

GRAHAM KILSHAW, LECTRIX

2021 ELECTRONICS INDUSTRY MARKETING:

THE TRANSFORMER ASSOCIATION. 2021 VIRTUAL SPRING MEETING



WHAT'S WORKING, WHAT'S NOT...

...AND HOW TO BUILD A BETTER PLAN

THE TRANSFORMER ASSOCIATION. 2021 VIRTUAL SPRING MEETING



LECTRIX[®]

Problem First. Product Last.

Since 1971

Philadelphia. Hong Kong. Tokyo



GRAHAM KILSHAW, CEO

THE LECTRIX VALUE PROPOSITION:

LECTRIX DELIVERS MEASURABLE ROI ON MARKETING SPEND FOR SUPPLIERS TO THE ELECTRONICS INDUSTRY

DATA

STRATEGY

TECHNICAL CONTENT

MARKETING AUTOMATION

LECTRIX

**REACHING
ENGINEERS**

**ENGINEER
EMOJIS**



IN THE ELECTRONICS INDUSTRY “WHAT DO WE WANT MARKETING TO DO?”



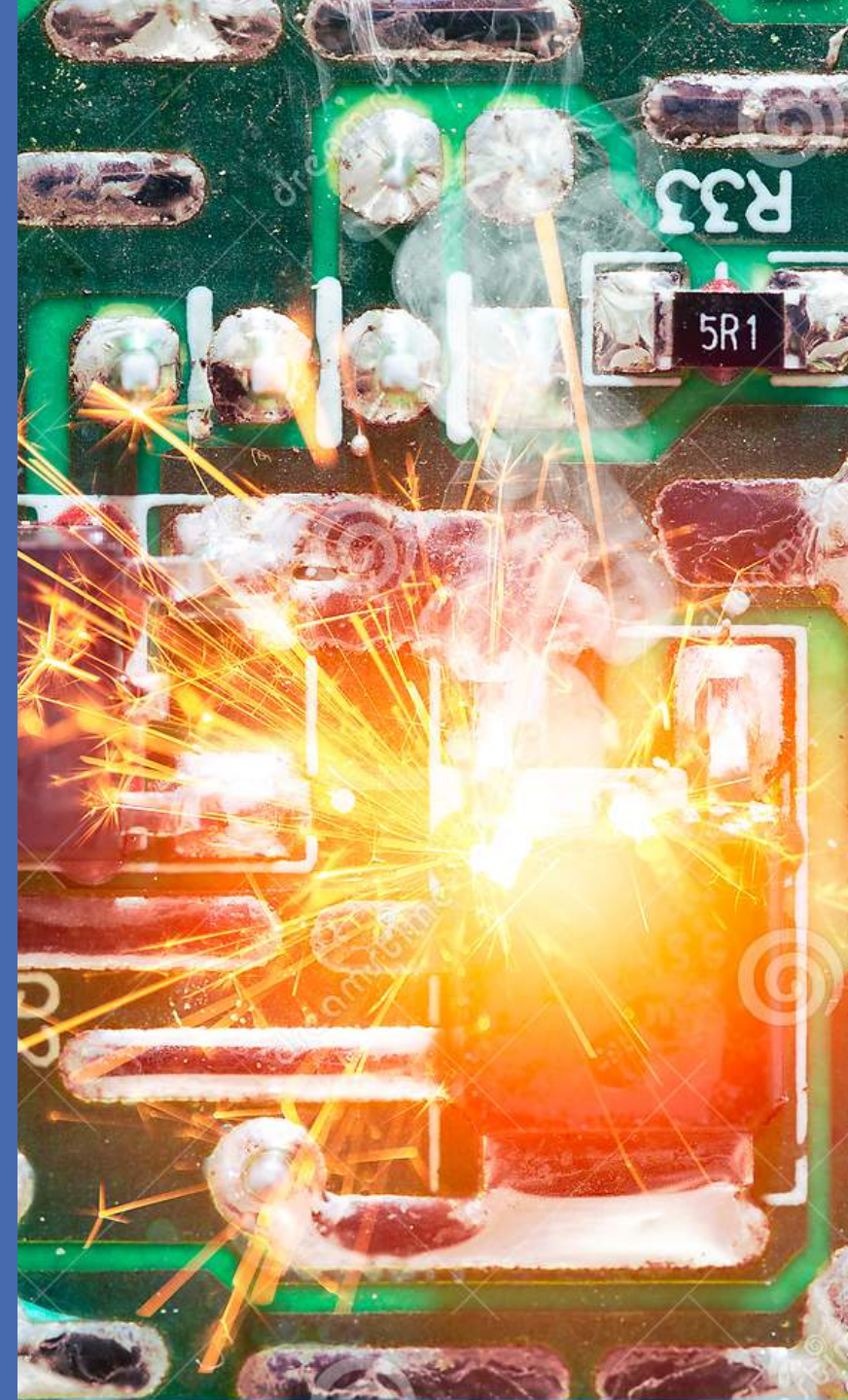
OR, “WHAT INFORMATION DOES SALES NEED?”

