

CREATING COMPELLING CUSTOMER COMMUNICATIONS

CAMPAIGN
Creating Compelling
Customer Communications

CLIENT
Shell



AGENCY
Edelman London

INSTEAD OF PROMOTING PRODUCTS, WE PUT CUSTOMERS AT THE HEART OF SHELL'S BUSINESS MARKETING, CHAMPIONING THE HARD-WORKING ENGINEERS WHO WORK TIRELESSLY TO PROVIDE POWER FOR OUR HOMES AND THE ESSENTIAL INFRASTRUCTURE WE NEED. WE DELIVERED MORE ENGAGING, BETTER PERFORMING CONTENT, WHICH ULTIMATELY INCREASED BOTH CONVERSION, VOLUME SALES AND MARGIN.

BACKGROUND

Shell has more than one million business customers across 70 countries. Its lubricants business serves six industry sectors including construction, agriculture, mining, power, manufacturing, and commercial transport. With such a complex, diverse range of audiences, a key challenge for Shell is ensuring marketing efforts are targeted, timely and relevant.

Business buying behaviour has also changed. Companies do far more research online, qualifying potential suppliers and taking advice from different sources before they even contact a salesperson. Purchasing decision makers expect more personalised content and value thought leadership, which demonstrates quality of thinking that can understand their business, as much as having the right products and services.

Shell's business marketing needed to adapt and evolve to meet these challenges, particularly as the COVID pandemic pushed even more sales and marketing activity online.

BRIEF:

- Evolve Shell's business marketing to reflect the modern buying process and deliver fresh, relevant content which informs, excites, and ultimately drives demand.

OBJECTIVE:

- Capture the attention of customers and demonstrate Shell's understanding of their business needs.
- Deepen Shell's relationships with customers by creating more engaging and better performing content.
- Drive leads and demand for Shell's products and services.



INSIGHT

Shell produces high-quality lubricants based on decades of research and engineering expertise, but this can mean that marketing focuses on technical and product claims. Together with Shell, we developed a strategy and programme which put customers first instead. We needed to demonstrate that Shell understands the motivations, concerns and everyday working realities of a wind farm operator in China, an operations manager of a mine in Siberia or a farmer in North America. Whilst we have a very broad, diverse audience, we brought this programme together by focusing on the people behind the industry;

SOLUTION

To create a content marketing programme that creatively highlighted the potential which Shell could help unlock when people and machinery work seamlessly and productively together. We would show how Shell can make their work easier, their days less stressful and could enable them to grow both professionally and as a business.

This theme was the through-line that enabled us to create a relevant, engaging, and integrated content marketing programme for each sector.

STRATEGY

Key to our approach was understanding the real needs and motivations of professionals working in a diverse range of industries and geographies. Edelman's Data and Intelligence (DxI) team undertook one-to-one conversations with individuals working in our priority sectors. These were used to build in-depth profiles, exploring the topics which mattered most to these audiences and the channels and sources of information they trust the most.

A website and search audit were also conducted to better understand the customer experience and optimise content accordingly.

The research helped develop our channel strategy, identifying the most relevant channels for each audience and the most trusted industry experts and influencers in each sector, who we could partner with to co-create content.



EXECUTION

The audience personas enabled us to articulate a proposition and platform for each sector. For example, 'People Behind Power' celebrated the engineers who work tirelessly behind the scenes to provide the energy we need in our daily lives. 'Investing in Peak Performance' examined the costs of running wind turbines and how these could be managed to accelerate the use of renewables within the energy mix. The following examples of activations are just a few more of hundreds of different assets created to support this programme:

POWER PURSUIT CHALLENGE

Championing the roles of power engineers in keeping businesses running, we created a 'Super Mario' style platform game, showing a power engineer racing across the city collecting tools and of course, Shell lubricants, to keep the lights on.

This was used at a major industry trade show and attracted over 1,000 plays across three days.

'Performance' report, which examined the capital and operational costs of running wind turbines and how these could be streamlined to boost the competitiveness of renewables in the energy mix.

'Power Pursuit Challenge', a Super Mario style platform game



Above: Example section from an *interactive web scroller*,

We worked together with these experts on joint webinars and videos, providing a means for Shell to reach new prospects by using these influencers own contact databases and followers.

NEW VISUALS

New branding was introduced, designed to capture how Shell 'puts potential into motion' for its business customers.

With a distinctive new style, which layered different photography to illustrate the sectors, people and communities Shell serves, Edelman was able to develop key visuals and apply the design across all content, from white papers and presentations to video and digital assets.

We also introduced a new iconographic style for graphics and animations.

NEW INTERACTIVE AND DIGITAL CONTENT

Dynamic new digital content was also developed. For example, we created an interactive web scroller, which took the viewer on a journey to explain how digitalisation is shaking up different industries.



RESULTS

The programme has been implemented across 18 countries, and the results have surpassed all expectations:

BIGGER, BETTER BUSINESS IMPACT:

189% AHEAD OF TARGET FOR GENERATING MARKETING QUALIFIED LEADS.

3X HIGHER CONVERSION RATE FROM MARKETING TO SALES QUALIFIED LEADS.

BETTER PERFORMING CONTENT:

- Content marketing has been one of Shell's most successful B2B marketing activities to date, driving up to **30%** of Salesforce leads in key markets.
- The programme delivering a **134% return** on marketing investment in the UK.
- Cost-per-lead per campaign was **improved by 65%** against target.

BETTER, MORE ENGAGING CONTENT:

80% HIGHER RATE OF CLICK-THROUGHS

92% HIGHER ENGAGEMENT RATES THAN COMPARABLE SHELL BENCHMARKS.

(Figures based on Shell Salesforce CRM, Pardot Marketing automation and Adobe Analytics figures.)