



BRIDGING THE DIVIDE

from Concept to CRM

Delivering a marketing and communications strategy to drive, track and automate global customer engagement for Wallenius Wilhelmsen Logistics.

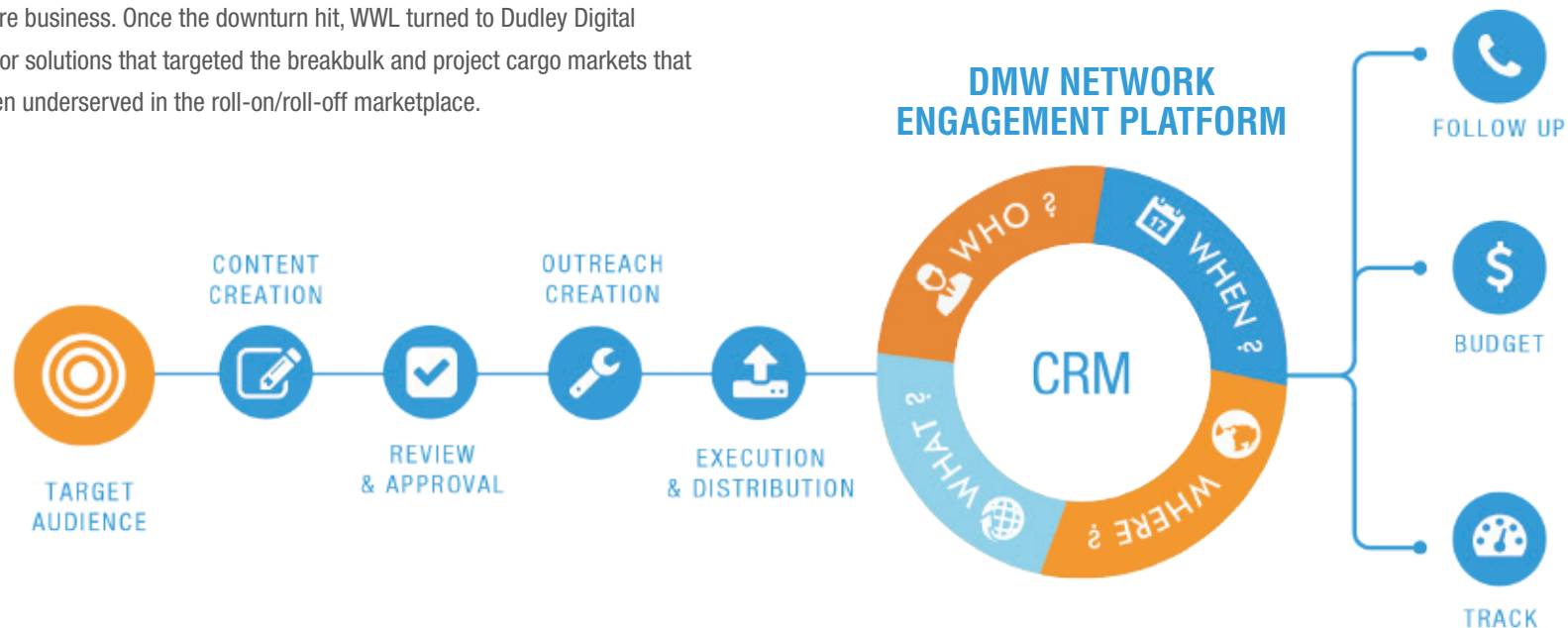
TRANSFORMING AN ECONOMIC CHALLENGE INTO OPPORTUNITY

During the 2008 economic downturn, ocean transportation and supply chain logistics provider Wallenius Wilhelmsen Logistics (WWL) faced a dramatic reduction in business from automakers and rolling equipment manufacturers. The marketplace had come to a near standstill and the reliable revenue from these key accounts was significantly reduced. WWL needed to find a way to weather the economic storm and offset the decrease in auto, construction and farm machinery business volume.

Prior to the recession, WWL Region Americas contracted with DMW Network member Dudley Digital Works to produce marketing video content focused on their core business. Once the downturn hit, WWL turned to Dudley Digital Works for solutions that targeted the breakbulk and project cargo markets that had been underserved in the roll-on/roll-off marketplace.

