



STRENGTHENING YOUR CORE: DRIVING BUSINESS-CRITICAL PREFERENCE AND DEMAND

ALISON FETTERMAN, DIRECTOR OF STRATEGY

ALISON FETTERMAN



- Director of Strategy
- With Godfrey for 10 years

SKF®


EMERSON™

rexroth
A Bosch Company

JLG®

 **BASF**
We create chemistry

SKF®

CHALLENGE

CORE PRODUCTS



Spherical Roller
Bearings



Angular Contact
Ball Bearings



Deep Groove
Ball Bearings



CHALLENGE



Boost brand preference



Protect and grow market share



Similar target audiences
but specific applications
for each product



SOLUTION

STRATEGY



COMPETITIVE
ANALYSIS



MAPPED
TARGETING



UNIQUE MESSAGING
PLATFORMS

CONCEPT

BUILD AWARENESS AND DRIVE PREFERENCE BY HIGHLIGHTING:



PERFORMANCE



RELIABILITY



BREADTH OF RANGE

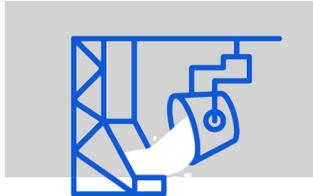
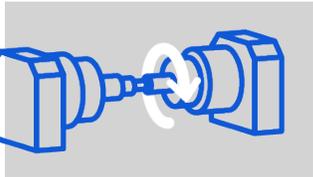
CONCEPT



SKF
Spherical Roller Bearings
Engineered to work overtime, so you don't have to.

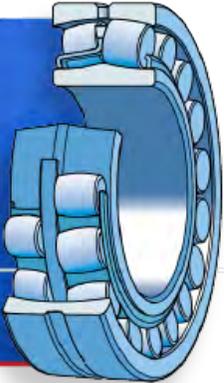


Angular Contact Ball Bearings
Bearings that keep their cool in the toughest conditions.



2x
service life

eliminated grease costs



- Data visualization
- Application imagery
- Approachable voice

CAMPAIGN ELEMENTS

SKF Spherical Roller Bearings
Engineered to work overtime, so you don't have to.

Stay powered with a free gift. ▼

SKF spherical roller bearings deliver the world's best performance and reliability to make a valuable impact on your operation.

- Longer service life
- High load capacity
- Reduced lubrication consumption
- Reduced friction and heat

SKF spherical roller bearings are available through the SKF Authorized Distribution Network.

Find a distributor.

Enter Zip Code

[Find a Canadian distributor.](#)

A smoother operation with SKF.

\$26m annual savings

SKF

26m annual savings
2x mean time between failures
 real customer results

SKF

Using longer-lasting spherical roller bearings in your machinery can make a valuable impact on your operation. For one mining operation, switching to #SKF sealed spherical roller bearings with heavy-duty seals doubled mean time between failures, creating a customer value of \$26 million a year! Read more customer success stories here: <https://bit.ly/2GxRCDJ> #SKFReliableRotation #Industriesolutions

Timeline Photos · Feb 3 ·

View Full Size · More Options

Like Comment Share

parts & maintenance costs

\$150k annual savings

Longer life. Lower costs. A smoother operation.

The superior engineering of SKF spherical roller bearings set the standard for reliability. And they continue to deliver on your operation.

For a sugar mill that replaced its bearings, SKF spherical roller bearings helped them save more than \$150,000. Lower friction and reduced operational savings.

Find out how you can get a smoother operation. Visit skfusa.com

SKF

2x service life = eliminated grease costs

Spherical Roller Bearings
Longer life. Lower costs. A smoother operation.

[See how](#)

SKF

CAMPAIGN ELEMENTS

The laptop screen shows the SKF website with a navigation bar containing 'FREE GIFT', 'FIND A DISTRIBUTOR', and 'CONTACT'. The main content area is divided into two columns. The left column features two sections: 'Industrial Market - Bearings' and 'Sealing Solutions', each with a list of products and contact information. The right column contains a contact form with fields for 'Company Name *', 'Email Address *', 'Zip Code *', and 'Phone Number *', along with a 'Contact Type *' dropdown menu. Below the form is a 'Submit' button and a disclaimer: 'By clicking submit, you agree to our Terms and Conditions, Privacy Policy and Cookie Use.' At the bottom of the laptop screen, there is a copyright notice: 'Copyright © 2018 SKF USA Inc. SKF is a registered trademark of SKF USA Inc. Certain images used under license from Shutterstock.' and a footer with '© COPYRIGHT | TERMS & CONDITIONS | PRIVACY POLICY | SITE OWNERSHIP | COOKIES | GENERAL CONDITIONS OF SALES'.

