

# Understanding the Industrial Customer Journey

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# 2018 Emerson At-A-Glance

FOUNDED

**1890**

HEADQUARTERS IN  
**ST. LOUIS, MO**  
USA

## RECOGNITION

#**178**

2018  
**FORTUNE 500**  
AMERICA'S  
LARGEST  
CORPORATIONS  
BY REVENUE

**Top 50 Employers**  
WOMEN ENGINEERS  
MAGAZINE

**America's Best  
Employers**  
FORBES MAGAZINE

## TWO BUSINESS PLATFORMS

**AUTOMATION SOLUTIONS**

**COMMERCIAL & RESIDENTIAL SOLUTIONS**

WORLDWIDE

**87,500**  
EMPLOYEES

**215**  
MANUFACTURING  
LOCATIONS

## INNOVATION

EMERSON EMPLOYEES HELD

**18,000** ACTIVE PATENTS  
WORLDWIDE IN 2018

**\$17.4**  
**BILLION**

IN GLOBAL SALES  
FISCAL YEAR 2018

**62**  
YEARS

CONSECUTIVE  
YEARS OF  
INCREASED  
DIVIDENDS

**NYSE:**

**EMR**

# A Little About What I Do.... And What I Hope You Take Away From Today



- The broad range of expectations of service and support from the industrial customer requires creative management of limited resources
- To be the most effective you've got to plan and change behaviors
- How to help the Sales Team understand the part they play in the digitally transforming customer journey

## This Should Be Easy, Right?



**Marketing  
Viewed as a  
Service**



**Sales and  
Marketing  
Not Always  
Aligned**

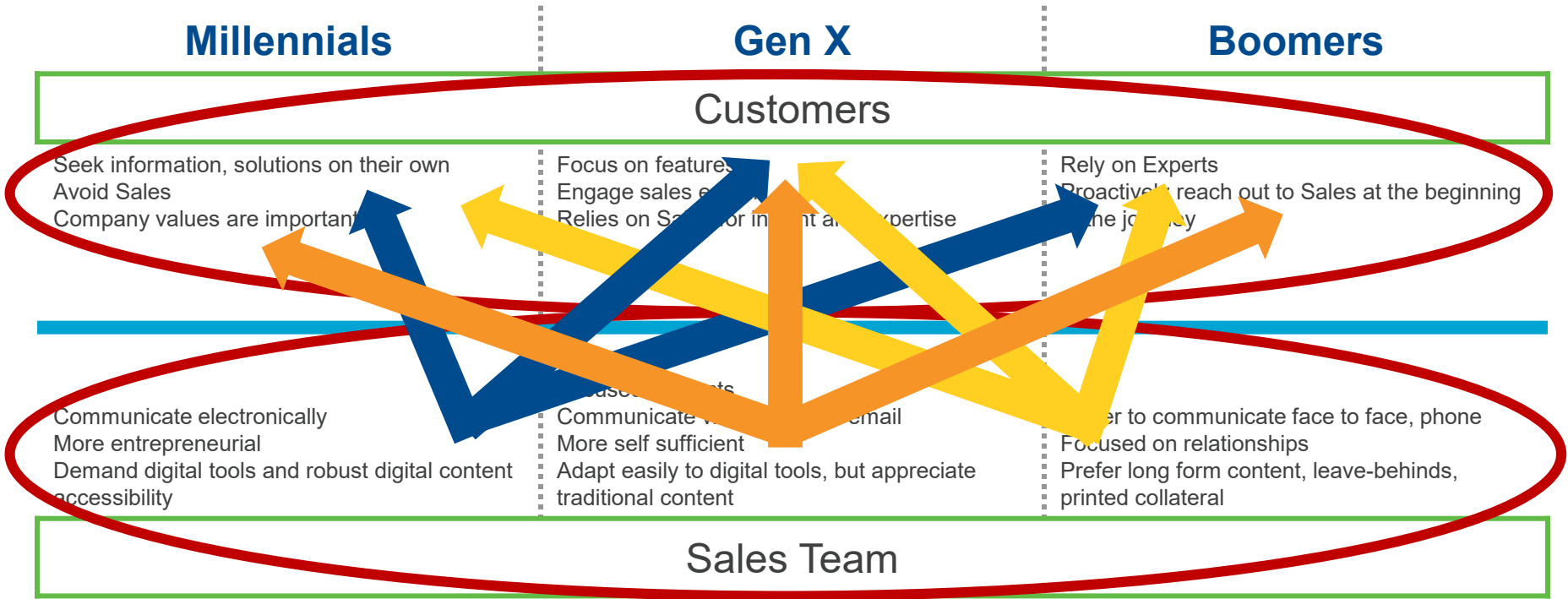


**Pace of  
Change in  
Industrial  
Business is  
slower**



**Even a  
GREAT  
team can't  
do it all**

# What is the Dynamic? Generational Differences in Behaviors



Sources: [snapapp.com/generationresearch](http://snapapp.com/generationresearch); [blog.symmetricsgroup.com](http://blog.symmetricsgroup.com)

Where is Everybody?

# The touch points are EVERYWHERE!



Search





# Changing the Game and Conversation With the Business

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## How it was/is:

Hey, we're launching a product!

Great! How can we help?

I need a catalog page and a brochure!

Sure...when do you need it?

Well, we launch next week, so.....

