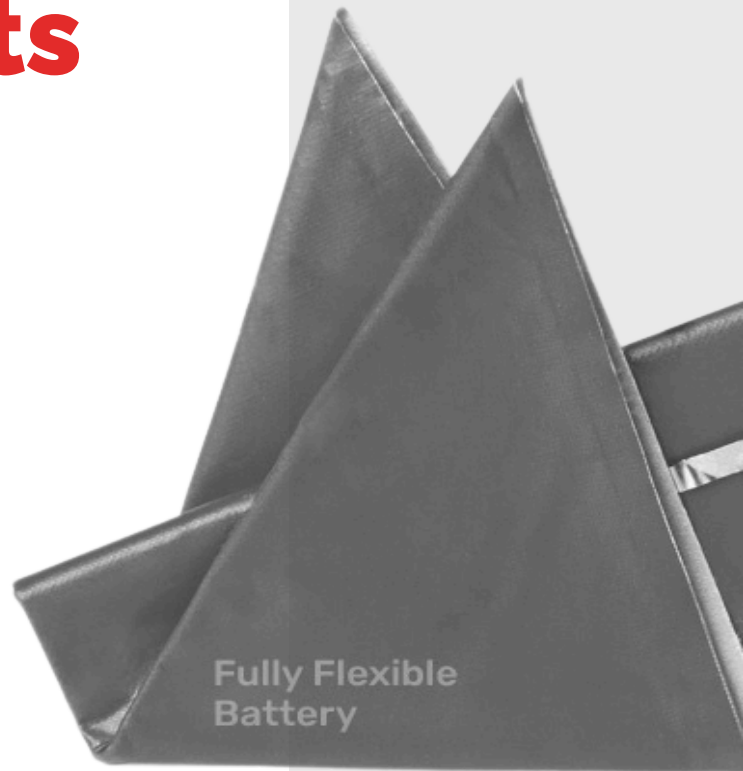


Establishing Market Recognition Around a National Events Tour

Leveraging Local Events
Alongside to Build
Thought Leadership



Fully Flexible
Battery

How can you generate leads in the most cost-effective way if nobody in the US has heard of your company and doesn't know of the existence of your new technology?

Executive Summary

BDMT Global worked with the innovative industrial component Company J whose invention could be placed into products by the world's leading F1000 companies and startups to help these products disrupt the markets with better usability and functionality.

Company J came to the U.S. from Asia to achieve sales and growth. Early efforts to reach and acquire major global brands as buyers didn't bring any results. The company engaged BDMT Global to help prepare for a big stage presentation at a global trade show – the CES.

We started with making a memorable, animated professional deck and prepping our client for the speaking opportunity, while also securing media coverage and prospect meetings at CES.

After this successful CES presentation, the client hired us as an extension of their sales in the U.S. We knew that it would be extremely hard for a small foreign company to achieve market traction without market relevance and brand recognition.

Our team developed a go-to-market plan to take the brand from an unknown entity to a trusted and reputable brand ready to sell soon after the manufacturing factory construction would be completed, for the next 9 months.

In addition to becoming a demand generation and lead development team, we started with a strategic advisory of changing the target audience (to early product development) and creating more R&D relevance (vs end product). It meant changing the trade show focus to more engineer-centric opportunities.

We added Lunch & Lab events to the omni-channel portfolio and rolled out a massive PR and thought leadership campaign in order to promote the client's solutions among relevant audiences. We placed the client on the Industry Analyst Reports and produced ample marketing and scientific publications on behalf of the client.

As a result of these and other investments, the client's brand became the most visible brand in their market and consistently has the first page organic presence on Google and other highly ranked third party publications help occupy more positions on the first page.

Company & Background

Established in 1991, Korean firm Company J is an award-winning high-tech materials manufacturer listed on KOSDAQ. Company J designs, manufactures, and distributes stainless steel wires and conductive textiles. After Company J found success with these two products, it had created a new product line: the world's first truly flexible and leak-resistant battery, and was seeking to enter the global markets with this new innovation.

