



CASE STUDY

Establishing a strategic direction for social media

elevationb2b.com



elevationmarketing

BACKGROUND

Industry-leading solutions for a more sustainable and electrified world

nVent, a **multi-billion-dollar** global company with over 11,000 employees, designs, manufactures, markets and installs electrical connection and protection solutions for mission-critical equipment, buildings and essential processes.

Its industry-leading brands date back over a century, evolving with technology and the need for inventive and sustainable solutions.

nVent's enclosures, electrical, fastening and thermal management solutions support data centers, industrial automation, commercial buildings, power utilities, renewable energy, infrastructure and energy storage applications. Designed to keep people, industries and infrastructure safe from harm while minimizing operational downtime and enhancing productivity, nVent's high-performance products and solutions ensure a more secure, sustainable and electrified world.



SITUATION

Expansion creates social media chaos

nVent experienced tremendous growth organically and through acquisition, resulting in numerous independent brands and product lines. This expansion led to multiple social media accounts associated with the parent brand, including more than 60 individual profiles created by acquired brands, various business units and teams.

The overlapping profiles created several issues for the company. Some of the acquired brands had a strong reputation and social presence in the electrical industry that would make social media consolidation difficult.

However, content often didn't align with corporate initiatives or brand standards. Competing narratives, duplicate content and lack of a cohesive voice weakened brand perception. Compounding these issues was a lack of a strategic direction with no agreed-upon areas of focus or measures for success.



How could nVent tell a unified, compelling story while retaining an authentic voice across social channels?

Consolidating the profiles while meeting the diverse needs of teams across the organization posed a significant challenge. To address these challenges and streamline its social media programs, nVent engaged Elevation Marketing to develop a strategic plan for consolidating accounts, establishing processes, optimizing profiles and setting social media goals and objectives.

SOLUTION

Identifying nVent's social media strengths, gaps and opportunities

Developing a thorough understanding of nVent's social media needs required a comprehensive discovery and analysis to assess the strengths, gaps and opportunities of its brand accounts, processes, channels, and internal teams. This approach would empower nVent to strategically eliminate, consolidate or keep specific accounts and implement an overarching social strategy, content plan and governance policy.

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Our discovery and analysis process included:



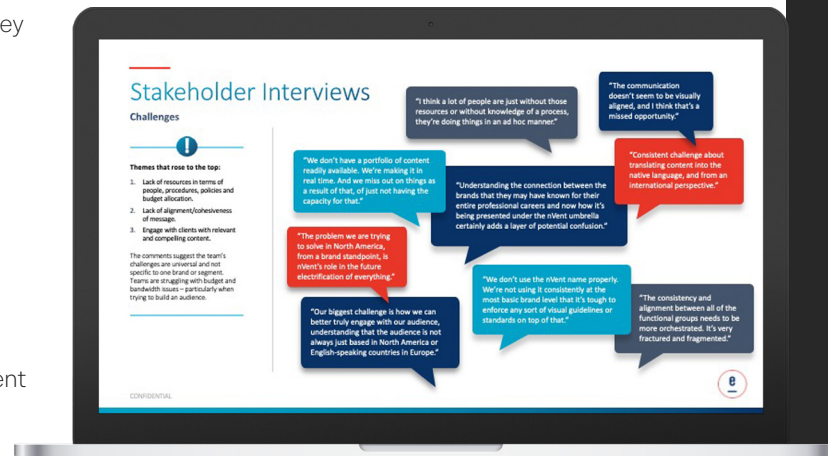
Brand immersion into social media assets to understand brand messaging strategies and how they align with social media processes.



Qualitative interviews with internal stakeholders to understand social media needs, challenges and goals.



