

Case Study

Zehnder



Project: Integrated digital marketing, social media, PR and lead generation

Zehnder Group UK is a subsidiary of the Zehnder Group, Switzerland, a successful international group committed to creating energy-efficient solutions for a healthy and comfortable indoor climate. The Zehnder Group range includes products in the areas of comfortable indoor ventilation, heat exchangers, clean air solutions, decorative radiators and heating and cooling ceiling systems.

The Brief

To integrate all online and offline marketing into one content strategy

To raise Zehnder's profile within core industry sectors

To help build prospect pipeline through LinkedIn lead generation

To fully support the business with marcoms during the COVID-19 pandemic



Activities

Industry and sector research conducted in social housing and offsite/MMC to explore viability of market and best marketing approach to take

Devised targeted campaigns leading with an audience discovery workshop, attendance at CPDs, in-house product training courses and industry webinars

Created a 12 month content programme divided into sectors and topics

Worked with Zehnder experts for insights, opinions and direction

Reactive media pitches to issues such as air pollution levels, indoor air quality, air tightness in homes, changes in legislation and housing quotas

Social Media management – organic and paid

Successes

Integration of all digital marketing with Sales and PR activities led by a topical issues and benefits content programme

Produced press releases, weekly blogs, opinion pieces, monthly case studies for press and mini case studies for LinkedIn, features, e-books, email marketing and infographics

Positive engagements with all industry member bodies with stronger partnerships developed

65 pieces of trade and national press coverage with 67.1M online readership including The Daily Telegraph, 28% increase in social media engagements

100% positive press sentiment achieved in Healthcare & Education, Social Housing, Self Build, Sustainability and Heritage sectors

In 2021, Rose Media entered its 8th year as Zehnder's marketing partner

“Our association with Rose Media Group has grown over the years and we now see them very much as an integral part of our marketing effort. Through close co-operation we have been able to penetrate new markets, leverage off topical issues and engage more in our digital relationship with customers. They understand and work with our values which are key to our representation in the market and have become part of the family.”

Tony Twohig
Managing Director



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