

Success Story

Nagano

200% increase in named leads

Meet the client

Nagano is the industry-leading Japanese producer of powered aerial access equipment for the construction sector.

Objective

Having built a reputation in Asia for world-class design and manufacture over 50 years, Nagano sought to expand into the European market. It had ambitions to make significant sales at its first-ever showing at BAUMA, Munich's international construction industry event.



Zero to 1000

From 0 to 1000 named leads in three months

Emberson LeadGen campaigns, database and social media work is so important.

Without it I would have a comparatively small network of contacts and far less sales leads.



Steve North,
European Sales
Consultant



70

Confirmed sales, 166 potential sales and almost 300 enquiries

Solution

We prioritised promotion of the Nagano brand and BAUMA stand across Europe in the first three months. We designed a new website, brochures, product sheets and stationery and publicised Nagano's local dealer partnerships. Identifying key people in Nagano's target European markets, we generated a growing database of contacts for email campaigns, directing clients through to the new website. Monthly campaigns and activity were tracked daily, and the most engaged leads passed to sales teams for follow-up.

Pre-event publicity created a buzz around Nagano's inaugural stand at BAUMA. Overall, **1000 visitors generated 70 confirmed sales, 166 potential sales and almost 300 enquiries, with five machines being sold on the first morning!**

Regular posting of thought-leadership articles on social media connected decision-makers, driving a monthly tally of around 200 people to the website.

The European Business Manager received the most engaged, current leads' report direct to his inbox.

This combined effort generated over **2000 qualified, named email addresses.**

Over
2000

Qualified, named email addresses in first year

400

Engaged leads delivered to Nagano post-BAUMA