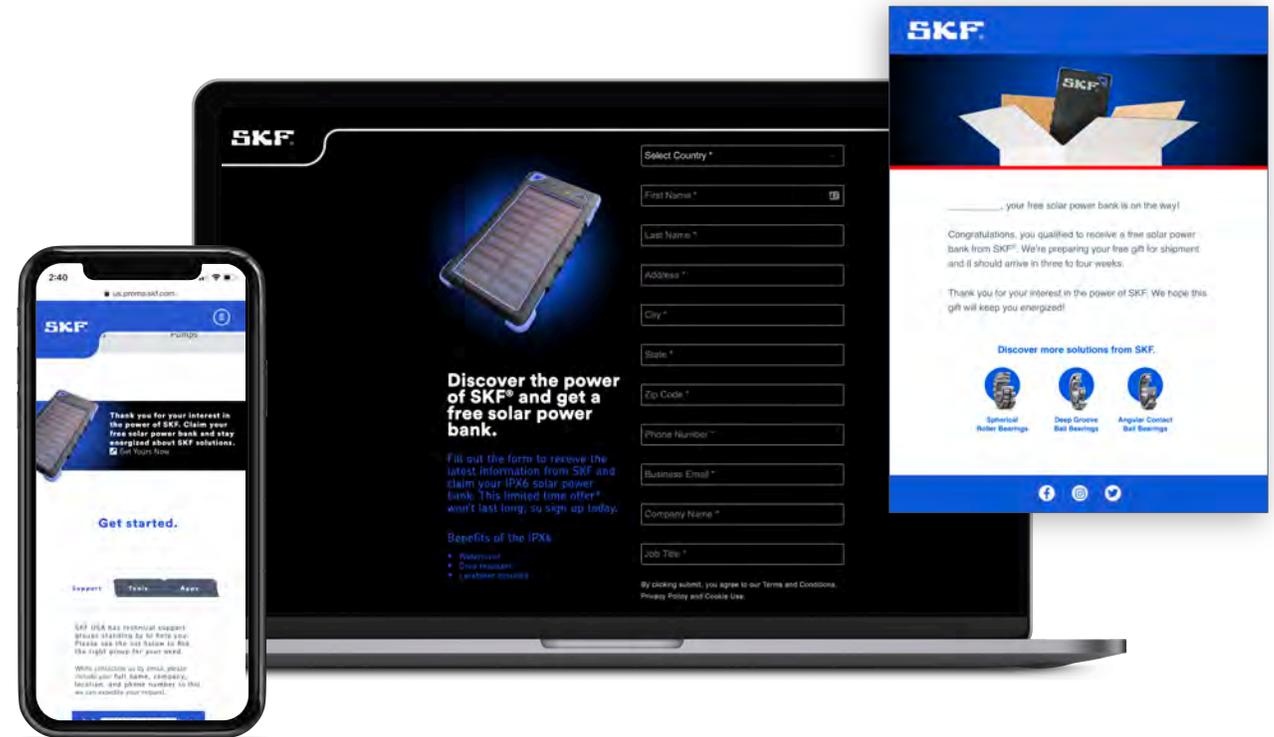
The smartphone displays a social media post from SKF. The post features a blue background with white text: '26m annual savings' and '2x mean time between failures' with circular arrows around the numbers. Below this, it says 'real customer results' and the SKF logo. The main text of the post reads: 'Using longer-lasting spherical roller bearings in your machinery can make a valuable impact on your operation. For one mining operation, switching to #SKF sealed spherical roller bearings with heavy-duty seals doubled mean time between failures, creating a customer value of \$26 million a year! Read more customer success stories here: [#SKFReliableRotation #Industriesolutions](https://bit.ly/2GxRCDJ)'. At the bottom of the post, there are icons for 'Like', 'Comment', and 'Share'.