THESE 4 PIECES OF DATA:

- 1** **Who** is buying your component/material/system?
- 2** **What** do they need to buy (spec)?
- 3** **Where** is the design engineer/purchasing manager?
- 4** **When** will they be placing the order?

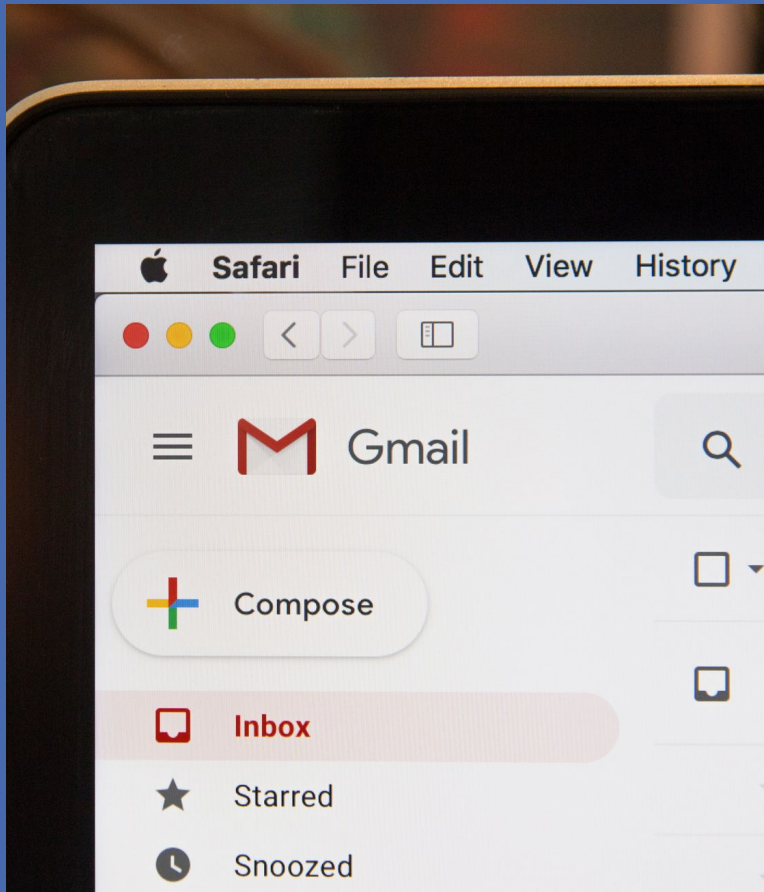


2021 MARKETING: WHAT'S WORKING & WHAT'S NOT

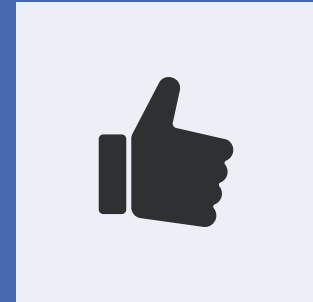


2021: WHAT'S WORKING AND WHAT'S NOT

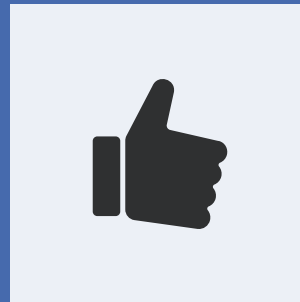
EMAIL



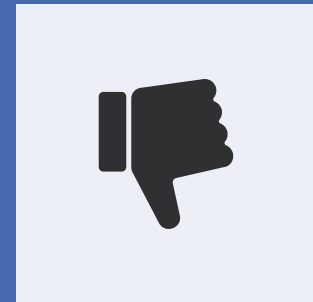
Still the “Killer App”



P2P beats B2B



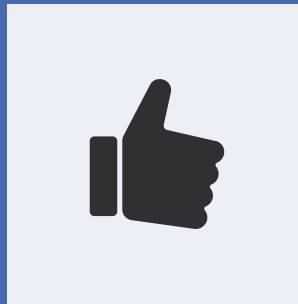
Technical Content



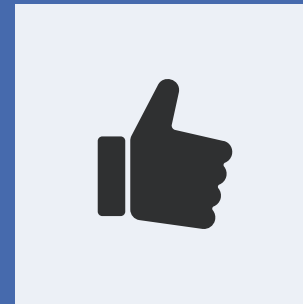
Avoid the Pandemic Overload

2021: WHAT'S WORKING AND WHAT'S NOT

SEARCH



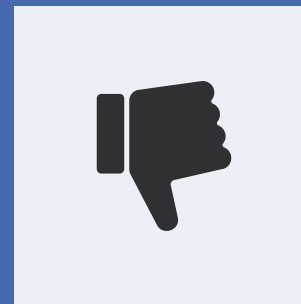
The Evolution of Voice Search



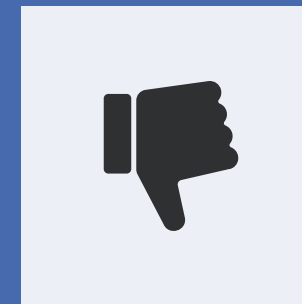
2019: Google E.A.T.



