

DECOSPAN

Growly enhanced top of mind awareness for Decospan

From creating a magazine-style booklet to publishing targeted online ads



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IN SHORT

Client: Decospan
Industry: Paper and Wood
Product Manufacturing

WHAT DID WE DO

- Copy & design
- Content creation
- Account-Based Marketing campaign
- Sales navigator campaign
- Online campaign

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In the picture: Astrata by Decospan

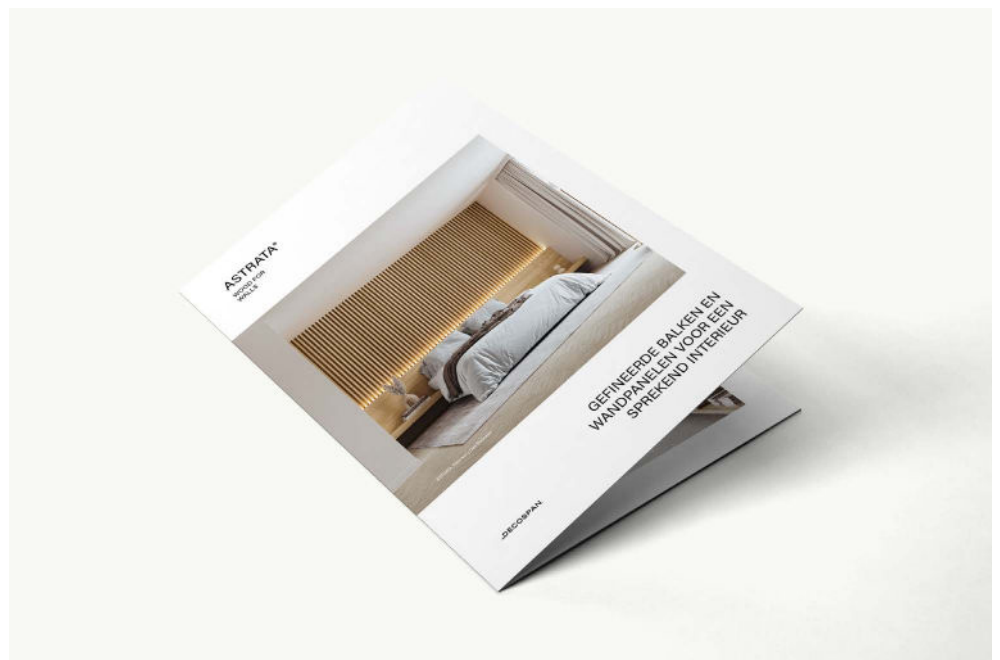
Decospan is a Belgian manufacturer in wood veneer processing. By transforming plain wood veneer into both functional and decorative interior solutions, the brand set itself apart from its competitors as the number one European market leader. One of their top innovations? The versatile Astrata product range featuring two different interior solutions marketed to (interior) architects. Decospan aimed to create more top of mind awareness around Astrata and confided in Growly to set up a strategic campaign.

WANT TO GET INSPIRED?

Astrata is a versatile line of decorative wooden solutions upgrading any interior project. Decospan wanted to offer architects a useful product overview which can double as an inspirational booklet. Our creative team wasted no time to design and write a magazine-inspired brochure packed with inspiration, interior trends and must-know sales information.

STARTING OFF STRONG WITH ACCOUNT-BASED MARKETING

Sending architects a beautiful sample box to experience the wooden Astrata Slats or Astrata Coustics in real life and allowing them to present Astrata to their clients, wouldn't that be nice? It sure would be. That's why Growly set up an Account-Based Marketing campaign in which the target audience could request their very own sample box.



Booklet

To decide which architects were the most beneficial to include in the campaign, we conducted a data enrichment based on detailed targeting. The available account data was enriched to add email addresses of the most interesting targets. Via CRM Microsoft Dynamics we then started an automatic nurture flow on behalf of Decospan's sales associate. By using plain text emails, we engaged in a personal connection with the target group and were able to recreate the familiar feeling of one on one mailing.

Remarkable about this ABM campaign? Targets were redirected into different flows - including specialized content - based on their interaction behavior. Architects who didn't respond were automatically transferred into a sales navigator campaign to create more engagement.



ENGAGEMENT THROUGH SALES NAVIGATOR

The Sales Navigator campaign had a similar start to the ABM flow and was also based on in-depth data research & enrichment. Interesting targets were sent connection requests and various Inmail messages via the personal LinkedIn account of the sales associate. Although automations were used, we focused – just as in the previous flow – on personal one on one interactions. Architects targeted in the ABM campaign who didn't engage, were contacted again in this flow.

ADDITIONAL EXPOSURE THROUGH ONLINE CAMPAIGNING

To really strengthen the campaign and generate more leads, we also set up an online campaign including document ads, lead ads, traffic ads and remarketing document ads. We targeted audiences similar to the profiles we used and scraped in the ABM phase of the campaign. Initially, the main focus in all ads was to download the inspirational booklet with an additional nurture flow trigger to request a sample box. Lastly, we created specified ads to highlight the advantages of requesting a sample box, which lead to very successful traffic ads.

RESULT? LOTS OF INSPIRED INTERIOR ARCHITECTS

Decospan wished to highlight the versatile, aesthetic aspects of the Astrata collection and wanted to get both products top of mind with architects. Both Decospan and Growly are very satisfied with the end results of this campaign. We were able to generate a number of qualified leads that exceeded our expectations and a significant number of architects ordered a sample box.

