

NORTON ABRASIVES

1 New Bond Street
Worcester, MA 01606

www.nortonabrasives.com
Client since: 2004

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Ethan Caouette,
e-Marketing Coordinator

Company Profile

Norton Abrasives, a brand of Saint-Gobain, is the largest global manufacturer and supplier of performance engineered abrasives. Norton products provide solutions for a diverse variety of customers, ranging from individuals focused on home improvement, to contractors, to auto body repair shops, to companies involved in polishing wind turbines, aerospace alloys, medical prosthesis, metal fabrication and more. Extensive R&D expertise allows Norton Abrasives to continually create innovative, cost-effective project solutions for everything from large production projects to small fix-up jobs.

Marketing Goals & Strategy

Branding and exposure. Ethan Caouette, e-marketing coordinator for Norton Abrasives, says, "We are always looking to educate people about how Norton can solve their production problems. We wanted to get in front of an audience that needs our problem solving capabilities, and is comprised of individuals interested in metal working or machine tools. When they need an abrasive, we want them to think 'Norton'."

The IHS GlobalSpec Solution

Delivering a significant audience. Through its promotional efforts, GlobalSpec attracted 1,900 people to attend its Machine Tools & Metal Working online event. "GlobalSpec has always been a good partner for us, a valued partner for delivering us our target audience," Caouette says.

He adds, "This was our first online event. We thought it was a very efficient format. We didn't have to be physically present to participate, and we didn't have to 'swipe' a badge to capture a visitor's contact information."

Caouette was impressed with the quality of the people who visited their online booth. "They understood the equipment, had an application or an idea how it might be applied, and were savvy," he says.

Delivering the right people. "These were people we wanted to reach," Caouette says. "There were some Fortune 500 attendees. They were mostly in research mode. Smaller companies wanted to have a conversation with our engineers and sales team."

The Norton Abrasives team took advantage of several of the features of the GlobalSpec online event format. Caouette says, "For example, we used the online chat feature, and people liked it. Sometimes the conversation would move from group chat to private chat. There were definitely conversations with key decision makers, and some good opportunities came out of participating in the event."

He adds, "I think the GlobalSpec Online Trade Shows & Events are a good complement to our other sales and marketing initiatives, and it's a particularly good deal when you look at the cost factor. It's very likely we will participate in future GlobalSpec online events."