Breakbulk cargo is moved in smaller volumes than auto and rolling equipment, but requires customized planning, individualized transit and stowage solutions as well as handling expertise that container competitors do not deliver. Breakbulk cargo examples include railcars, wind turbines, power generators and specialized manufacturing equipment.

With this challenge in mind, Dudley Digital Works partnered with DMW Network member MarketingWiz to develop a direct response, multi-media marketing strategy to target customers, track their engagement and create a funnel for the WWL sales teams.



DRIVING NEW BUSINESS WITH TARGETED VIDEO CAMPAIGNS

Focusing on a new target market would not be an easy transition. Taking a crawl-walk-run approach, the pilot direct-response campaign was tested in Region Americas. However, before development and execution could begin, targets had to be identified, verified and added into a database.

At the time, WWL's CRM did not feature a comprehensive book of project cargo or freight forwarder contacts, and the quality of existing data was substandard. Before designing an executable strategy, the target list needed to be updated and expanded. DMW Network partners delivered a set of refinement, data mining and third-party list solutions to create a quality set of contacts from Canada to Argentina and everywhere in between.

With the targets confirmed, DMW Network partners developed a concept to deliver one-click HTML emails featuring video. In 2008, this approach was highly uncommon. The DMW Network SmartCast™ platform was born.

Over the remainder of the year, eight monthly SmartCasts™ emphasizing the value of WWL's RoRo solution versus container options were developed and delivered. Each one-click video functioned as a 60-second ad spot with an overarching theme of an on-time and intact delivery. SmartCasts™ focused on individual advantages ranging from state of the art vessels and specialized equipment to cargo expertise.

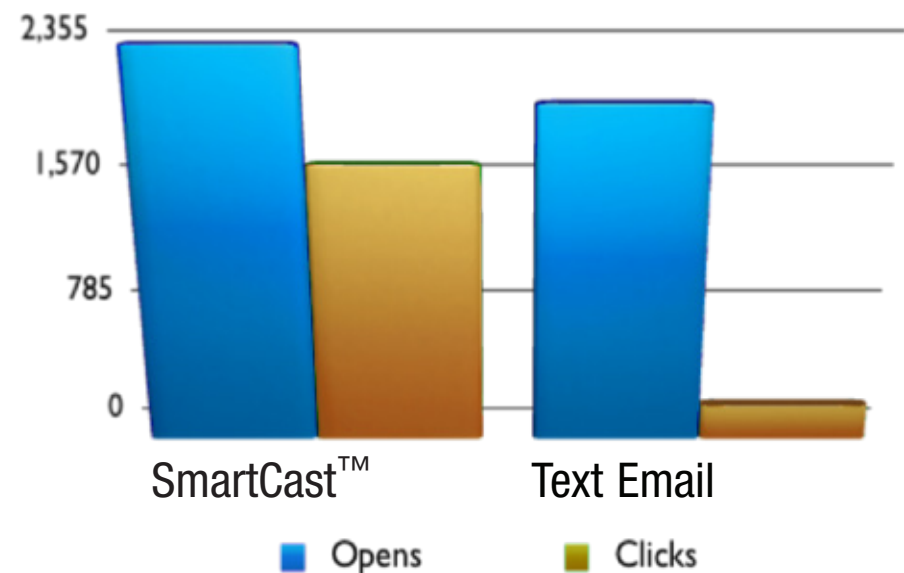
For the first five months of the campaign, SmartCasts™ were split tested against text-based HTML emails. The click-through rate on average was 15 to 1 in favor of the SmartCasts™. From month six moving forward, text emails were discontinued.

Throughout the breakbulk campaign, data was collected, parsed and packaged to create a sales funnel. The WWL sales teams now had verified leads, actionable prospect insights and a clear link to conversions and ROI. In 2010, the campaign was made global. The primitive origins of the 2008 SmartCast™ set a new course for how WWL would communicate with its customers and the world.