Market Overview

The predominant appeal of flexible batteries is their ability to conform to almost any shape, allowing for product development without the design restraints from conventionally rigid battery components, while still maintaining the same standards of system performance. Given their thin and lightweight structure, flexible batteries can be used in various applications such as smart cards, wearables, Internet of Things (IoT) devices, medical devices, smart packaging and sensors, among others. Each of these target markets is fast-growing; for example, Business Insider forecasts the American health-based wearables market will grow by 10% each year to over \$120 million by 2023. And as the market for these applications grows, the flexible battery market will too.

The flexible battery market is relatively new. The industry had an anticipated annual growth rate of approximately 30%, and is projected to be worth \$2 billion by 2026. In 2018, North America had the highest flexible battery revenue of \$93.2 million, making it the most valuable market to enter.



Challenge

Entering a new market is always a challenge, especially for smaller companies. Whenever companies enter a new market, they all need to address same two major challenges:

1. How do I find sales leads?
2. How can I convert these leads into customers?

Answering these questions was difficult for Company J especially given the nature of their product. Because the battery is traditionally integrated during the product development process, Company J would need to reach prospects in earlier stages in order to inspire a fundamental change to the product design and to have a meaningful sales conversation. Company J was having difficulty making sales as it targeted buyers responsible for later stages of manufacturing. Additionally, it had little to no brand awareness and lacked credibility in the U.S. Due to the lack of local relevance, the U.S. media was unlikely to cover the progress of a company that was headquartered in South Korea. Also, American industry analysts, arguably the biggest influencers in the B2B technology sector, would probably miss noticing Company J due to its lack of local and national presence.

Company J was the first to introduce a truly flexible battery. Therefore, paving the way for potential thought and market leadership was difficult and developing a new technology in a relatively young market meant that few people outside of specialized energy storage experts were aware of the existence, let alone the potential, of flexible batteries.

BDMT Global was tasked with developing and implementing a viable go-to-market strategy in the U.S. to generate new business leads, propel the business to a global market, and focus on thought leadership opportunities for Company J.



Strategic Solution

After thorough analysis of the market and challenges, BDMT Global built and executed a custom brand-building and lead-generation strategy for Company J.

The solution was a multi-channel, integrated approach, and it included the following workstreams:

1. Create a strong foundation through technology analyst relations
 - a. Develop references to penetrate local markets
2. Build local advocates and buzz through a formal PR program
3. Educate target audiences and build thought leadership by speaking at key local events. Integrate events into a National Tour to position Company J as a solution to an industry-wide problem
4. Organize Lunch & Lab events around local shows to live demo the battery and generate demand. Leverage account-based marketing (ABM) to directly reach out and educate key targets about Company J's offerings
 - a. Build relationships with key companies in a local setting and open opportunities to discuss collaboration
5. Create buzz around each successful speaking opportunity and local event. Leverage ABM to update key targets and invite for sales discussions
6. Leverage buzz to secure sales meetings during local and national shows like CES
7. Engage in analyst outreach and follow-up meetings to ensure Company J was positioned on the flexible battery market as the leading manufacturer

With this approach, BDMT Global would properly position Company J to shorten their sales cycle through key events and thought leadership.

Growth Methodology

Success Factor #1 Build a Strong "Sales Engine" Marketing Process

Developing Assets and Establishing a Reliable Marketing Process

For effective content marketing and sales lead education, and as the first step in setting up an effective marketing process, BDMT Global first developed and refined a series of marketing assets, including a product-focused whitepaper, product brochures, a website, and social media pages.

As the next step of the marketing process, our team developed a multi-channel, targeted digital advertising campaign strategy leveraging Facebook, Google Ads (AdWords), and LinkedIn to present the newly-developed assets to a target audience, providing education and building awareness before each local event.

