



CASE STUDY

Strategic media delivers critical exposure for industrial gas giant

elevationb2b.com



elevationmarketing



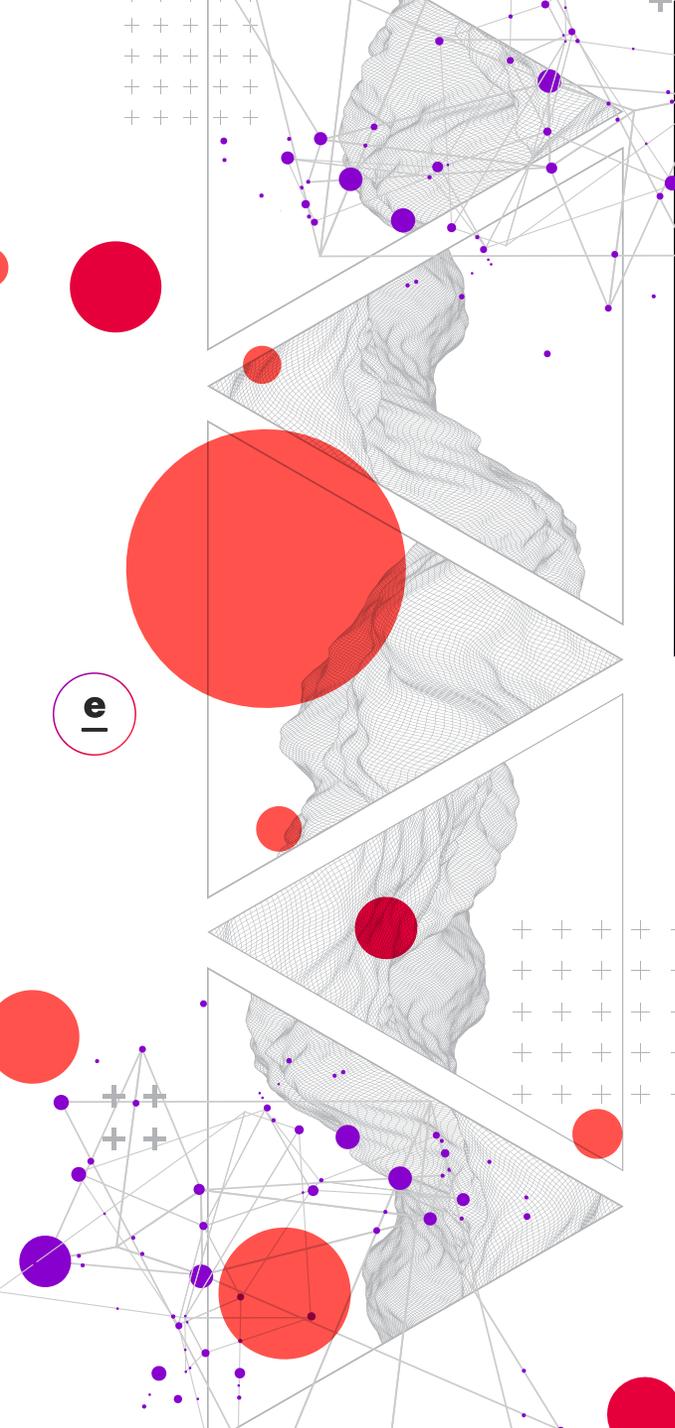
BACKGROUND

With origins tracing back to 1907, Praxair is the largest industrial gas company in the world. It distributes, produces and researches atmospheric, industrial process and specialty gases that serve industries like: healthcare, petroleum refining, manufacturing, beverage carbonation, water treatment, aerospace, fiber optics and others. **Today, Praxair employs 26,000 people in more than 50 countries.**

Praxair also supports clients by distributing supplies, equipment and technology that can support the processes for which its gas solutions are used. Through its Praxair Direct distribution platform, products offered include: welding equipment, cylinders, tanks, cost analysis programs, unique chemicals and more.

