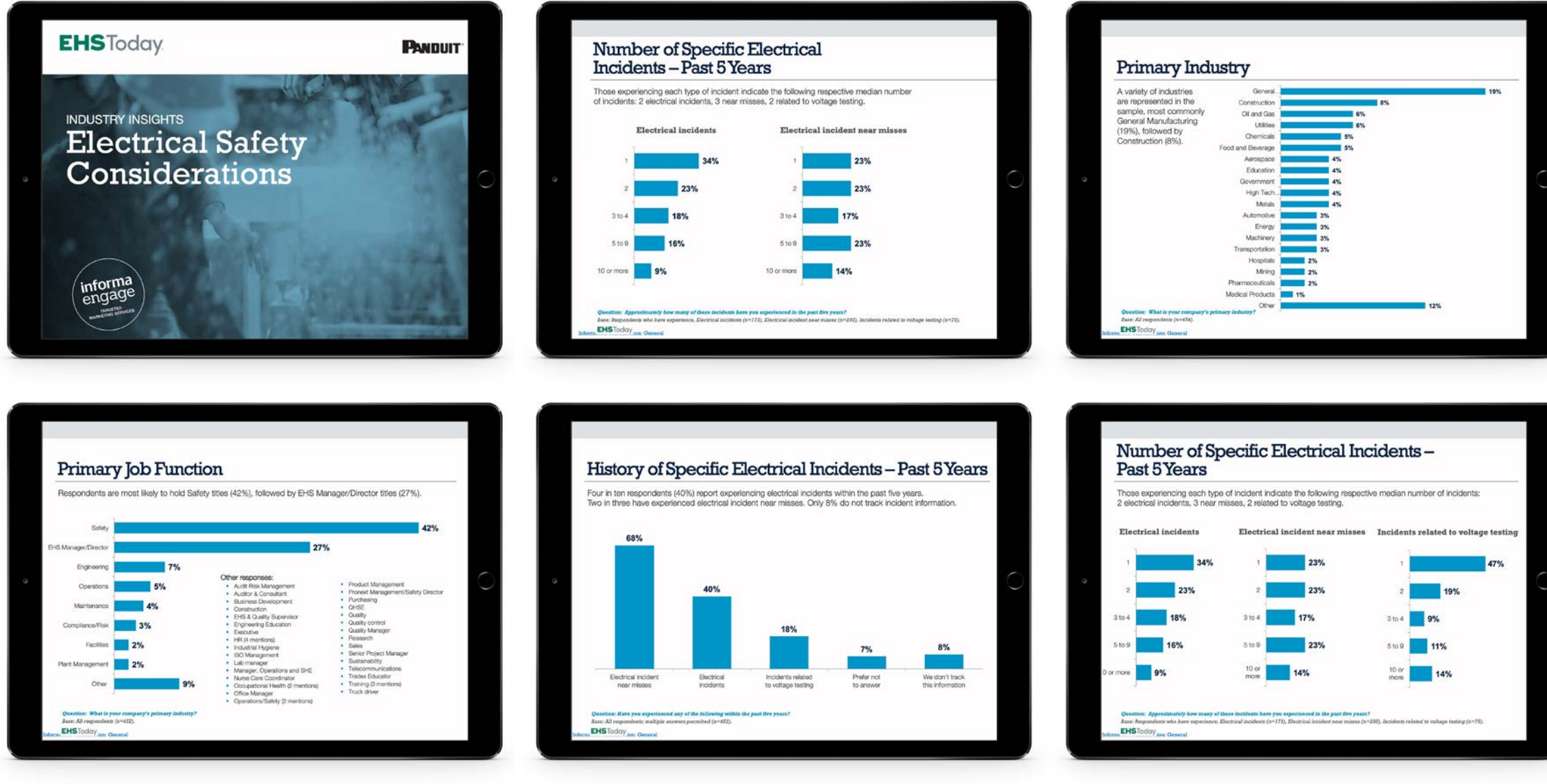