As an example of a specific show's multi-channel targeted digital advertising campaign, four paid search ad campaigns were developed in total for branded, non-branded, and conference-specific keywords. The ads were designed to promote brand awareness to a wide audience in local areas, as well as key decision makers at local companies.

Success Factor #2 Build Strong References in the Market by Influencing the Influencers

Creating Third-Party References in the U.S. Market

To introduce Company J into the industry, BDMT Global organized a technology analyst briefing. Not only did the briefing provide critical feedback, but also introduced Company J to a number of analysts at influential firms such as Gartner and Lux Research. The briefing was highly beneficial for Company J to understand the current climate of the market and how to be at the forefront of the industry. Furthermore, it provided BDMT Global and Company J with in-depth insight into current market conditions to be able to execute a clear plan for next steps to position Company J as the industry's leader.

***Success Factor #3 Educate and Inform to Position Client
as a Thought Leader***

**Positioning as a Thought Leader in a New Market by Leveraging
Speaking Opportunities**

Trade shows are ideal for business-to-business (B2B) lead generation because they provide a place to showcase a company's brand and meet potential leads. Still, there is much more to trade shows than just reserving a space and handing out brochures.

BDMT Global's recommendation was to apply for speaking opportunities in order to increase brand awareness of Company J and also promote the company as a thought leader and build its credibility in the U.S. market. Our team also recommended and helped coordinate speaking opportunities at the shows and contributed bylined articles to key publications before and after each show to maximize thought leadership impact.

For Company J, it was important to select niche trade shows that would attract its target audience -- and, as a result, increase the quality of potential leads. Attendees and exhibitors could be approached before, during, or after the trade show to begin a conversation that might lead to future sales. Because the primary applications of Company J's flexible batteries were wearables, IoT, and health technology, BDMT Global developed a list of top trade show targets around the country in these categories and helped Company J develop strategic topics to submit in its applications.

Company J was ultimately accepted to speak at a number of trade shows, including WEAR 2019, IoT Global Innovation Forum, and CES 2019, and published multiple research articles.

Success Factor #4 Personalize Messages to Speak to Leads' Direct Needs

Increasing Leads Volume at Scale Through Personalized Messaging

Targeting alone would not be enough to convince leads to engage with Company J; personalized messaging was another important part of the process. BDMT Global developed personalized scripts to send to each recipient in each channel, accompanied by a strategic outreach schedule with targeted content and messages to continue to nurture the leads and provide additional assets, with the CTAs being persistent and engaging.

Using a hyper-targeted approach, BDMT Global developed a total of 11 scripts for outreach. The messages included details about Company J, its products, the director's availability to meet one-on-one, and the upcoming speakership announcement at each event. These messages were distributed in a multi-channel outreach (email, LinkedIn) and were consistently optimized based on key performance indicators (KPIs) and A/B testing results.

Success Factor #5 Create Relevance to Each Target Audience Through the Trade Show Presentation

Strategically Developed Presentations: Creating Relevance to Each Target Audience

BDMT Global aided the development of the animated highly engaging presentations and catered the content to the respective audiences at each trade show: wearables, IoT, etc. By referencing the general benefits of flexible batteries in the context, we were able to maintain an informative tone. Audience size, slide formatting, and speech rhythm were also taken into consideration to ensure that people at all distances from the screen would be able to comfortably read and understand the presentation content.

Success Factor #6 Organize Local Events Around National Events to Meet Local Audiences in a Cost-Effective Way

Creating Local Relevance with Cost-Effective Events Around a National Tour

Since Company J would need to travel for trade shows, it was cost and time efficient to host local events near the location in which the trade shows would be held. The series of events provided a platform to meet with trade show attendees, local companies, and stakeholders who might not be attending the trade show, but would still be interested in flexible batteries.

The events were free (at no cost for attendees) and designed to be an interactive round-table discussion that would ultimately highlight the benefits of flexible batteries, as well as the opportunities the new product would open in key target industries: wearables, IoT, and medical technology.

