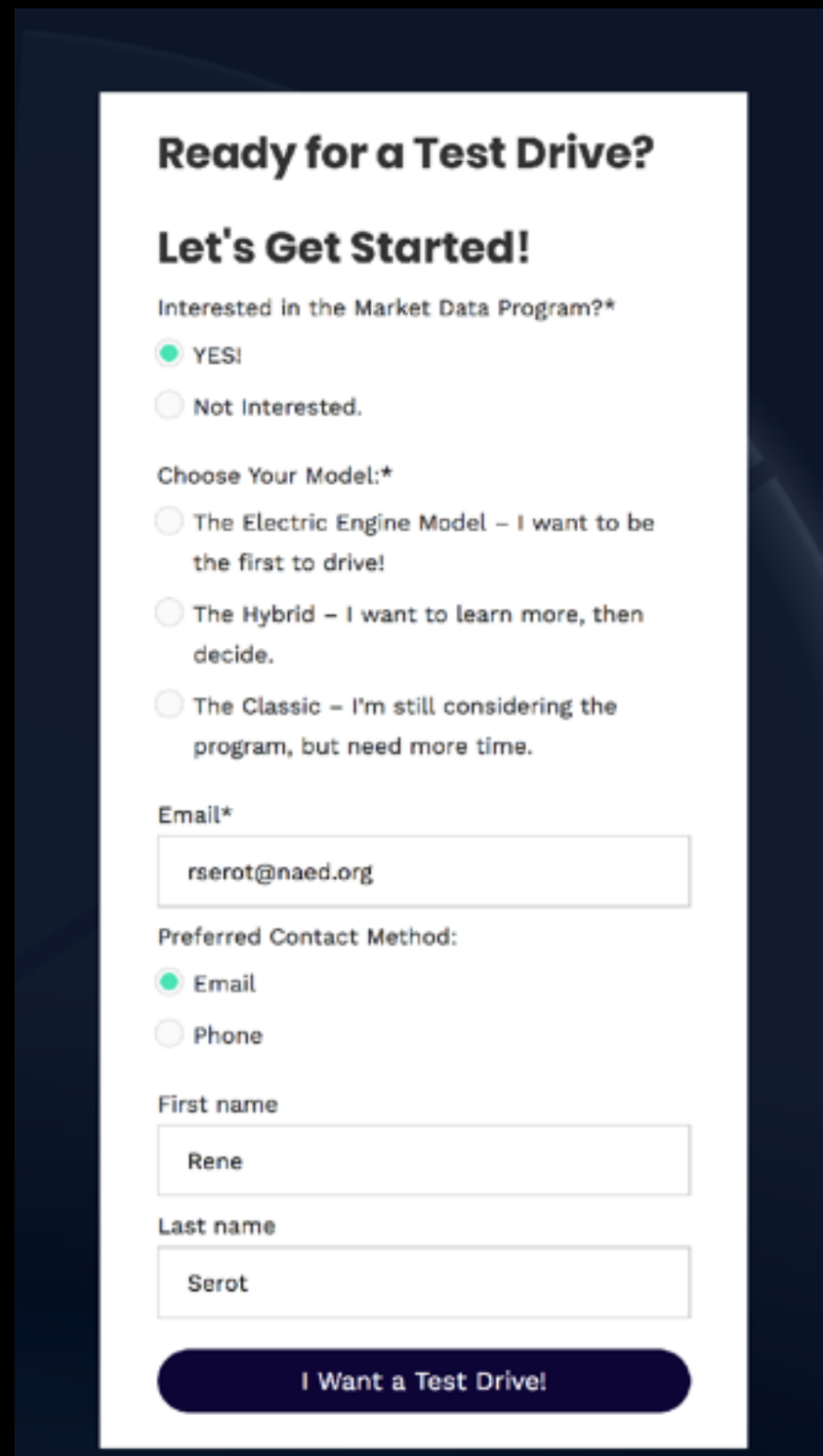
A short form with only 3 questions made it easy for the user.