2021: Google Page Experience



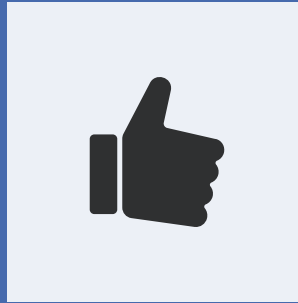
Duplicate Content



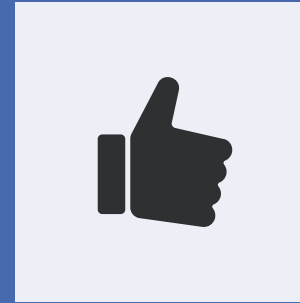
Keyword Stuffing

2021: WHAT'S WORKING AND WHAT'S NOT

WEBINARS



Online Conferences vs
Online Tradeshows



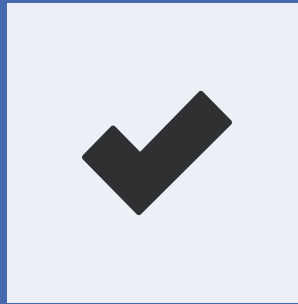
The 2-Step: Webinar +
Product Demo



Educational Content

2021: WHAT'S WORKING AND WHAT'S NOT

LIVE EVENTS



Evolving



New Customer Events

VERSUS



Peer Networking
Events

2021: WHAT'S WORKING AND WHAT'S NOT

AUDIENCE DATA



Marketing Automation



Business Databases,
e.g. Zoominfo



List Buying

2021: WHAT'S WORKING AND WHAT'S NOT

TECHNOLOGY/PLATFORMS

HubSpot eloqua

salesforce pardot
Marketo

ActiveCampaign >



Email/ Marketing
Automation/CRM



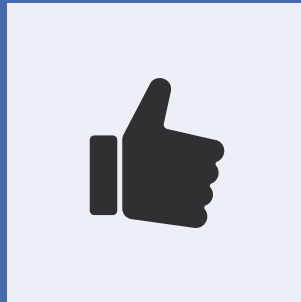
Website Analytics



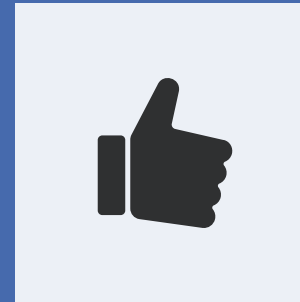
Social *

2021: WHAT'S WORKING AND WHAT'S NOT

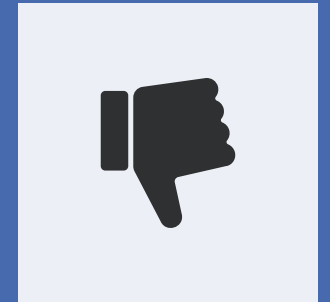
SOCIAL



Distributors, Reps,
Employees, Investors



Relationship
Development



Social Selling

2021: WHAT'S WORKING AND WHAT'S NOT

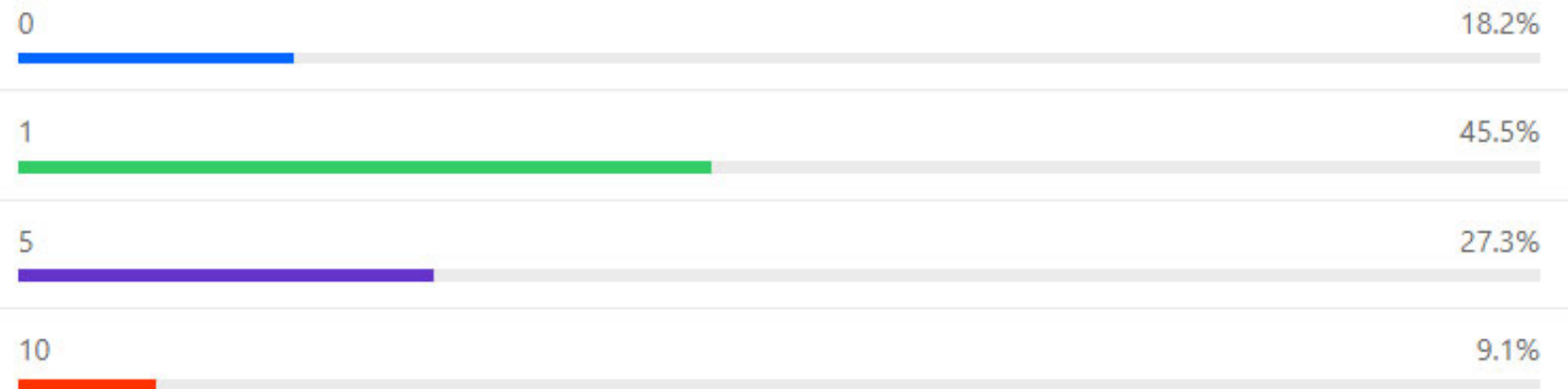
ECIA/LECTRIX POLL: MARCH 2021

LECTRIX[®]

ecia
Connect. Influence. Optimize.



Look at your competitor's LinkedIn page/last product post. How many likes were from customers?



