

CASE STUDY

68%

increase in
website visits

36%

increase in
email open rate

506%

increase
in LinkedIn
engagement

Lighting up the US market for a global electrical leader





ENERGY AND AUTOMATION

LOVATO Electric USA is the American arm of LOVATO Electric, a century-old designer and manufacturer of low-voltage industrial electrical devices with a global footprint spanning 14 subsidiaries.

Despite strong heritage and world-class products, the US subsidiary lacked a localised, consistent marketing infrastructure to fully leverage its brand strength. With limited marketing resources and no measurable performance data, the team needed clarity, consistency, and market focus.

Working with S2F Marketing, LOVATO Electric USA implemented a professionally designed, measurable marketing strategy that delivered clear improvements in web engagement, email relevance, and social presence, giving the business the visibility and tools needed to support distributors and grow the US market.

Context & Background

About the client

LOVATO Electric is a globally recognised manufacturer of low-voltage electrical devices for industrial applications, established over 100 years ago and operating in 14 countries.

LOVATO Electric USA serves local OEMs, distributors, and industrial professionals, bringing engineering excellence and reliable products to one of the largest industrial markets in the world.



A modern, multi-story building with a white facade and large glass windows. The building features the Lovato Electric logo and a large '100' on its side, indicating a centennial celebration. An Italian flag flies from a tall pole in front of the building. The building is situated on a green lawn with mountains in the background.

**“We implemented
a professionally
designed,
measurable
marketing
strategy.”**

The client story

LOVATO Electric USA was at a pivotal stage. They were operationally strong and respected, yet lacking the localised marketing foundation needed for long-term growth.

Despite global brand backing, the US team had no formal brand governance, limited content to support distributor engagement, and no reliable system to measure the impact of marketing efforts. This made it difficult to demonstrate value and optimise activity.

The US team sought a partner with sector experience and a deep understanding of industrial marketing. S2F was already trusted by LOVATO's UK and Italian operations, making it the natural choice.

The challenge

Initial challenges

Before S2F's involvement, LOVATO Electric USA faced:

- Limited brand consistency across digital platforms
- No dedicated marketing resource for the US market
- No measurable way to track brand awareness or engagement
- Little content or campaigns to support distributors' sales efforts
- Over-reliance on reactive communication

Marketing activity existed, but lacked infrastructure, continuity, and measurable outcomes.

Strategic challenges

The key challenge was scaling local marketing for a global brand without compromising technical credibility or distributor relationships, LOVATO Electric USA needed:

- Local visibility aligned with global brand standards
- Data-driven insights to inform decision-making
- A consistent pipeline of relevant content
- Multi-channel campaigns that support commercial goals

“Having a marketing agency that truly understands our business—and the manufacturing sector—has made the process seamless. S2F requires minimal technical input from our team, allowing us to stay focused on growth. The results speak for themselves, and the support has been invaluable.”

**Blaine Strausser, President,
LOVATO Electric USA**

“Having worked closely with the teams in Italy and the UK, we were able to deliver stronger, more aligned support to the US subsidiary. Collaborating across markets has been a pleasure. Their passion and commitment to the business are clear. Working with LOVATO felt like a true partnership.”

Kerst Ward,
Account Manager, S2F Marketing

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The solution Strategy

S2F became an embedded, sector-specialist, marketing partner for LOVATO Electric USA, leveraging existing global trust while tailoring a US-focused marketing engine.

Five key strategic priorities included:

#1

Building a measurable
marketing infrastructure

#2

Establishing consistent brand
messaging for all channels

#3

Developing multi-channel
growth campaigns

#4

Providing distributor-focused
content and support

#5

Enabling visibility with
actionable performance data



Implementation

Building a measurable marketing infrastructure

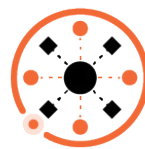
- Implemented Google Analytics with full goals and conversion tracking
- Integrated business analytics for tracking user interaction
- Deployed GDPR-compliant email marketing platforms
- Took full ownership of LinkedIn optimisation and community growth