Adding Member Value

The form has 3 tiers of interest levels that correspond with the sales strategy and a self-segmented choice on adoption types:

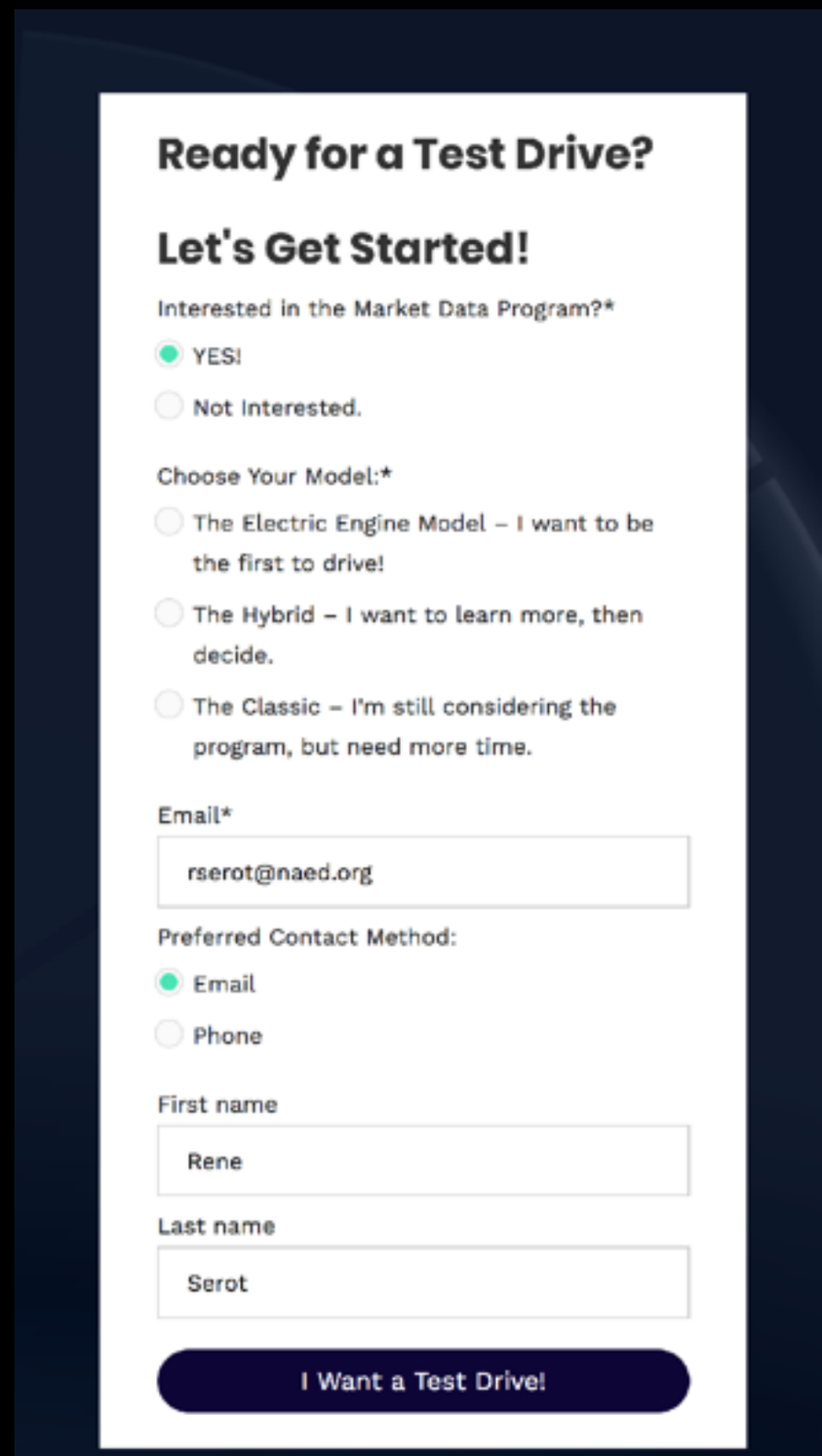
Early Adopter
Hybrid Adopter
Late Adopter