BDMT Global made the strategic decision to use LinkedIn and email as the most personalized channels and proactively followed up with key leads to ensure high event turnout.

Local Event: Logistics and Follow-Up

Concurrently, BDMT Global helped with the event logistics by securing venues, developing the Lunch & Lab presentation content, and providing day-of-event offsite support. The Lunch & Lab presentation was repurposed from the trade show presentation as there was the similar need to cover the changing landscape of key target industries. Unlike a trade show presentation, however, a private Lunch & Lab event allowed for audience engagement and for Company J to speak more specifically about the benefits of their product in addition to flexible batteries in general, without the risk of sounding overly promotional. It would also provide the opportunity for live demos in a more private environment, enabling more personalized discussions.

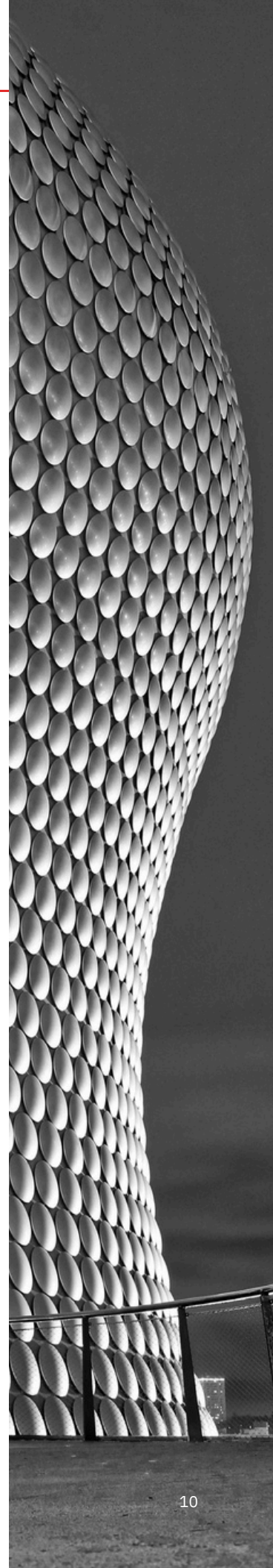


After the event ended, BDMT Global sent each attendee a short, 2-minute survey to measure the quantitative and qualitative impact. The survey was designed to measure attendees' overall satisfaction, interest in specific product features, industries of association, and their interest in continuing conversations. It also provided an opportunity for attendees to give unstructured feedback. Those who expressed their interest in continuing conversations were followed up with.

We also helped Company J strongly benefit from a presence at CES, a large annual conference in Las Vegas that attracts over 170,000 attendees from 160 countries. This event is focused on new and upcoming technologies that ultimately affect the end consumer. BDMT Global was determined to develop a cost-effective plan on how Company J would strategically reach out to bottom-funnel prospects who were ready to implement flexible battery solutions in their new innovations. The primary target at the conference was meeting companies in the sports and health-tech wearables, and companies from other target countries attending the conference. After reaching out to over 6,000 contacts via ABM and social media platforms like LinkedIn and Facebook, we were able to attract a specific audience that Company J was interested in meeting with.

To better accommodate the limited time available and massiveness of the conference, BDMT Global secured a large meeting space on the show floor and organized a series of Snack and Demo events. These Snack and Demo events, scheduled at two sessions per day, enabled both flexibility for the prospect and for Company J. These also allowed for Company J to showcase live demos of key applications in a private setting. By having the meeting space on the show floor, Company J provided both convenience and flexibility to meet difficult scheduling needs at the event. To achieve more bottom-line discussions, Company J provided Non-disclosures (NDAs) onsite to increase the openness and personalized conversations with key prospects.