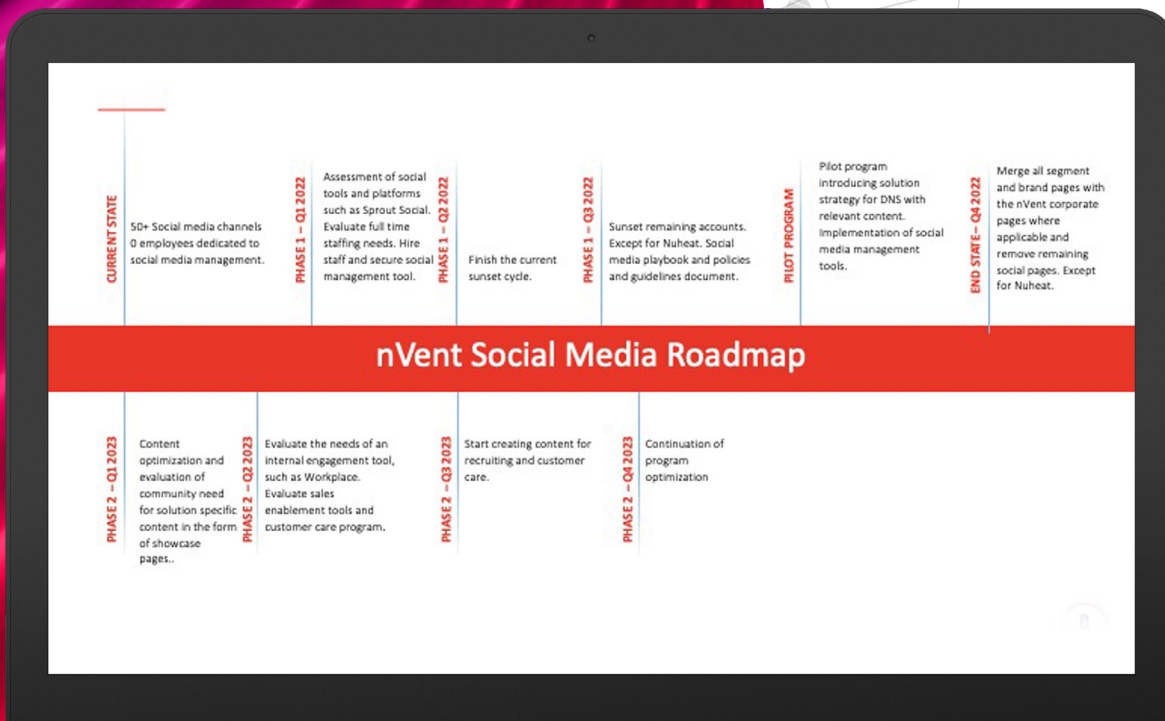
Comprehensive audit of social media profiles to identify and assess all accounts associated with nVent and its acquired brands.



Our research revealed key opportunities to improve the quality of account profiles and posts:

- **Policy:** Teams were challenged to maintain brand continuity, clarify the connection between nVent and its sub-brands, and align messaging across social accounts.
- **Bandwidth:** A lack of resources in terms of staff training, dedicated full-time social media staff and budget allocation impacted the quality and cadence of social posts.
- **Engaging non-English-speaking audiences:** Teams struggled to craft and translate messaging from a regional perspective.
- **Budget:** Without a social media budget, it was difficult to invest in talent, paid social campaigns and social media tools such as LinkedIn Sales Navigator.
- **Content strategy:** Teams were recycling posts and finding it difficult to come up with fresh, high-quality content driven by purpose and aligned across multiple channels.
- **Channel preferences:** The brand message was spread thin across several social platforms for the sake of having a presence.

Our audit findings revealed the characteristics of nVent's social media profiles, including followers, post frequency, engagement rate and ranking. These findings helped us identify accounts for consolidation or elimination and determine the most relevant channels and themes for engaging the target audience.



The implementation plan:

A phased roll-out

Qualitative research and discovery uncovered a need for a master social media strategy and playbook, a structured implementation plan, and governance policies and standards. The large scope of the project demanded a phased roll-out of the social media marketing execution plan to implement changes across multiple channels, teams and geographies. Our social media experts developed a roadmap that would help nVent schedule the sunsetting or merging of segmented accounts with corporate accounts. They also helped introduce a social strategy, budget and social media management tools, optimize existing accounts, create and populate a social asset library, and hire a team of full-time social media marketers.

The social strategy:

A three-pronged approach

Our social strategy included a three-pronged approach to achieving goals and getting results: using organic posts to deliver informative and relevant content, building community and connections with the audience through engagement, and extending reach to existing and new customers through strategic paid placements. Content would be crafted around strategic themes meant to educate, promote, inspire and assist social audiences, prioritizing content supporting diversity, equity and inclusion (DEI) and environmental, social and governance (ESG) efforts.

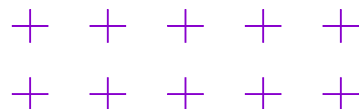
A living social media document would inform the social media content calendar through:

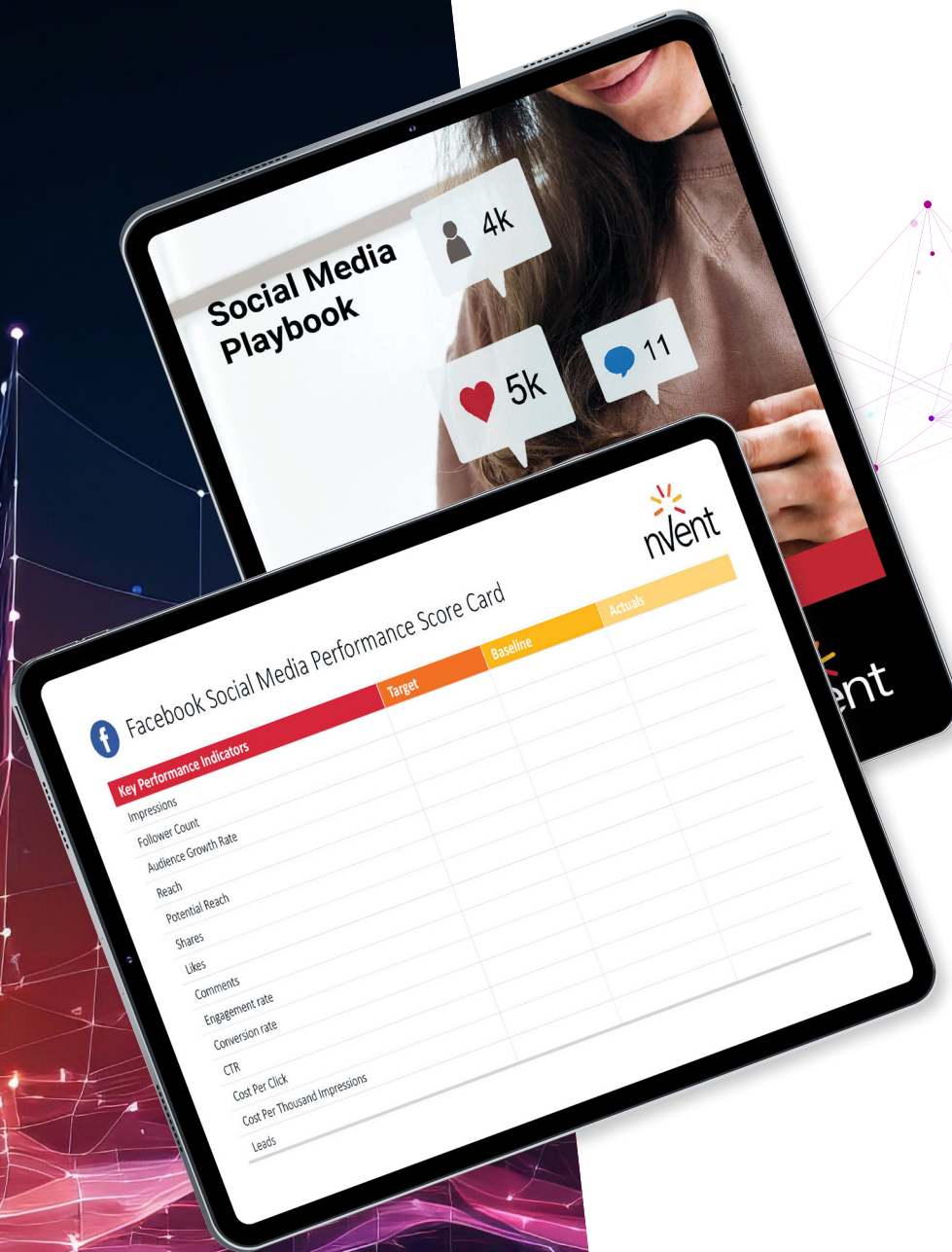
✓ Relevant keywords and hashtags

✓ Resources for fresh content, including:

- » Trending topics
- » Demand gen campaigns
- » Press releases
- » Media coverage
- » Recent blogs
- » Product releases

A detailed social media budget highlighted different levels of investment for social content creation, management, advertising, tools and staffing, as well as an explanation of the potential ROI.





Social media playbook:

Bringing it all together

nVent's social strategy was outlined in a Social Media Playbook, along with guidelines for paid and organic content, brand voice, policies for transitioning acquired accounts, budget recommendations, management policies, and a performance scorecard to evaluate key performance indicators (KPIs) for each account and channel.

RESULTS

Setting a Firm Foundation for Social Media Marketing

Through our research and recommendations, we helped nVent navigate the complex landscape of its social media accounts. Identifying the company's social marketing strengths, challenges and opportunities enabled us to provide strategic recommendations and guidelines to consolidate accounts, align messaging and strengthen brand presence across social media platforms. This foundation empowered nVent to develop deeper connections with its target audience through increased reach and engagement.

We are delighted to see that nVent has recently earned its first gold sustainability rating from EcoVadis recognizing its commitment to continuous improvement in ESG.

Additionally, the company was honored as one of the World's Most Ethical Companies® by Ethisphere, a global authority on ethical business standards.

We look forward to seeing nVent further enhance its reputation and social impact in alignment with its strategic initiatives.



52% reduction
in social profiles

89% increase
in followers within
the first year

100% increase
in engagement across
LinkedIn accounts

> 3x increase
in primary content
supporting DEI and
ESG programs,
and a 6x increase in
secondary content

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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