Adding Member Value

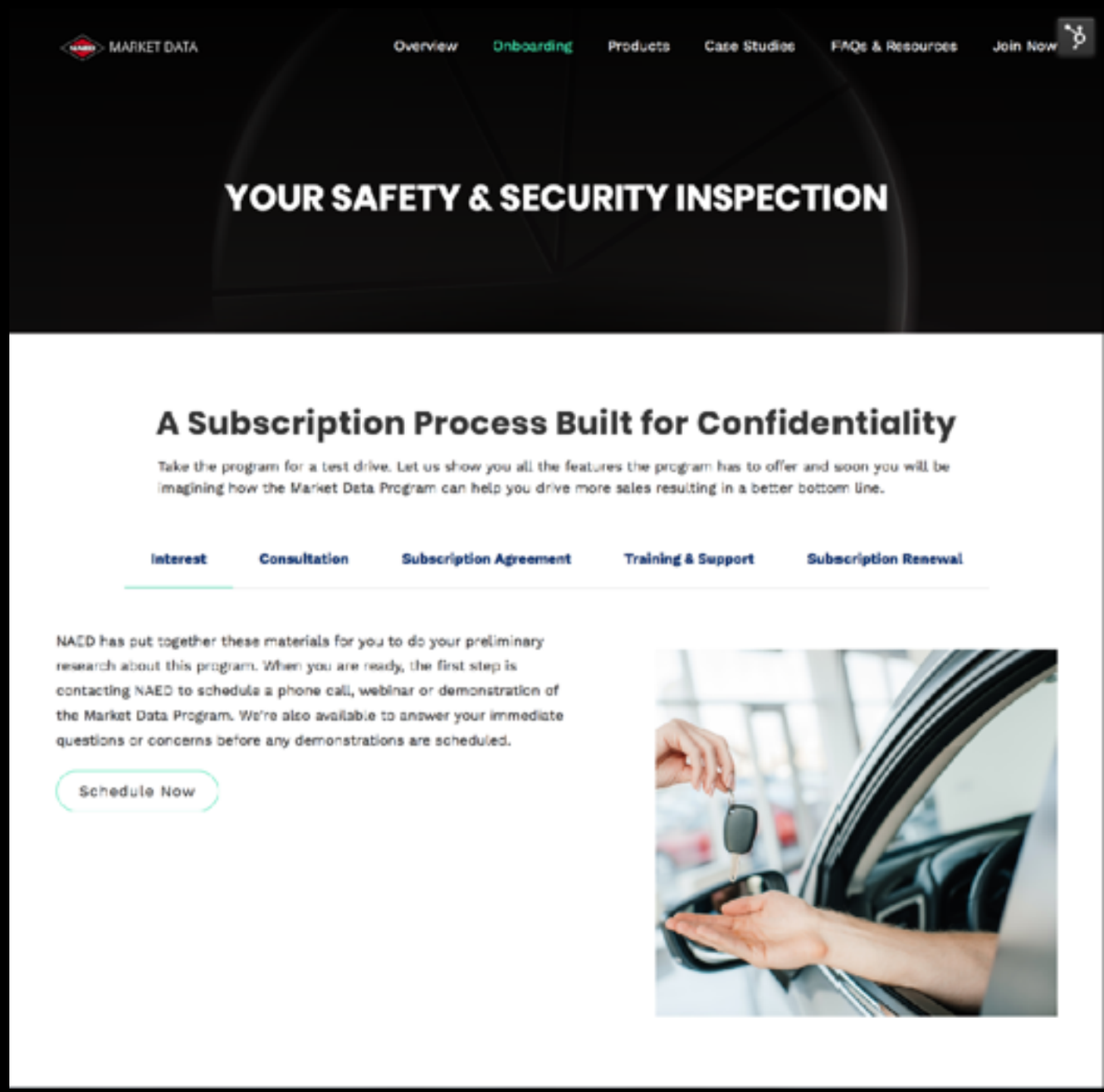
This is an opportunity for the member to communicate interests and preferences to the NAED sales team on approach and contact methods.