2021 MARKETING: WHAT'S WORKING & WHAT'S NOT

“THE PACE OF TECHNOLOGICAL INNOVATION HAS FUELED AN INCREASE IN DESIGN CYCLES AND DEMAND FOR COMPONENTS ACROSS INDUSTRIES.

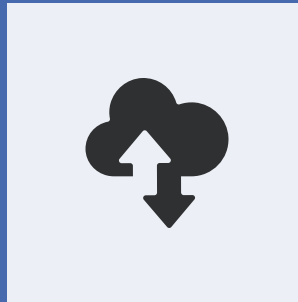
SALES TEAMS FACE ADDITIONAL PRESSURE TO SECURE DEALS AS EARLY INTO THE DESIGN CYCLE AS POSSIBLE.

MEANWHILE, SALES AND MARKETING LEADERS ARE LEVERAGING TACTICS THAT DATE BACK TO THE 1980S, WHICH ARE SIMPLY NOT COMPATIBLE WITH THE NEW NORMAL....“

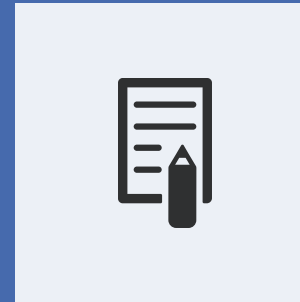
- SUPPLYFRAME, APRIL 2021

2021: WHAT'S WORKING AND WHAT'S NOT

SUMMARY



Audience Data



Technical Educational
Content



Marketing Automation

HOW TO BUILD A BETTER PLAN

...AND HOW TO BUILD A BETTER PLAN.





HOW TO BUILD A BETTER MARKETING PLAN

1

Audience Data

2

Technical Educational Content

3

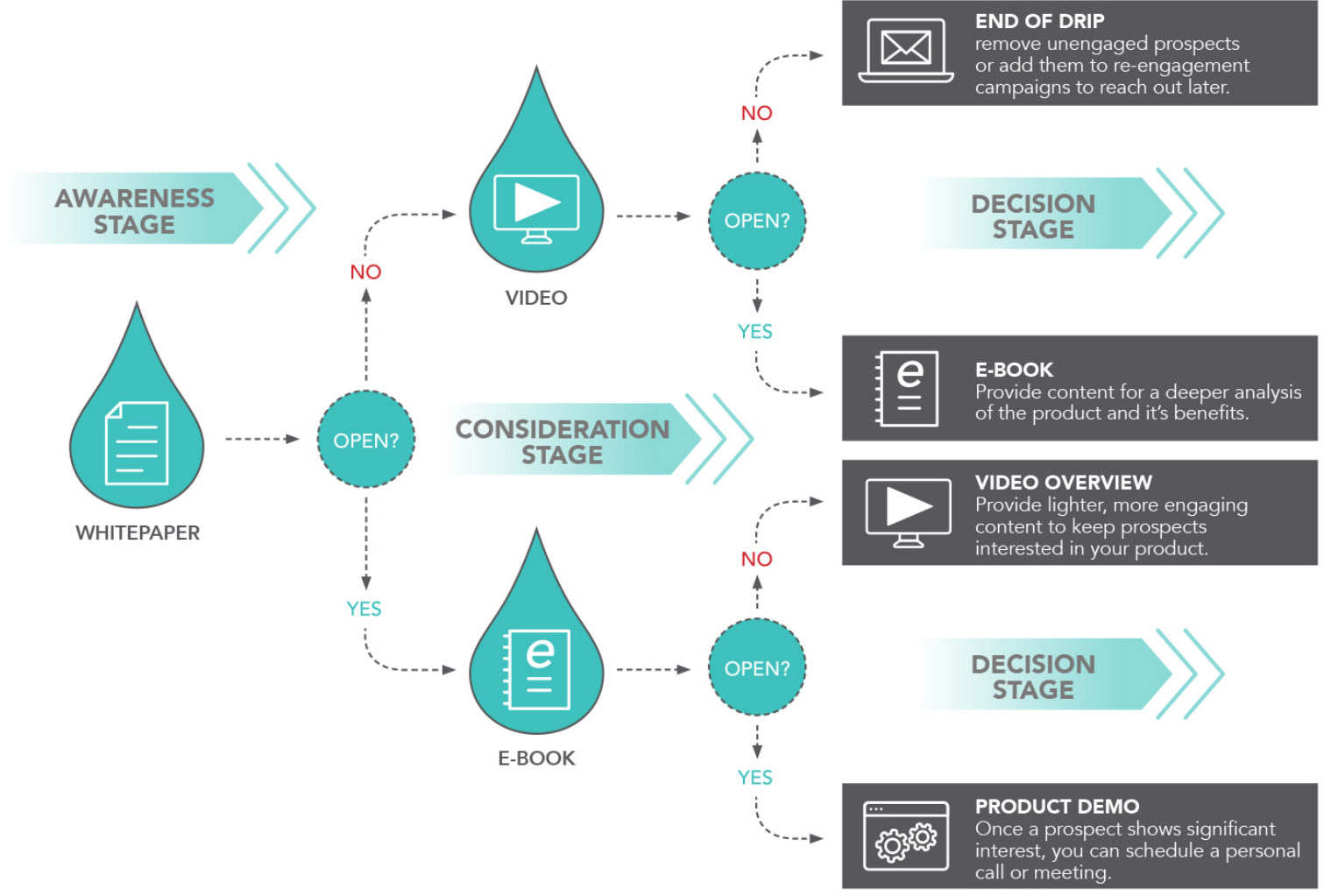
Marketing Automation

UNDERSTANDING HOW ENGINEERS BUY:

MODERN-DAY BUYER'S JOURNEY



DRIP CAMPAIGNS TO MATCH HOW ENGINEERS BUY:



DRIP CAMPAIGN EXAMPLE: STAGE ONE



FREE Whitepaper:
Schaffner – A Visual Guide to EMC/EMI Filters

You already know that EMC/EMI filters are the ideal solution to help reduce electromagnetic interference emitted from modern electrical devices and equipment.

Whether during the design phase or in the middle of troubleshooting during product development, finding the right EMI filter solution is imperative. But, how do you, in short order, determine the right filter for your application?




That's where this guide comes in! *Schaffner - A Visual Guide to EMC/EMI Filters* lists product recommendations for specific applications, including:

- Consumer Electronics
- Industrial Lighting
- Medical Equipment
- Renewable Energy Systems (Solar/Wind)
- Test & Measurement Equipment


Download your FREE copy now!

www.schaffnerusa.com | usasales@schaffner.com

EMAIL OFFER



Schaffner - A Visual Guide to EMC/EMI Filters



DOWNLOAD THE FREE GUIDE

First Name*

Last Name*

Email*

Company name*

Job Title*

Primary Industry*

City*

State/Region*

Postal Code*

Country*

Will You Use EMI Filters?*

Will You Be Performing EMC Testing on Your Product?*

Would you like to speak with a Schaffner applications Engineer?*

Email Opt-In* From time to time, we would like to contact you about our products and services, as well as other content that may be of interest to you. For more information on how to unsubscribe, our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#) at www.chineseschaffner.com/data-privacy.

I agree to receive other communications from Schaffner.

Download the Guide

EMC/EMI Filters are critical components, enabling electrical systems to meet compliance regulations.


Schaffner's EMC/EMI filters help to reduce electro-magnetics interference generated from modern electrical and Electronic equipment, aiding during both the design and troubleshooting phases of product development. But which filter is right for your business?

Within the *Schaffner - A Visual Guide to EMC/EMI Filters*, you'll find product recommendations for specific applications including:

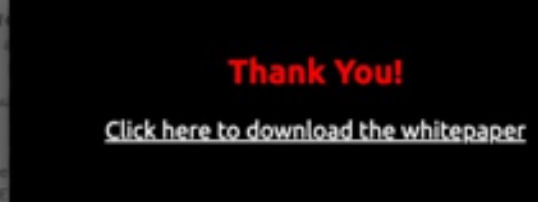
- Consumer Electronics
- Industrial Electronics, Automation Systems, and Robotics Control
- Industrial Lighting
- Medical Equipment
- Renewable Energy Systems (Solar/Wind)
- Test and Measurement Equipment

Send the form to start reading!

Speak with a Schaffner representative directly, <mailto:usasales@schaffner.com>.



REGISTRATION PAGE



Thank You!

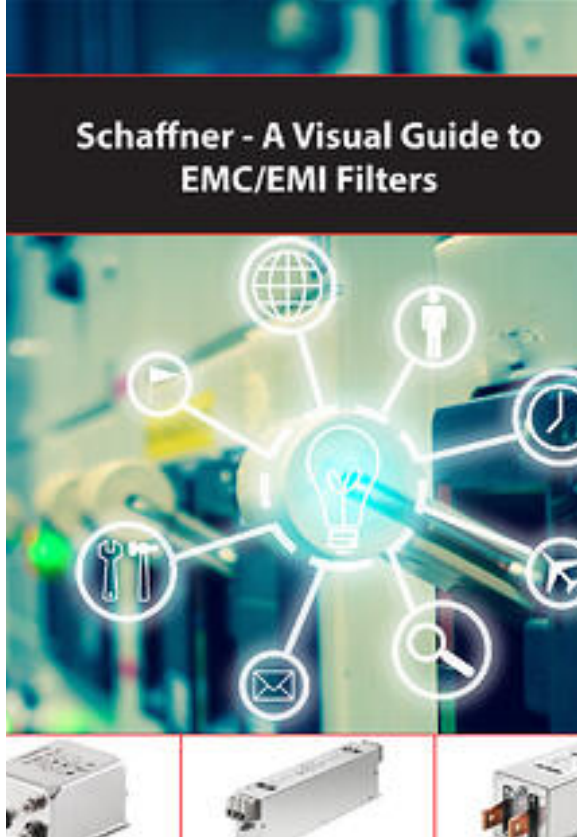
[Click here to download the whitepaper](#)

Will You Be Performing Product?*



Would you like to speak with an Engineer?*

Email Opt-In*

THANK YOU PAGE



Schaffner - A Visual Guide to EMC/EMI Filters



WHITE PAPER

= THE WHO, WHAT, WHERE & WHEN:



Schaffner - A Visual Guide to EMC/EMI Filters



EMC/EMI Filters are critical components, enabling electrical systems to meet compliance regulations.

