

SWAGELOK COMPANY

29500 Solon Road
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www.swagelok.com
Client since: November 2008

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Brent Baker,
Marketing Communication
Specialist for Swagelok Company

Company Profile

Swagelok Company is a major developer and provider of fluid system solutions, including products, assemblies, and services for the research, instrumentation, pharmaceutical, oil and gas, power, petrochemical, alternative fuels, and semiconductor industries. Its manufacturing, research, technical support, and distribution facilities support a global network of more than 200 authorized sales and service centers in 57 countries.

Marketing Goals & Strategy

“For us, our number one priority was to see how using this type of vehicle to reach potential customers would work,” says Brent Baker, Marketing Communication Specialist for Swagelok Company. “There hasn’t been good data on how much companies like ours get from online trade shows. We wanted to know if this show would target the correct customers for us, and we also wanted to know if there was value outside of just getting a customer, so there was also an interest in branding.”

He adds, “We saw that this new technology was available and that it is more interactive, more engaging, more like a physical trade show with a conference center and networking area. We wanted to stay ahead of the game, so we decided to try it. It could create a baseline for future opportunities.”

The IHS GlobalSpec Solution

“When GlobalSpec was able to show me the people they were pushing the event out to, it made me realize that it is a more global audience and also added clout that these people have signed up for information on this subject.”

In the run-up to the event and help that GlobalSpec provided for preparation, Baker notes that it was good to see how the content was going to interact with the customer. “It gave us a better understanding of what to have where.

Trying a different approach from what was outlined by GlobalSpec, he adds, “We created an entire landing page specific to the show, which drove show participants to the Swagelok web site for more information.

“It’s a great way to get out there, almost like an interactive ad. We could interact immediately with customers like at an in-person event but the cost is more like the cost of a four-color advertisement in a magazine and one of the nice things is that within the audience we were capturing, a lot of them were our key customers.”

Baker says, “If a friend were asking if a GlobalSpec event is worthwhile, I would tell them it is definitely something they should try.”