A question form is also provided for any inquiries not answered in the FAQs.



Adding Member Value

Quickly explained
a complicated
onboarding
process as a
safety and security
inspection that
benefits
both parties.



At Every Stage of the Buying Journey

This campaign supports on-site efforts with an online presence that offers users information to gain awareness, attend demos on-site and encourages the user to self-select interest levels with a low-risk commitment level from the user. *On their time, at their own pace.*

Awareness+Consideration+Decision

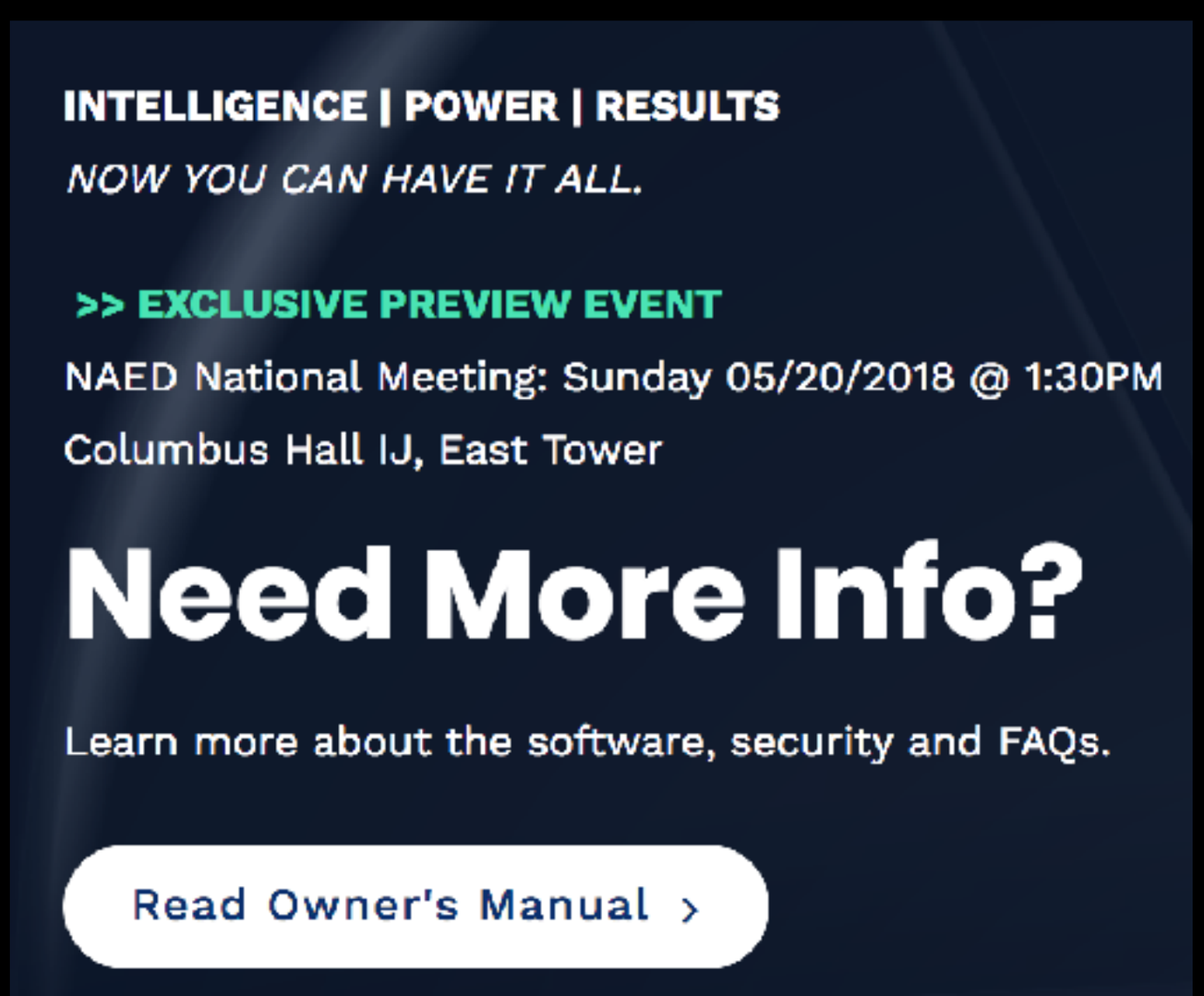
At Every Stage of the Buying Journey

National Meeting Event App Tile



At Every Stage of the Buying Journey

Homepage encouraged members to attend the National Meeting demos.



Awareness

At Every Stage of the Buying Journey

The microsite continues to work 24-7 for NAED to ATTRACT members/leads to the Market Data Program and CONVERT interested members/leads into future program subscribers.

Awareness+Consideration

RESULTS

ENGAGEMENT + CONVERSION

100

SESSIONS

250

VIEWS

689

VISITS

ENGAGEMENT

Sessions: A session works by grouping together the interactions individual visitors are having with your site. This includes the pages they are viewing, but also when they engage with elements such as CTAs, forms, or events. The time sensitive element of a session allows you to drill into engagement and traffic on your site.

Views: A page view is when a page on your site is loaded by a browser.

Visits: A visit is any time a visitor reaches your site from somewhere outside of your website domain.

-Hubspot

7

FORMS SUBMITTED

3

MOST VALUABLE

Acuity Brands