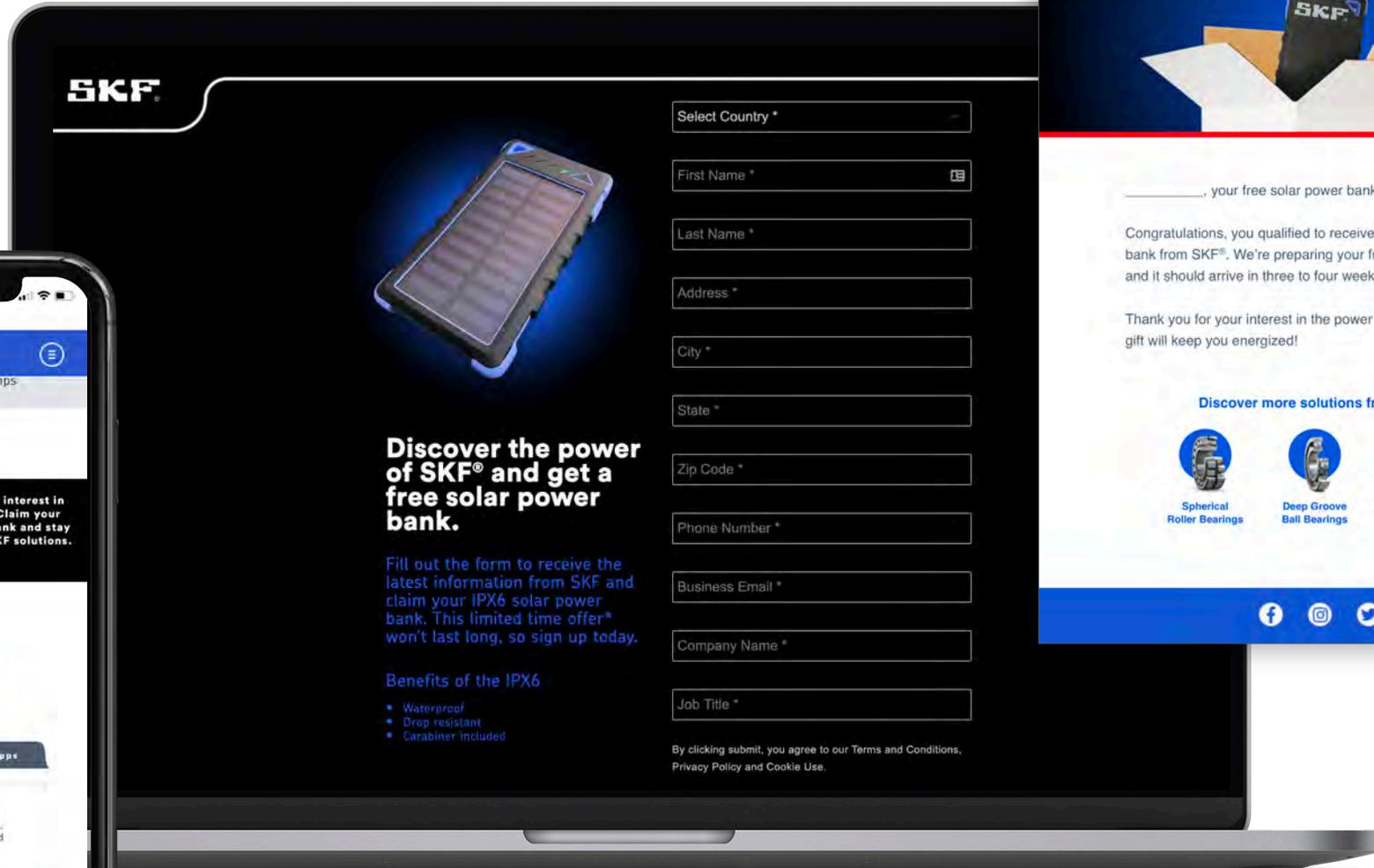
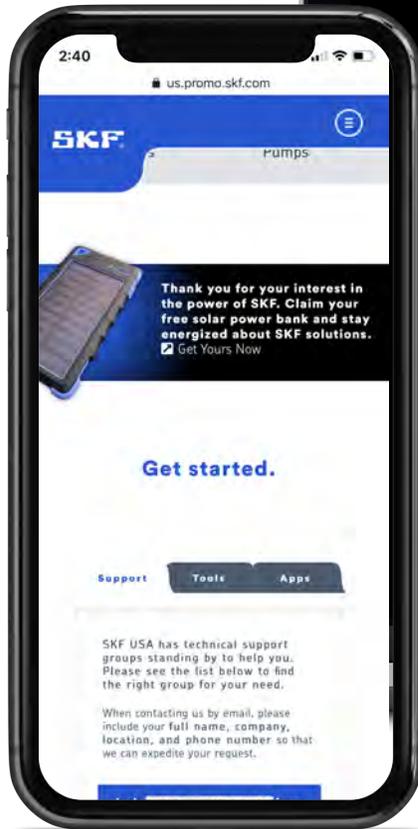
The banner has a blue background with a white diagonal line. At the top, it says 'parts & maintenance costs'. Below this, a large '\$150k' is displayed with 'annual savings' underneath. An arrow points from the top right towards the '\$150k'. In the center, there is a 3D rendering of a spherical roller bearing. To the right of the bearing, the text reads: 'Longer life. Lower costs. A smoother operation.' Below this, there is a paragraph: 'The superior engineering of SKF spherical roller bearings set the standard for reliability. And they continue to deliver value on your operation. For a sugar mill that replaced their shredder, our bearing helped them save more than \$150,000. Lower friction and reduced operational savings.' At the bottom left is the SKF logo, and at the bottom right is the text 'Find out how our bearings can help you achieve a smoother operation. Visit skfusa.com'.