## The future! (I hope):

Ok, we have one in a few months

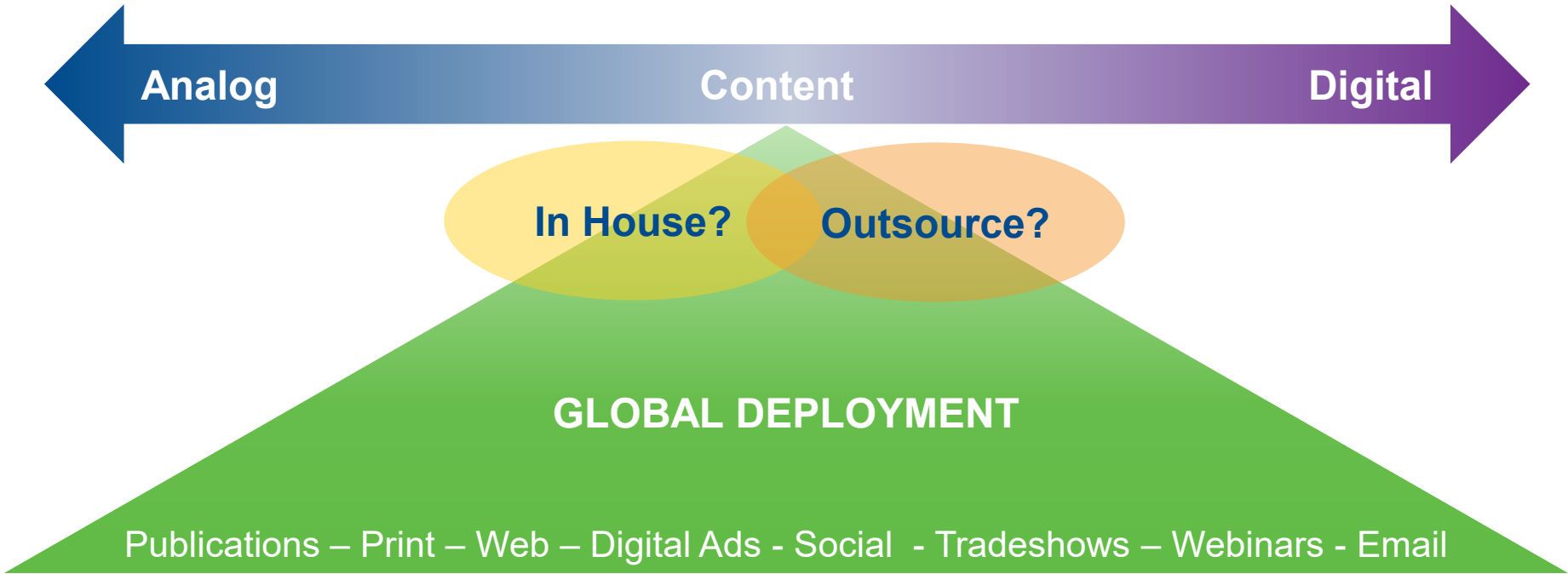
Let's talk about your product launches!

Who are we trying to reach? What's the best way to show our value?

The maintenance guys will really love this, it installs really easily!

I think a video would be great for this, and we could demo at that tradeshow!

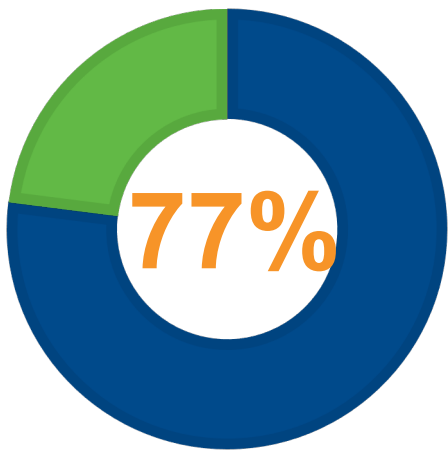
# “But I Still Want a Catalog” ....Effective Content Planning



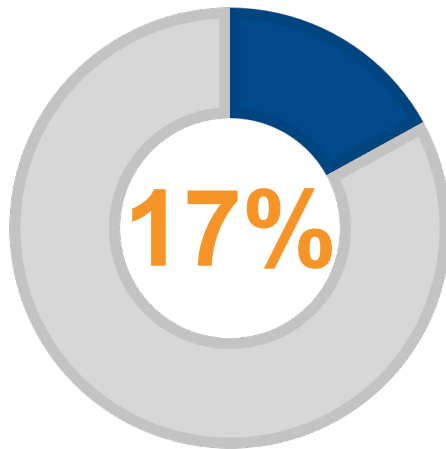
**You Can Only Create So Much Content – Make It Go As Far As Possible**



# Our Imperative Is To Make it Easy For the Customer



**B2B buyers state that their latest purchase was very complex or difficult**



**Time spent meeting with potential suppliers**



**Have to get consensus from multiple stakeholders**

# Buyer Enablement Allows Sales to Focus On High-Value Interactions

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**Case Studies**

**Product Selectors**

**White Papers**

**Videos**

**Calculators**

**Diagnostic Tools**

**Technology Pages**

**Social Media**

**Configurators**

**CAD Files**

**Technical Data Sheets**

**All Digital!**

# It's Also Got To Be Easy For the Sales Team

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## Foster Alignment

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- Create a communications strategy and content plan that supports both marketing and sales
- Support their preferred tactics and relationship styles
- Understand what motivates them, how they are incentivized

## Show them the Data

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- What Content is Effective
- Leads Generated
- Deployment Tactics

## Keep Them Informed

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- Latest and Greatest
- What Customers Are Consuming
- Where they can find what they need
- Include them in Proactive planning

## Give them the Tools

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- Sales Enablement Hubs
- Frequent Communication
- Templates and Options
- On Demand Printing



## Wrapping It Up

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**Thank You!**

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**WE SEE  
THE STRENGTH OF ONE EMERSON**