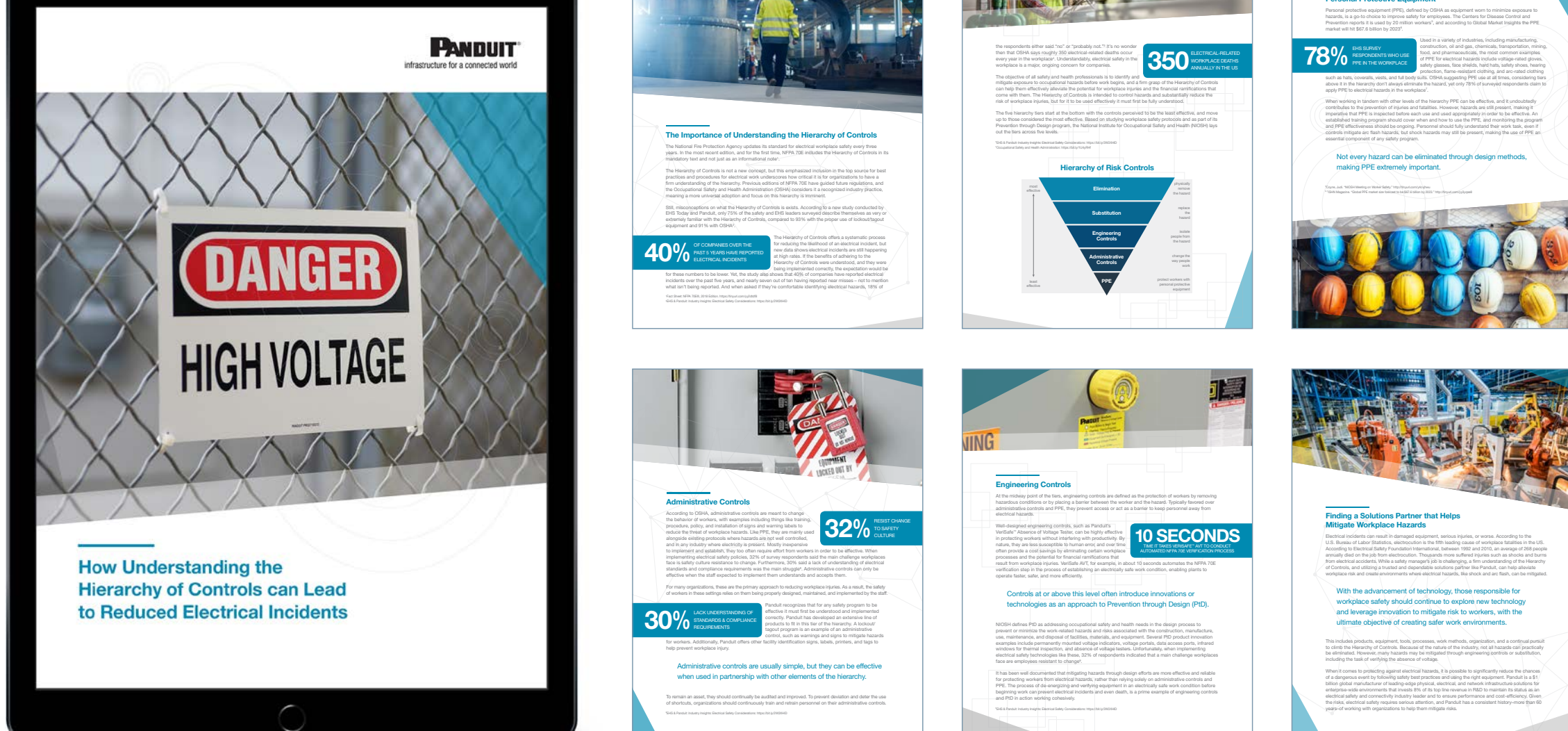


