

CATEGORY: 17

Best use of content marketing



Summary

Unlocking the Secrets to the Specification was an 8-month campaign targeting construction product manufacturers, conducted by leading construction technology firm NBS between November 2023 and June 2024.

Answering the age-old question, 'What's in it for me?' formed the basis of a strategy where NBS would harness specifiers' own words to demonstrate the business benefit of improving the data manufacturers provide to them.

With impressive results, NBS created a multi-channel, staggered marketing campaign that moved manufacturers from awareness to consideration, and then conversion.

RESULTS:

236

Sales Leads

975

Report
Downloads

217

Event
Attendees