The banner has a blue background with a white diagonal line. At the top, it says '2x service life = eliminated grease costs' with an arrow pointing from the '2x' to the text. In the center, there is a 3D rendering of a spherical roller bearing. Below the bearing, the text reads: 'Spherical Roller Bearings Longer life. Lower costs. A smoother operation.' At the bottom left is the SKF logo, and at the bottom right is a button that says 'See how' with a play icon.

SOLAR PACK INCENTIVE

- Multiple callouts on product pages driving to a streamlined landing page
- Nurture campaign to further engage leads



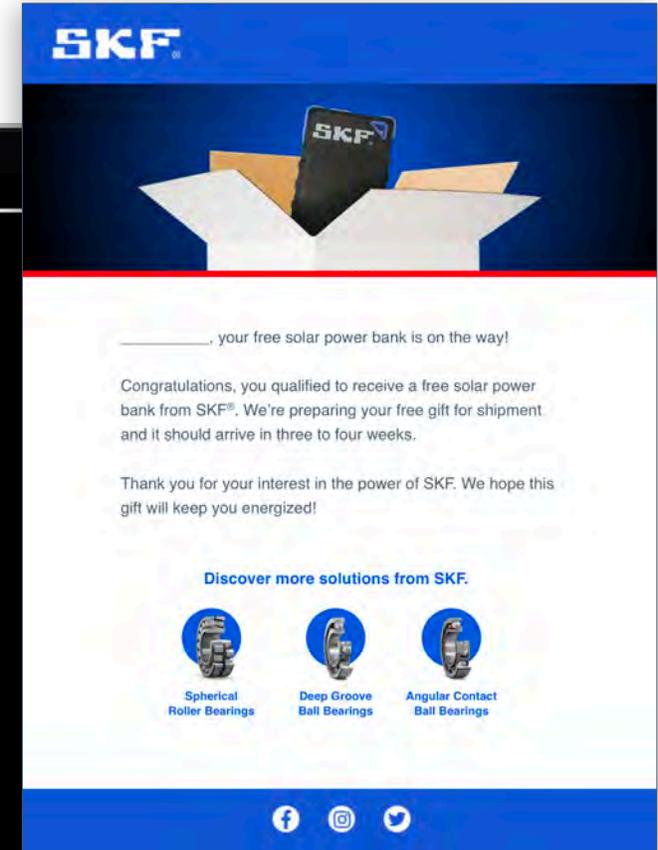


Discover the power of SKF® and get a free solar power bank.

Fill out the form to receive the latest information from SKF and claim your IPX6 solar power bank. This limited time offer* won't last long, so sign up today.

Benefits of the IPX6

- Waterproof
- Drop resistant
- Carabiner included



RESULTS

CORE PRODUCTS RESULTS — COMBINED



12,586

Page Sessions



8%

Channel Conversion Rate



11,083,299

Media Impressions & 17,507 Clicks



168

Find a Distributor Submissions



53

Form Submissions

*As of March 26, 2020

CORE INCENTIVE PROGRAM



313

Page Sessions



49%

Channel Conversion Rate



131

Form Submissions



Avg. 53%

Open Rate



Avg. 15%

CTR

*As of March 26, 2020

“

Through this campaign, we saw impressive interest and engagement with our core products, and the leads we received were exactly the job titles and companies we were looking for.”

JONATHAN MILLER, *Director of Marketing, SKF*



We're a full-service business-to-business marketing agency,
and we love working with companies that make stuff.
Really complex stuff like machinery, components and chemicals.
Our team is engineered to extend yours and help you deliver
the very best B2B marketing in your complex industry.
Learn more about how we can help at www.godfrey.com/manufacturing.





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