Multi-channel campaign execution

S2F delivered coordinated campaigns designed to:

- Support existing buyers and distributors
- Strengthen brand trust across the US market
- Expand reach via SEO and targeted content
- Build a cohesive identity across digital platforms

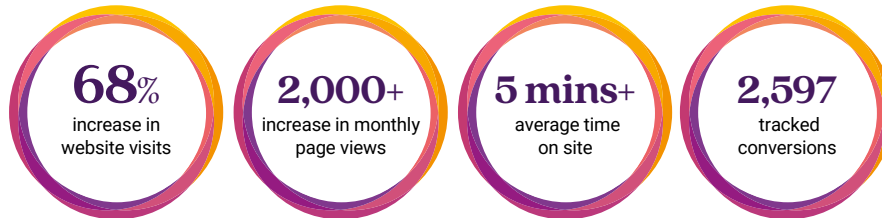
Professional assets included blogs, guides, thought leadership, brochures, animated content, email campaigns, and branded social material.



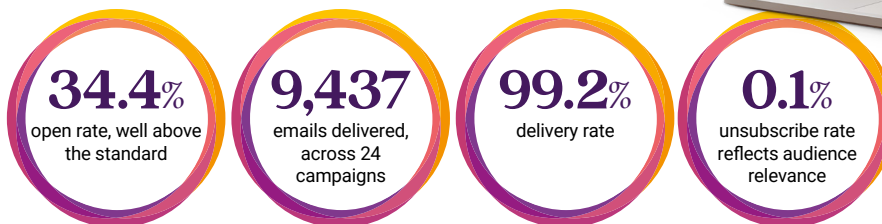
The results

Quantitative outcomes

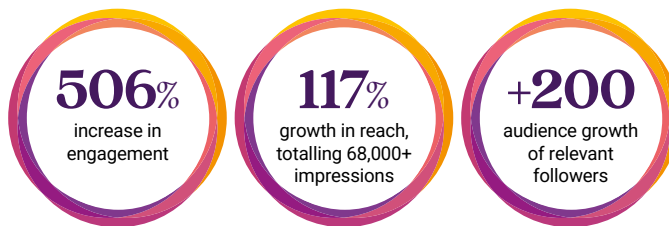
Digital growth



Email campaign performance



LinkedIn performance



68%
increase
in website visits



Qualitative outcomes

- Clear performance visibility for the first time
- Professionalised distributor communication
- Reduced internal marketing burden
- Sustainable, repeatable marketing foundation
- Strong alignment with overall brand ethos

Lessons learned



Global brands still need local marketing to grow in competitive markets.



Industry knowledge makes marketing more credible and effective.



When you can measure performance, you can make better decisions.



Consistent, structured content supports both distributors and sales teams.

The S2F logo is a white speech bubble with a tail pointing downwards, containing the letters 'S2F' in a bold, purple, sans-serif font. It is centered at the top of the page, which has a dark purple background with a large, stylized, multi-colored arc (purple, pink, orange) at the top.

Want to achieve similar results for your manufacturing business?

Contact Start 2 Finish Marketing to discuss how a precision-led marketing strategy could support your growth.



Sales & Marketing Strategy

Comprehensive Marketing Strategy Development
Brand Positioning and Messaging
Market Research and Competitive Analysis



Brand Design & Development

Logo Design and Rebranding
Visual Identity Development
International Branding and IP Research



Website Design & Development

Website Design and Development
Search Engine Optimisation (SEO)
Pay-Per-Click (PPC) Advertising
E-commerce and Catalogue Platform Development
International Platforms
Payment Gateway Integration



Digital Marketing

Social Media Marketing
Content Marketing
Influencer Partnerships
Email Marketing Campaigns
International Campaigns
Marketing Automation Implementation



Traditional Marketing

Print and Corporate Collateral
Exhibition and Event Marketing
Promotional Products
Structural and Outdoor Advertising



Content Creation & Multimedia Production

Photography and Videography
Branded Graphics and Infographics
Visual Assets
Social Media Content Planning and Creation

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