



Automation and flow control equipment supplier to the process industries.

## Industry-specific campaign capitalizes on an emerging opportunity.

→ B2B

### **CHALLENGE:**

The drive for alternative fuels had opened an opportunity for Metso Automation to earn new business in the ethanol production marketplace. The company had the right products but lacked a coordinated marketing push to support early sales efforts.



**CATALYST**  
A B2B BRAND CONSULTANCY

→ [www.catalystb2b.com](http://www.catalystb2b.com)

## CATALYST SOLUTION

- We developed an aggressive demand generation program – incorporating print and online advertising, direct-response, and publicity – to build awareness and preference for Metso Automation products.
- We also prepared an information-rich microsite focused entirely on the needs of the ethanol industry.
- We introduced new marketing materials and the demand generation program at a national sales meeting.

## CATALYST — Industrial Instrumentation and Equipment Expertise



Print ads featured products as hero along with differentiated benefits.

Online ads took prominent positions on key websites.



Technical feature articles and case studies helped build credibility.



Industry-specific website answered the needs of ethanol process engineers.



Sales tools spoke directly to the pain points of industry buyers.

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## **RESULTS**

- Metso Automation surpassed its sales goal within the campaign period.
- The company earned number one market share.
- The brand is now most preferred for ethanol-based process applications.



**C A T A L Y S T**

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