



# Customer Success Story

## EMG Marketing Group Delivers Successful Product Relaunch Penetrating New Industrial/Commercial Markets

**3M**, World leader in providing innovative solutions to effectively manage electrical power, voice, video, and data networks.

### The Opportunity

3M wanted to penetrate new industrial and commercial markets and drive new sales for their 3M JobBox product.

The JobBox product line had not met sales expectations and 3M distributors had found the customized solution difficult to sell.

3M partnered with EMG Marketing Group to relaunch JobBox and penetrate new untapped markets.

### The Solution

EMG Marketing Group designed and implemented a sales generation campaign targeting Industrial end-users, electrical engineers, project planners and large Industrial/Commercial contractors.

Using EMG's highly accurate industry databases and proven direct-response sales strategies the campaign targeted 5,000 prospects within Alberta Industrial / Commercial markets.

### The Result

Driving an 11% response rate and over 550 new qualified sales leads the Industrial/Commercial campaign successfully:

- **Generated** measurable, qualified high-potential sales leads
- **Increased** 3M industrial product specifications
- **Grew** over-the-counter product demand for 3M distributors
- **Drove** immediate new profitable product sales

3M was exceptionally pleased with the immediate success of the sales campaign. 3M had been told by their channels that there was little market interest in their product. The new market penetration and dramatic increase in product inquiries was a victory for the 3M product team.



- The EMG designed sales lead brochure

## Leading Through 3M Innovation

*"EMG successfully penetrated new markets and generated new sales."*

*3M partnered with EMG because of their proven direct-response expertise, their track record of sales and marketing successes, EMG's highly accurate industry databases and their ability to deliver the 3M value directly to our high-potential target markets."*

- Darryl Torhjelm, Market Manager, 3M Canada.