



Marketing for manufacturers

Business Growth
Industrial Sector

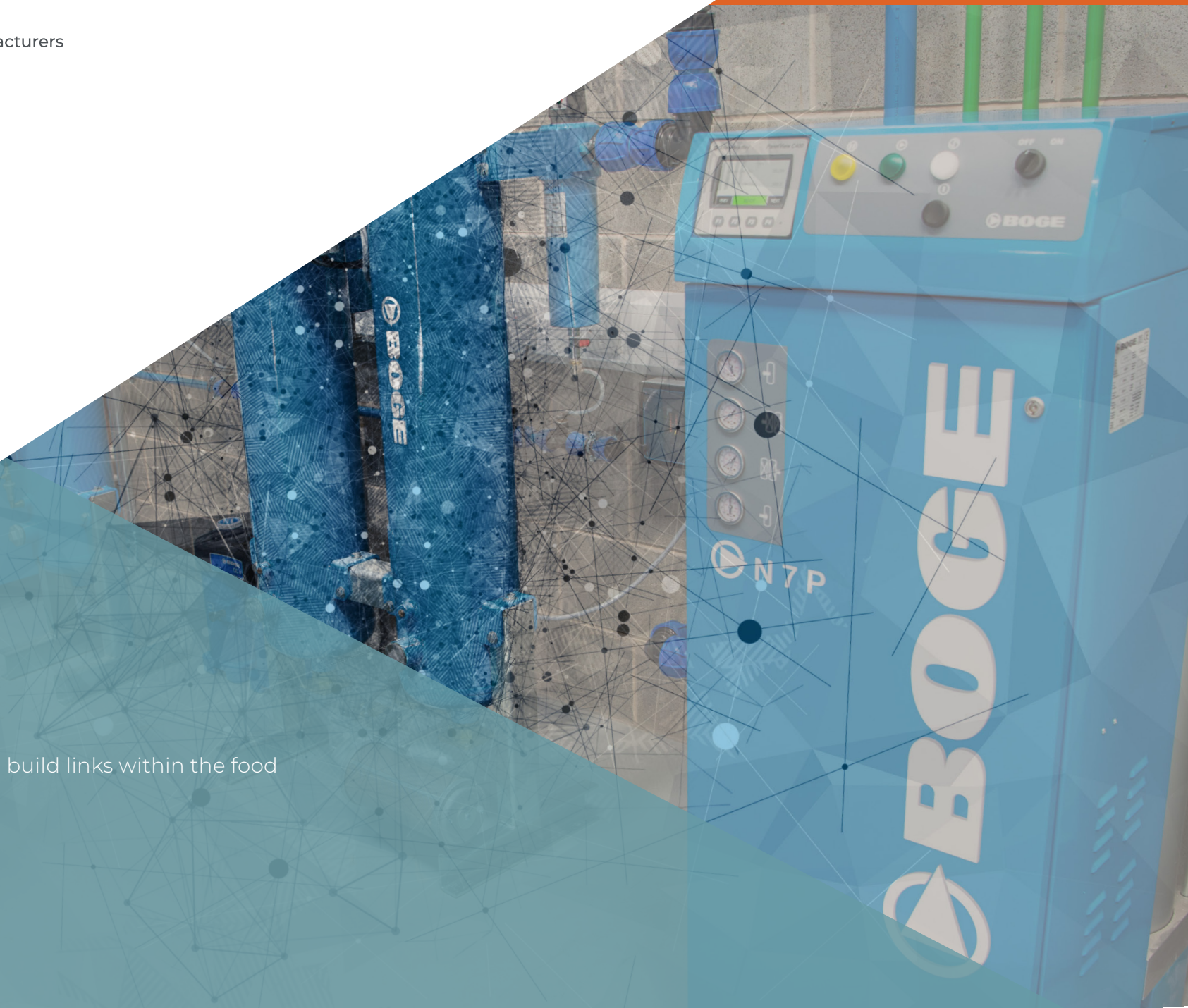
Case Study

BOGE UK



Client objective

- Grow its customer base and build links within the food and beverage industry



Campaign idea

We worked closely with BOGE to understand the pain points of existing and potential food and beverage customers when it came to using compressors. We focused on busting the myth that expensive oil-free air compressors were needed to get oil-free air and developed an integrated programme of marketing activities around the cost-benefits of using catalytic converters on oil air compressors to achieve the same results.

Our approach

BOGE wanted to achieve growth in the food and beverage industry in the UK but its German-managed website didn't offer the flexibility for BOGE UK to do this on its own. As a full-service agency, we were able to manage a range of carefully timed campaigns to lead potential food and beverage customers on a buying journey. This involved LinkedIn DSC and Google Ads campaigns, print and online editorial containing focused case studies, white papers to add depth, e-newsletters and tailored e-mails to BOGE's existing customers and an external list of potentials. We also managed a number of Account Based Marketing strategies to create organic growth and promote new customer relationships.

The results

A steady increase in market awareness in the food and beverage sector along with:

43%



increase in LinkedIn followers

BOOST!



Boosting brand profile - coverage outperforming the competition

ANNUAL GROWTH



Driving demand for BOGE products and services – contributing to 10%-plus growth year-on-year

Impact on client's business

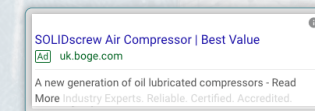
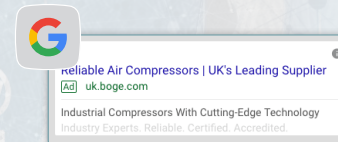
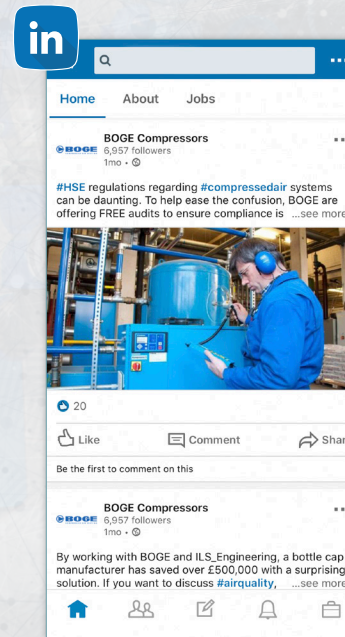
“We've partnered with 4CM for seven years. They act as our outsourced marketing team in the UK, providing both strategic and tactical support and also partner with our sister operations in Germany, France and the Far East. They have helped us boost our brand profile, outcompeting much larger competitors in terms of market coverage, while providing the skills, knowledge and resources that are driving demand for our products and services through both traditional and digital channels, combining inbound and account based techniques. The team at 4CM is extremely proactive and engaged in our business, providing fresh ideas, insight and inspiration. As our marketing partner they are adding real value to our 10%-plus year on year growth.”

Mark Whitmore - General Manager - BOGE UK & Northern Europe



Case Study | BOGE UK Ltd

EXAMPLES



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