

FAT • ATOM®

Indiana Limestone Company City Campaign

A MULTI-CHANNEL MARKETING STRATEGY

CASE STUDY SEPTEMBER 2017



Client: Indiana Limestone Company

Indiana Limestone Company is the largest quarrier of dimensional limestone in the world. Located in Southern Indiana, the company is known for supplying the materials for classic buildings, including the Empire State Building and the Pentagon.

Challenges

Indiana Limestone Company (ILCO) wanted to re-position themselves as the main competitor to cast stone as the go-to material for architects. Cast stone saturated the architectural market for decades, with architects not knowing about a natural stone alternative that was stronger and more durable.

With a sizable sales team servicing North America, the company also needed to provide consistent and coordinated marketing support, but was unable to do so in-house. Furthermore, ILCO wanted a strategic partner that could provide wide-ranging, holistic support to the entire organization, with brand awareness to architects in major cities being at the top of their list.

What Fat Atom Did

Fat Atom developed a multi-channel strategy to engage architects and drive conversions.

Starting in early 2016, the campaign focused on architects in four major North American cities, Toronto, New York City, Boston, and San Francisco. Fat Atom Brand Strategist, Steven Musngi, says the four cities were selected because of their diversity in terms of population, geographical location, and architectural style. “We wanted architects to

envision what their projects could be by using Indiana Limestone,” he says. “We needed to show the numerous benefits connected with using the product.”

Musngi says the campaign had four specific goals:

1. Empower architects to schedule a “Lunch & Learn,” which is a valuable educational tool to connect with Indiana Limestone Company sales staff
2. Get architects to request a free sample of the product
3. Download a white paper touting the differences between cast stone and natural stone
4. Encourage architects to sign up for The Hub, Indiana Limestone Company’s architectural resource

Tactics included:

- A survey to measure brand sentiments
- A comprehensive email outreach program to a list of select architects
- Postcards featuring iconic buildings using Indiana Limestone, such as the Rockefeller Center

Musngi says Fat Atom was also able to save Indiana Limestone Company money on the project by using electronic surveys and email marketing as the first two forms of outreach.

Our Results

Musngi says Fat Atom and Indiana Limestone Company set an initial goal to get engagement from 160 architects from the first round of the campaign. That goal was not only met, but exceeded – 175 architects became qualified leads for Indiana Limestone Company. Those architects received a nurture box that

featured a set of whiskey rocks, the book “The Architecture of the Cocktail,” and a drink recipe created by Fat Atom called “The Quarry.” The campaign was so successful that Fat Atom ran the campaign in other cities at the start of 2017.

Not only did we beat our goal by 4.3% for architect conversion, we did so by only spending 52% of Indiana Limestone Company’s budget.

Conclusion

As a result of our efforts, utilizing both inbound and outbound marketing tactics, we were able to increase Indiana Limestone Company’s position in the marketplace. Making high-level architects aware of the ILCO brand has helped increase the usage of their timeless products and brought new revenue streams into the company.

“Fat Atom has done outstanding work for our organization. They’re edgy, nimble, flexible, and innovative - always looking to push our company’s thinking. They’re exceedingly creative and are always easy to approach. To me, they’re an extension of my team. I receive full support whether it’s creative, strategy, or execution, Fat Atom always finds a way. We’re clearly in a market leader position and I give the team at Fat Atom a lot of credit for that.”

–Thomas Quigley, CEO of Indiana Limestone Company

How can Fat Atom help your marketing strategy?
Contact us today. (317) 662.0026

Fat Atom created landing pages to encourage architects to further their knowledge of natural stone via a “Lunch & Learn.”



To better connect with architects, Fat Atom made mobile-friendly landing pages for faster engagement, including offer a branded sample box.



Fat Atom created a physical nurture to send architects, including a cocktail recipe we created from scratch.