for companies. Yet research shows that many electrical safety professionals don't fully understand how to best mitigate risks. In fact, 40% of companies have reported electrical incidents over the past five years. Panduit has the safety technology and solutions needed to significantly reduce these dangerous incidents, but as a manufacturer, they aren't the first source safety engineers consider for unbiased advice. To overcome this obstacle, we leveraged the credibility of a well-known industry partner to develop a highly compelling content program.



We partnered Panduit with EHS Today – a leading publication focused on workplace safety – to co-author research that led into a custom content-based campaign.

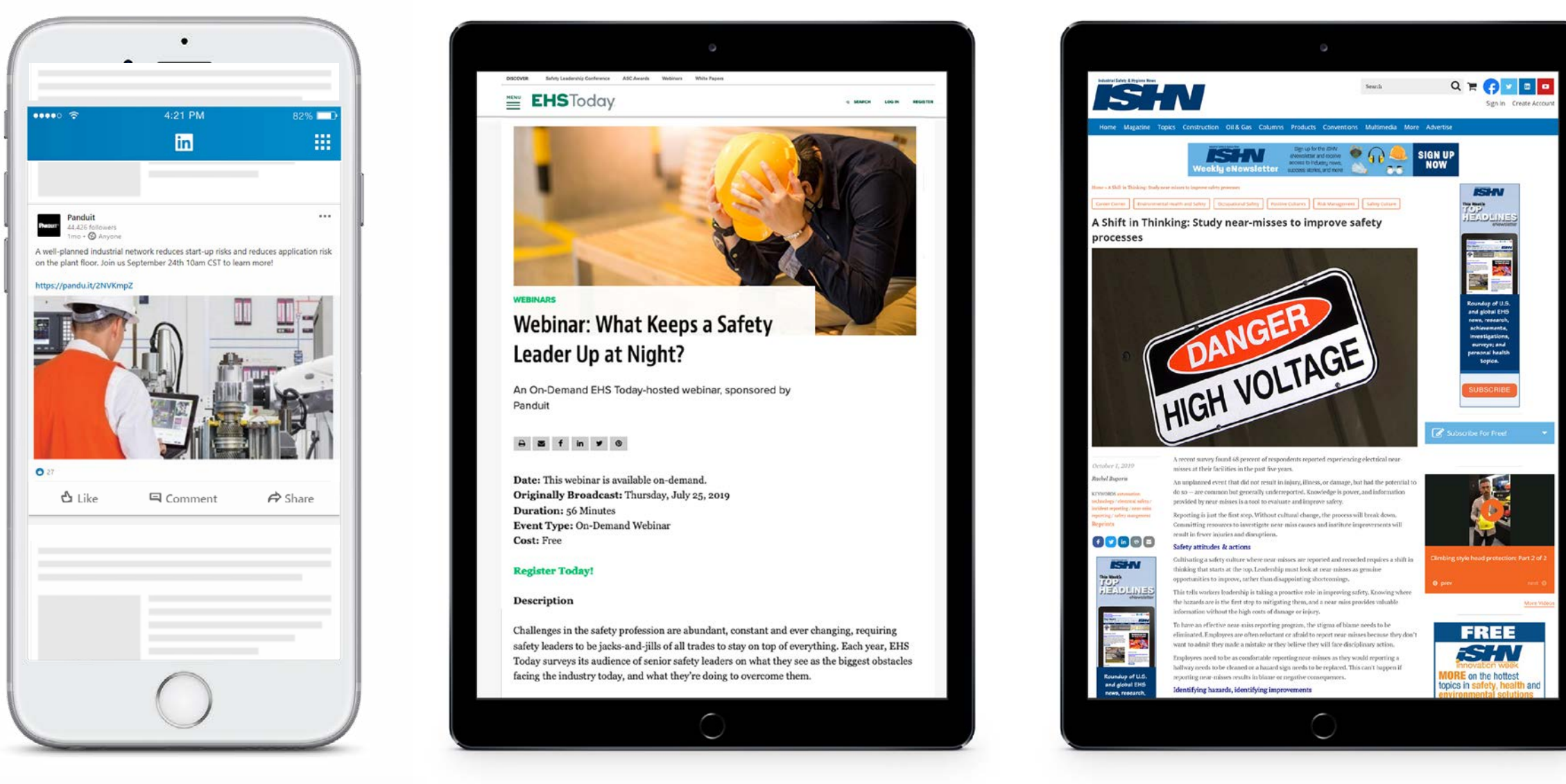
Partnering with *EHS Today* enabled us to reach further into the industry to better understand the barriers that were getting in the way of electrical safety. We co-commissioned a research study from their readership base to obtain exclusive insights that fueled our content and positioned Panduit as a credible thought leader. Using the research findings, we had all the information needed to deliver a full-funnel, educational content program across paid, owned and earned channels. The centerpiece of the program was an, informative eBook that became the industry's definitive guide on reducing electrical incidents in the workplace.