Schaffner's EMC/EMI filters help to reduce electro-magnetics interference generated from modern electrical and Electronic equipment, aiding during both the design and troubleshooting phases of product development. But which filter is right for your business?

Within the *Schaffner - A Visual Guide to EMC/EMI Filters*, you'll find product recommendations for specific applications including:

- Consumer Electronics
- Industrial Electronics, Automation Systems, and Robotics Control
- Industrial Lighting
- Medical Equipment
- Renewable Energy Systems (Solar/Wind)
- Test and Measurement Equipment

Fill out the form to start reading!

To speak with a Schaffner representative directly,
email usasales@schaffner.com.



DOWNLOAD THE FREE GUIDE

First Name*

Last Name*

Email*

Company name*

Job Title*

Primary Industry*

City*

State/Region*

Postal Code*

Country*

Will You Use EMI Filters?

Will You Be Performing EMC Testing on Your Product?

Would you like to speak with a Schaffner applications Engineer?

Email Opt-In*



Live Example

country	will you use emi filters	will you be performing emc testing on your product	do you need a sample to test
United States	YES	YES - In 12-24 months	NO - I do not have a sample for a sample.

MORE BUYING INTENT QUESTIONS:

“ WILL YOU BE SPECIFYING <COMPONENTS> IN YOUR DESIGN?

+

WILL YOUR PRODUCT REQUIRE CERTIFICATION TESTING?

+

WOULD YOU LIKE TO CONNECT WITH AN <APPLICATION> ENGINEER?

+

WOULD YOU LIKE TO RECEIVE A SAMPLE?

+

YES, 1 TO 3 MONTHS

YES, 3 TO 12 MONTHS

NO, NOT AT THIS TIME “

= THE WHO, WHAT, WHERE & WHEN:

Campaign Lead Report 1/31/18 - 1/13/19

Total Unique Downloads: **451**

Total Unique leads Performing EMC Testing in 24 months or less: **250**

Total Unique Leads Performing EMC Testing in 24 months or less & would like a sample to test: **78**

Total Unique Leads that would like a Sample to Test but are not performing EMC testing in 24 months or less: **17**

date submitted	time submitted	first name	last name	email	company	job title	industry	city	state or province	zippostal code enter na if not us/ca	country	will you use emi filters	will you be performing emc testing on your product	do you need a sample to test	TAG
1/31/18	03:06 PM	Alan	Stryker	Principal Mechanical Engineer	Medical Electronic Equipment	Albuquerque	New Mexico	87113	United States	YES	YES - In 12-24 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:06 PM	Luis	University of Minho	Polymers Engineering	Education & Training	Guimarães	Not in US/Canada	NA	Portugal	NO	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:06 PM	mark	fidus power ltd	engineering manager	Medical Electronic Equipment	Reading	Not in US/Canada	RG78LA	United Kingdom	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:07 PM	David	Teledyne Controls	Environmental/EMI Engineer	Aerospace	El Segundo	California	90245	United States	NO	YES - In 12-24 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:07 PM	Andre	WEG	Engineer	Industrial Control Systems & Equipment	Jaraguá do Sul	Not in US/Canada	89256-900	Brazil	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:07 PM	Steve	Siemens	Sr Design Engr	Industrial Control Systems & Equipment	Johnson City	Tennessee	37604	United States	YES	YES - In less than 1 month	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:08 PM	Hector	Honda R&D Americas Inc	Electrical Validation	Automotive	Raymond	Ohio	43067	United States	YES	YES - In 1-6 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:08 PM	Doug	PAC	Director of Engineering	Industrial Control Systems & Equipment	Houston	Texas	77064	United States	YES	YES - In 12-24 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:09 PM	Thomas	maxon motor ag	MEngTech	Test, Measurement & Instrumentation	Sachseln	Not in US/Canada	NA	Switzerland	NO	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:09 PM	John	Electrolux Major Appliances North America	Senior Development Engineer	White Goods	Anderson	South Carolina	29626	United States	YES	YES - In less than 1 month	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:10 PM	Joao	INESC TEC	Researcher	Research	Porto	Not in US/Canada	4169-007	Portugal	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions



Totals



Compliance



Contact



Job/Industry



Location



Intent

GRAHAM KILSHAW, LECTRIX

...SO, WHAT'S NEXT?