[Click here to view 2008 WWL SmartCast™ sample](#)



VIDEO vs TEXT



ALIGNING ENVIRONMENTAL WITH COMMERCIAL



With the economy regaining strength, WWL turned to DMW Network partners again in late 2009 to leverage it as an environmental trailblazer among automotive and rolling equipment customers. WWL's reputation of exceeding environmental responsibilities was well known in the conservation and NGO community. However, this commitment had not been directly communicated as a long-term brand and supply chain savings advantage.

DMW Network created a campaign that built upon the success of the pilot breakbulk platform. In year one, a quarterly SmartCast™ communication was delivered, highlighting key ESR report findings and how they reduced customer risks. 2009's maiden campaign laid the foundation for the future.

In the coming years, DMW Network partners would travel to Belgium, Panama, Canada, Australia, Norway and Germany to capture WWL environmental innovation in action. As part of the Castor Green Terminal vision, SmartCasts™ shifted their focus to incremental water, solar, wind and emissions advancements that were moving WWL closer to a zero emission future and positioning customer supply chains to thrive under stricter environmental regulations.

As with the breakbulk campaign, key metrics were captured and disseminated throughout the global organization. Data was used to shape future communications and move toward greater audience segmentation. From 2009 through 2013, data collection was positioned for seamless integration with a new CRM in 2014.

[Click here view 2013 ESR SmartCast™ sample](#)

W&W
WALLENIUS WILHELMSSEN
LOGISTICS

Our four-stream approach to sulphur reduction sets the course toward a more sustainable future.

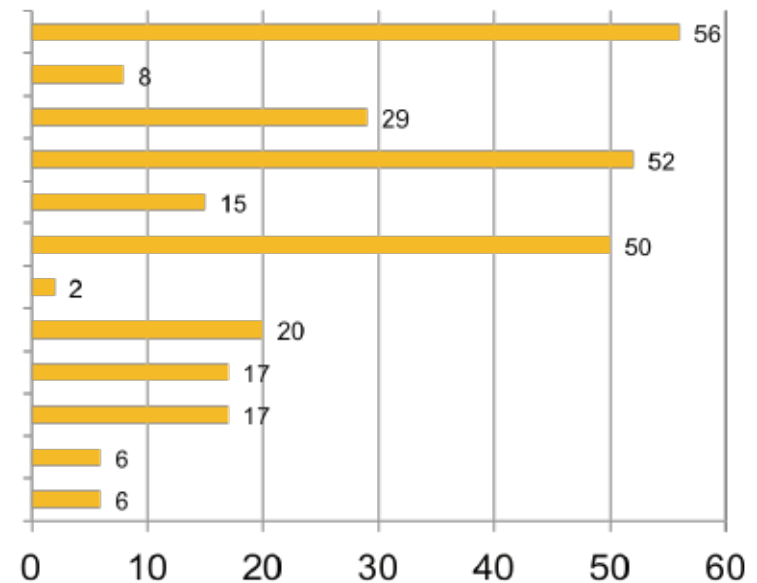
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[Click here to View Video](#)

"While others are asking why, we ask why not. That's what sets us apart. That's what makes WWL an environmental frontrunner." – Roger Stevens

[Click here to watch](#) WWL Vice President and Global Head of Environment, Roger Stevens, share how our four-stream approach to sulphur compliance delivers on our promise as an environmental frontrunner and positions your supply chain for a more sustainable future.