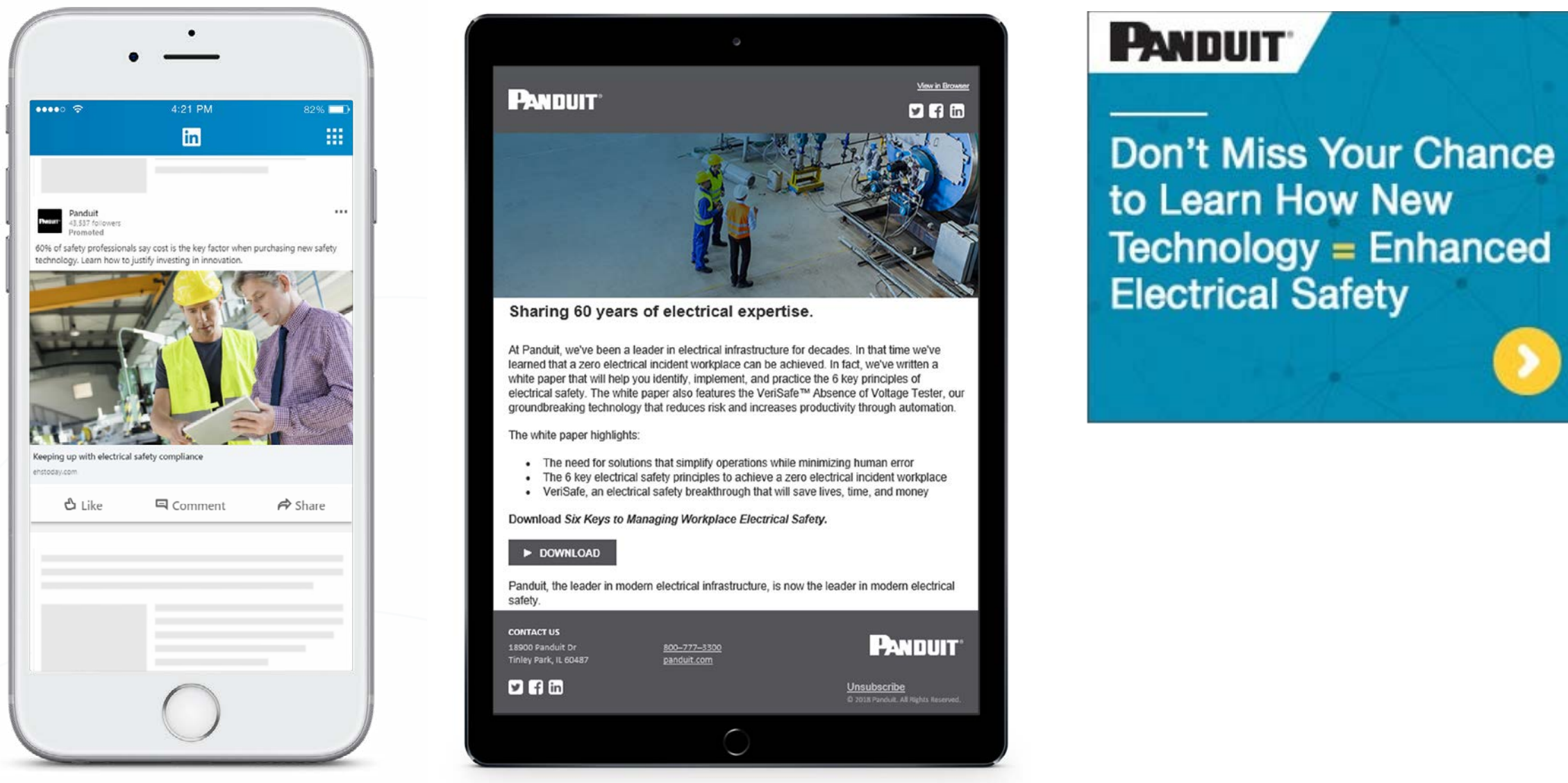
*Post-research, the campaign kicked off with a hero piece of gated content, an informative eBook about electrical safety best practices. This high-value tactic was critical to funnel the audience into additional lead-scoring activity.*

This co-authored initiative enabled us to create higher value content that resulted in more than 1,000 prospect leads, exceeding our publication partner's benchmarks for similar programs. Working with *EHS Today* also allowed us to add custom lead qualification elements to the program, which resulted in 140 of the prospects instantly scoring to automated qualified lead status. The rest of the prospects are being continually nurtured through additional lead-scoring marketing automation and sales activities.


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
*Baid*



The campaign consisted of several different paid, owned and earned strategies to drive safety managers to the content and into the lead scoring process.



1,000 prospect leads, far exceeding the publication partner's benchmarks for similar programs.



custom, co-authored research enabled more than 15 unique types of content to be created.