Praxair is the largest industrial gas company in the world





CHALLENGE

Praxair must spread the word about an exclusive welding industry training tool to tap new and younger audiences

Distributed exclusively through Praxair Direct, the company offers The RealWeld Trainer, a live-arc welding trainer and a proven solution for manufacturers in need of welding talent or medium-to-large welding enterprises in need of training and skills evaluation.

The RealWeld Trainer allows for faster training with improved welding accuracy and efficiency. It is the first and only welding training solution capable of digitally recording motions and objectively scoring live welding techniques (even those of a master welder).

Praxair turned to Elevation to initiate significant market reach for the product while educating current and prospective customers on the value proposition The RealWeld Trainer offers.

STRATEGY

Create an integrated media-marketing strategy to position the RealWeld trainer as an industry-leading tool to train current and future generations of welders

Leveraging media exposure, the Elevation team set a strategy in place to best position The RealWeld Trainer for maximizing training efficiency and improving skillsets of new and experienced welders. Praxair didn't have an active trade media program, so the Elevation team would need to research industry and trade publication editorial calendars to set a media strategy in place to position Praxair as an expert in the field of welder training.

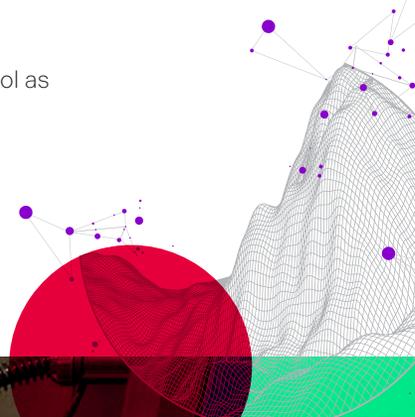
With a deep understanding of industrial B2B media landscapes, Elevation combined its expertise with a deep dive into industry research and analysis to develop comprehensive PR strategies that would deliver business value to Praxair. An initial media audit uncovered the state of the current trade media landscape, determining the volume, sentiment, and common themes for relevant brands, competitors and industry articles, while assessing opportunities to gain exposure among publications.

Using these findings, Elevation developed a PR strategy for Praxair that would drive business objectives and deliver key messages to target audiences. Through strategic points of engagement with the media, the program carved out a market position for Praxair that placed the company and its executives at the forefront of industry discussions, positioning Praxair as the go-to market leader and a top-of-mind brand.

The team pitched storylines to editors and publishers and also conducted interviews, developed content, and prepared appropriate Praxair subject matter experts (SME's) for media interviews. In addition, it sourced a customer success story—a large equipment manufacturing facility in the Midwest—and helped develop a national "Road Show" demonstration for The RealWeld Trainer in target markets to support media efforts.

Through article placement, SME exposure and product demonstrations, Elevation would position the tool as an optimal welder training solution to be used by a variety of manufacturers and welding companies.

The Elevation team also provided sales support by designing brochures, sell sheets, in-store displays, POP materials, online banner ads and landing pages.



DELIVERABLES

- Media outreach to leading industry trade publications
- Customer success story sourcing and availability creation
- Preparation of Praxair SME's for media engagement
- Sales collateral for national "Road Show" product demonstration effort
- Sales support materials like brochures, sell sheets, displays

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BUSINESS WINS

With the help of media coverage, the road show demonstration effort and sales support materials, Elevation established a deeper thought-leadership for Praxair within its target market, resulting in furthering product awareness and exposure.

HIGHLIGHTS INCLUDED:

- RealWeld Trainer story placement reaches more than 200,000 targeted industry professionals
- More than 1.2 million media impressions with content repurposed into 30-plus social media posts, blogs, industry publications and other content pieces
- 10 pages of editorial coverage created in targeted industry publications, including: *Fabricating and Metal Working*, *The FABRICATOR* and *Welding Journal*

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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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