2013 ESR AUTO CUSTOMER ENGAGEMENT SAMPLE



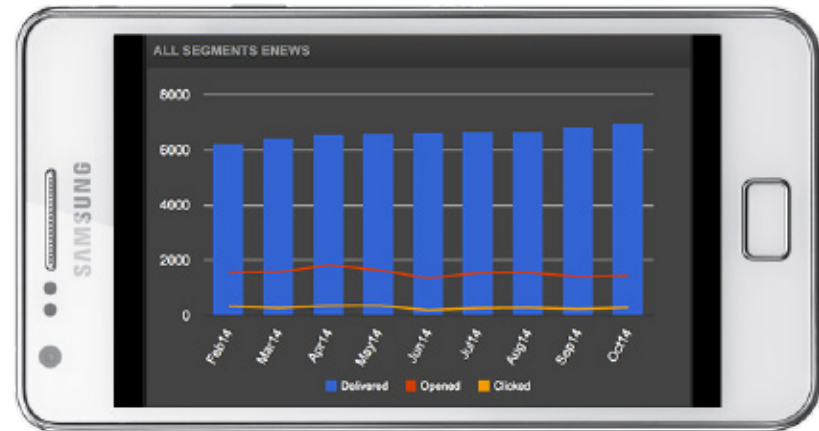
MAXIMIZING THE POWER OF CUSTOMER ENGAGEMENT DATA

In 2014, a long-term strategic plan to align key marketing technologies and deliver actionable insights was initiated. DMW Network founding member MarketingWiz designed and implemented a process that synchronizes WWL customer engagement data from outbound marketing and communications campaigns with its' CRM.

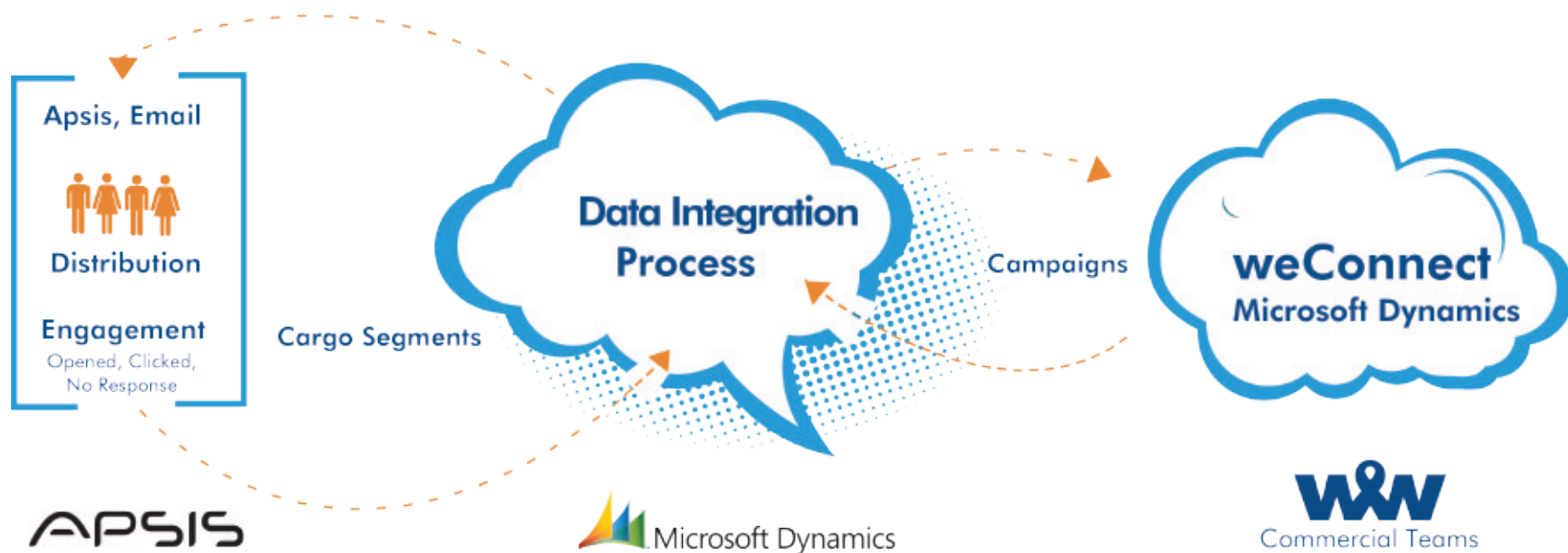
This important milestone marked a major transformation for WWL. Real-time data can now be leveraged to design marketing dashboards, influence marketing automation and facilitate a data-driven sales process.

In addition to CRM support, DMW Network provided a blend of ongoing business consulting, technology integration and execution that is designed to optimize existing marketing technology investments. Since 2008, DMW Network has delivered flexible, scalable and smart solutions for WWL.

WWL VENTURE METRICS DASHBOARD



POWERED BY 





DELIVERING
SMART SOLUTIONS
FROM CONCEPT TO CRM