Similar to the Lunch & Lab, after the event ended, BDMT Global sent each attendee a short, 2-minute survey to measure the quantitative and qualitative results. The survey was designed to measure attendees' overall satisfaction, interest in specific product features, industries of association, and their interest in continuing conversations. It also provided an opportunity for attendees to give unstructured feedback and receive a personalized follow-up after the event.



Results And Follow-Ups. Next Steps

Through the integrated campaign, Company J reached very targeted local leads, furthered its reputation as a thought leader, built credibility, and increased brand awareness in the industry. Three direct trade show meetings were requested from manufacturer leads after the show, and five local event attendees continued conversations with Company J. Company J was also able to secure profiles in leading industry reports from Gartner and Lux Research.

The trade show and Lunch & Lab garnered interest from leading global companies and academics alike. One design team drove for over one hour and a half for the opportunity to experience the product and engage with the company at the Lunch & Lab. Even those who were unable to attend expressed interest in continuing conversations at a later date. In addition, a design firm executive requested a private product demonstration for his company the following day.

Over 50% of attendees continued conversations with Company J after the Lunch & Lab events, including a leading global telecommunications company, a leading virtual reality technology company, a fitness sensors startup, a renowned research group, and an award-winning industrial design firm. One attendee ended up visiting the trade show to hear Company J's presentation. These conversations ultimately led to material transfer agreements (MTA) for product sample requests, non-disclosure agreements (NDA), and an order request for 1,000-5,000 product units.

The post-event surveys revealed that the average satisfaction was high, at approximately 6.6 across both events out of a maximum possible score of 7. As predicted, the most appealing features were the product's flexibility and customizability, indicating that future messaging should continue to highlight the same features. Qualitative responses, such as the examples below, gave further insight into the magnitude of the satisfaction:



"I went in wanting to understand more about the technology - and walked away with a much better understanding of the technology, its benefits and limitations. I felt it was a very good event and [Company J] was extremely knowledgeable in all aspects of the technology!"

"The event was well executed with excellent engagement."

"Very interesting product and event, you were very generous."

After meeting with a number of tech analysts, BDMT Global and Company J were able to understand their current position within the market and how to further differentiate its offering amongst competitors. The results made Company J's strengths and differentiating qualities apparent, which BDMT Global proceeded to utilize and leverage in the next steps of the strategy.

For example, we recommended Company J to continue with consistent yearly briefings with tech analysts to maintain the momentum. Additionally, BDMT Global advised Company J to streamline their language and communication to further explain the importance of their unique features to continue to strengthen the relationship with the analysts.

The data recorded from the survey was also evidence of the efficacy of the tactics, targeting, and messaging. With a proven marketing approach, BDMT Global's next task would be to scale it up in future projects to increase the number of quality leads and launch its manufacturing capabilities.

What Can You Do Now?

If you are a technical company with advanced innovative technology seeking more business prospects - you are not alone.

BDMT Global is helping companies like yours through product and marketing transformation. We identify your biggest issues, advise, and execute as an outsourced extended go-to-market and business development team.

You can find us at:

Email: Info@BDMTGlobal.com

Call: (508) 397-2727 (USA),
010.6324.2609 (Seoul)

Visit: www.BDMTGlobal.com



About BDMT Global

Business Development & Marketing Transformation (BDMT) Global, is an outsourced growth & marketing execution team offering strategic go-to-market, business development, and marketing services for Asia-based companies trying to break into the U.S. market.

Headquartered in Boston, the firm is widely recognized for training, coaching, and helping growing companies from beginning to end in strategy & implementation of go-to-market processes, global marketing outreach, digital transformation, and new market entry.

In addition to the firm's global services, BDMT Global expands clients' network of partnerships, creates strong industry references in the US market, generates distribution channels, and maximizes sales efforts. The company's marketing & leadership resources and training strengthen clients' internal marketing capabilities to help them successfully enter the U.S. market.

The division is led by Suzy Im, former VP of TribalVision Worldwide, who is an internationally recognized name in global marketing and has been featured in publications such as [Fortune Magazine](#).