Turtle & Hughes, Inc.

Hubbell

Walters Wholesale Electric Co.

Republic Conduit

Eaton Corporation

TechLine Manufacturing

CONVERSION

Hubspot automatically added these contacts into the Market Data Program Deal in the “Awareness” stage and notified the Membership team by Hubspot owner to begin working the deal.

All contacts are currently in contact with someone at NAED.

1 Question Submitted: Can manufacturers participate. A pipeline stage has been added to ‘hold’ inquiring manufacturers.

8

MOST VALUABLE COMPANIES BROWSED THE MARKET DATA SITE
(in addition to the 3 form submissions)

shaker_brock@electricsupplyinc.com
tina.lovett@tnb.com
tnaber@naed.org
harry.cavallaris@epicor.com
hbrinkley@hubbell.com
john.spoor@stateelectric.com
heather.green@emerson.com
amanda.witham@cesco.com
dpandya@wescodist.com
greener@mc-mc.com
gtaylor@techlinemfg.com
michael.day@siemens.com
hscoggin@phoenixcon.com
rgrsvc@gmail.com
patrick.murphy@acuitybrands.com
andrea.barrall@turtle.com
jmoss@standardelectricsupply.com
shahla.cox@walterswholesale.com
rrodriguezagusti@republicconduit.com
bselby@fastmail.fm
daccurso@hammfg.com
markkreinders@eaton.com
terri.dumas@rabweb.com
steve.simpson@nvent.com

25 KNOWN LEADS BROWSING

The NAED Membership & Member Services team now has a list of company names and contact information about who might be showing preliminary interest in the program and can help plan sales strategies.

Project Task Force

Julie King
Cathy Bryson
Erika TenEyck
Rene Serot
Steve Walters
Nicky Heron
Crystal Brown

Next Steps

Develop a complete marketing strategy to support NAED’s goal of having 100 members signed up as subscribers within 12 months.