THE TRANSFORMER ASSOCIATION. 2021 VIRTUAL SPRING MEETING





2022 ?
“COLLABORATION
MARKETING”

2021 - 2022

“COLLABORATION MARKETING”



Increased Customization
of Components & Materials



The Changing Role of the
Sales Person



Live Collaborative Design
Engineering between
Customers & Suppliers



The Emergence of Data
(finally)

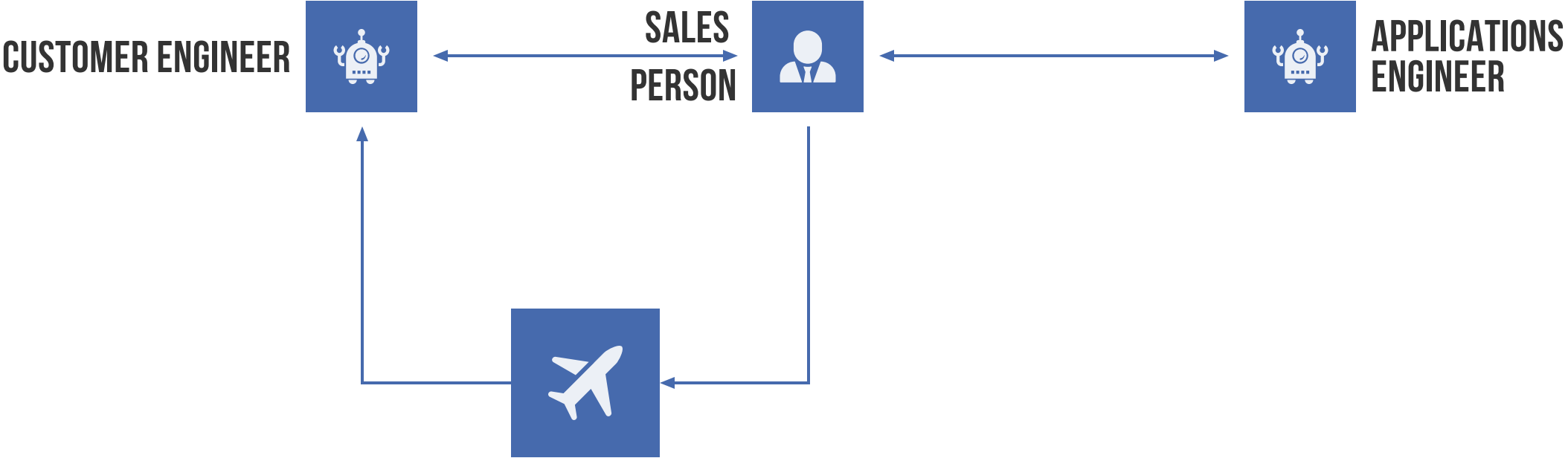


The Rise of the Application
Engineer

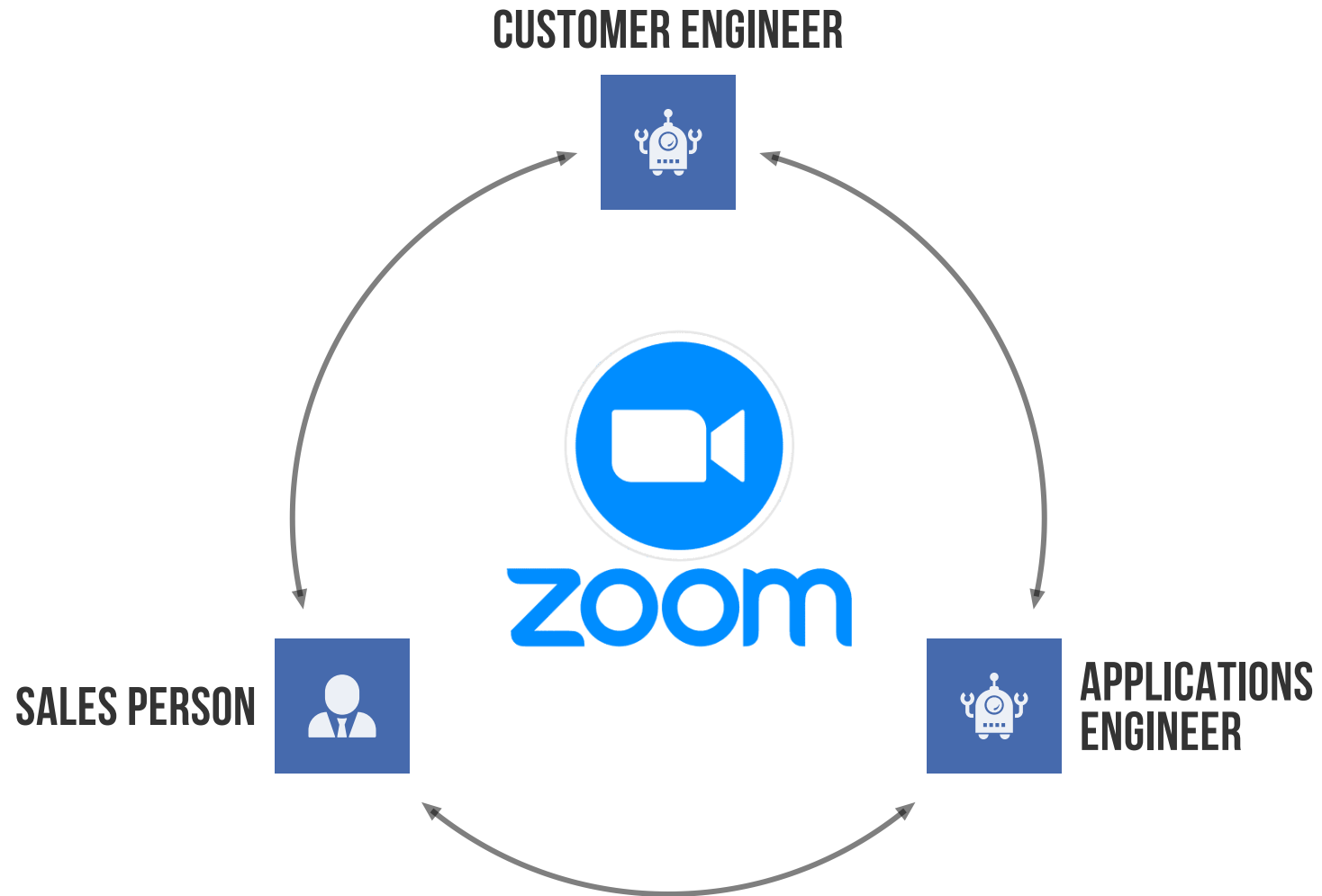


The Decline of Lead
