



STEWART & STEVENSON

Customer Success Story

Northeastern US Power Generation Sales Campaign Drives 700 New Qualified Sales Leads in 12 weeks

Stewart & Stevenson Inc. - Houston Texas based Stewart & Stevenson specializes in the design and manufacture of specialty equipment for the power generation, defense and oilfield industries.

The Opportunity

As one of North America's largest emergency power solution providers Stewart & Stevenson was there when the lights went out on August 14th, 2003. The power 'Blackout' effected much of the Eastern seaboard of the US costing businesses millions of dollars in lost revenues. Businesses using Stewart & Stevenson power generators were able to maintain operations and were therefore least effected by the power failure. Realizing a huge opportunity Stewart & Stevenson knew if they could get their message and product awareness directly to businesses effected by the blackout they could help prevent further losses to these businesses while driving new sales and new customer acquisition for their own products. The problem Stewart & Stevenson faced was how to reach these effected businesses quickly and effectively and with the right message and product offering.

The Solution

Stewart & Stevenson partnered with EMG Marketing Group to design and deliver a highly effective sales and product awareness strategy targeting specific businesses across the Northeastern US.

The campaign targeted thousands of business decision-makers in several targeted industries including property managers, electrical utilities, hospitals and food processing and manufacturing companies. EMG used their highly accurate business database and designed and launched the entire campaign in under three weeks.

The Results

Within 7 days of the campaign launch Stewart & Stevenson received their first qualified sales lead. Over the next 12 weeks Stewart & Stevenson would receive over 700 new sales leads from companies specifically asking for Stewart & Stevenson power generators.



- EMG designed sales lead generator.

"EMG knew how to reach our prospects quickly ... We knew the opportunity but didn't know how to capitalize on it. EMG was able to get our product message into the hands of thousands of key decision makers within weeks.

With over 700 new qualified leads we are very pleased with the results EMG delivered."

- Susan Lewis, Director, Senior Sales Accounts, Stewart & Stevenson Inc.