Generation

PRE-PANDEMIC



PANDEMIC & POST-PANDEMIC



“COLLABORATION MARKETING”



Schneider
Electric
Exchange

Life Is On

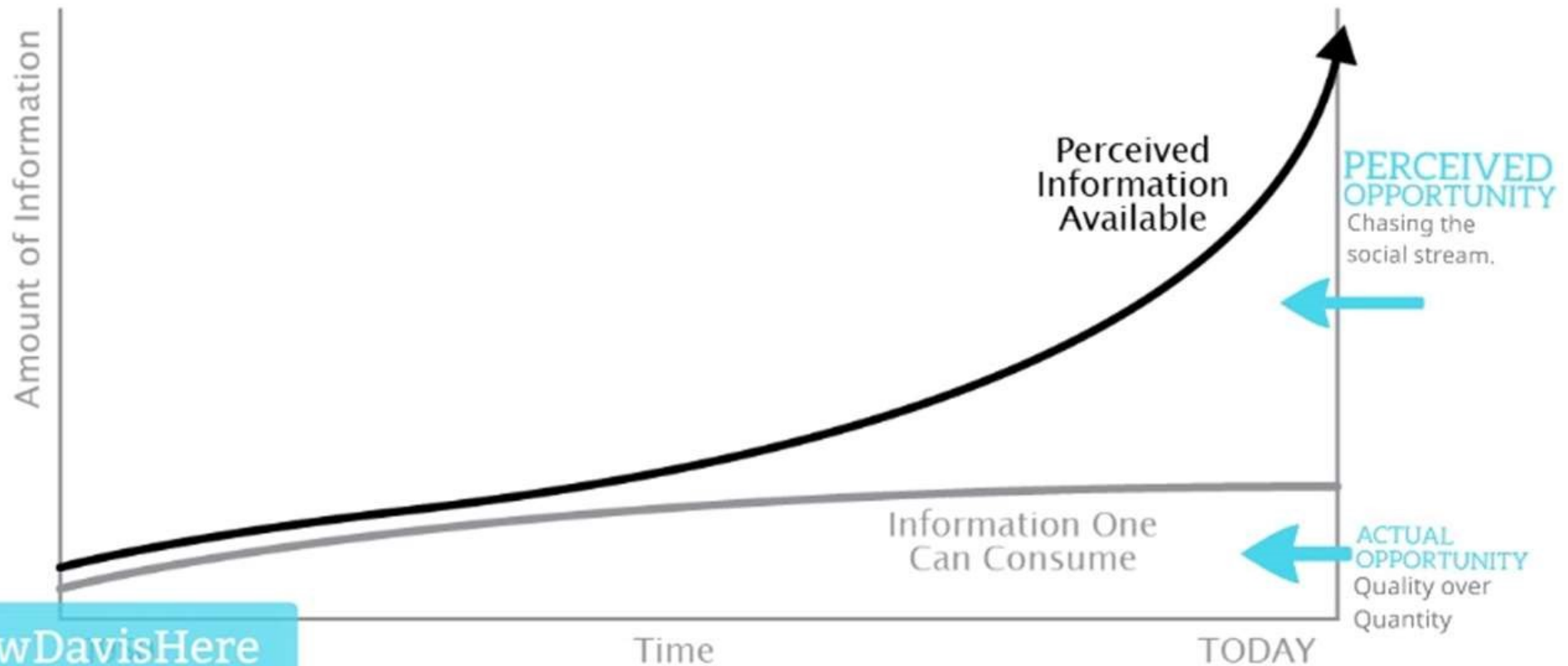
Schneider
Electric

ELI®

ENGINEERING LEADERSHIP PROGRAM

COMPETING FOR ATTENTION - GET CREATIVE WITH YOUR CONTENT:

INFORMATION OVERLOAD



@DrewDavisHere



THE TRANSFORMER ASSOCIATION. SPRING VIRTUAL MEETING, APRIL 2021

QUESTIONS

Graham Kilshaw

CEO, Lectrix

graham@lectrixgroup.com

LECTRIX