

# Green Engineering and Sustainability Marketing Campaign

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# Overview

- This campaign positions PTC as a leader in **sustainable engineering**, driving awareness, engagement, and lead generation. It targets **engineering managers, sustainability officers, and executives**, highlighting **design efficiency, regulatory compliance, and lifecycle optimization**.
- The **multi-channel strategy** includes:
  - Owned media** – Webpage, blogs, email, social media.
  - Earned media** – PR, thought leadership, influencer partnerships.
  - Paid media** – LinkedIn Ads, Google Ads, retargeting.
- **Key tactics:** A **landing page, intro video, eBook, case studies**, and **social/email campaigns** to nurture leads and drive conversions.
- **KPIs:** +20% website traffic, 500+ MQLs, 10% increase in engagement.
- **Timeline: 12 weeks** – Launch, engagement, optimization, and reporting.
- This campaign strengthens PTC's sustainability leadership and accelerates customer adoption.

# Key Objectives



**Industry leader**



**Lead generation**



**Support sales teams**

# Key Messaging

## Core Message

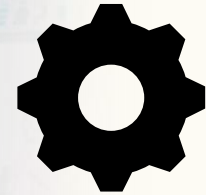
Build smarter, greener products—faster. PTC's Green Engineering solutions (PLM & Windchill Platform) embed sustainability and compliance into every step of the product lifecycle.



**Design for Sustainability**



**Ensure Compliance**



**Optimize Product Lifecycle**



## Product Positioning

For product teams aiming to build sustainably and stay compliant, PTC's Green Engineering solutions are a **digital engineering platform** that drives eco-conscious, regulation-ready, and cost-efficient product development. Unlike traditional tools, it **brings sustainability and compliance insights directly into the design workflow.**

# Value Proposition



PTC helps product development teams and manufacturers achieve sustainable, compliant, and cost-efficient innovation by integrating environmental insights, regulatory intelligence, and lifecycle optimization directly into their engineering workflows.



**Market Differentiator:** PTC stands apart by embedding sustainability, compliance, and lifecycle insights directly into the engineering workflow—unlike traditional tools that treat them as afterthoughts. The result: faster innovation, reduced waste, and proven gains like 30% shorter development cycles.

# Target Audience

- **Primary:** Engineering managers, sustainability officers, product designers.
- **Secondary:** CTOs, CSOs, operations leaders, supply chain managers.
- **Industries:** Renewable energy, aerospace, automotive, and industrial equipment.
- Personas & ABM





# Buyer Persona: Engineering Manager

**Industry:** Manufacturing, Aerospace, Automotive, Industrial Equipment

## Role & Responsibilities

- Oversees product design, development, and engineering processes.
- Ensures efficiency, compliance, and sustainability in product lifecycle.

## Challenges & Pain Points

- Managing complex product data and collaboration across teams.
- Ensuring regulatory compliance and sustainability goals.
- Reducing costs while maintaining product quality and innovation.

## Goals & Motivations

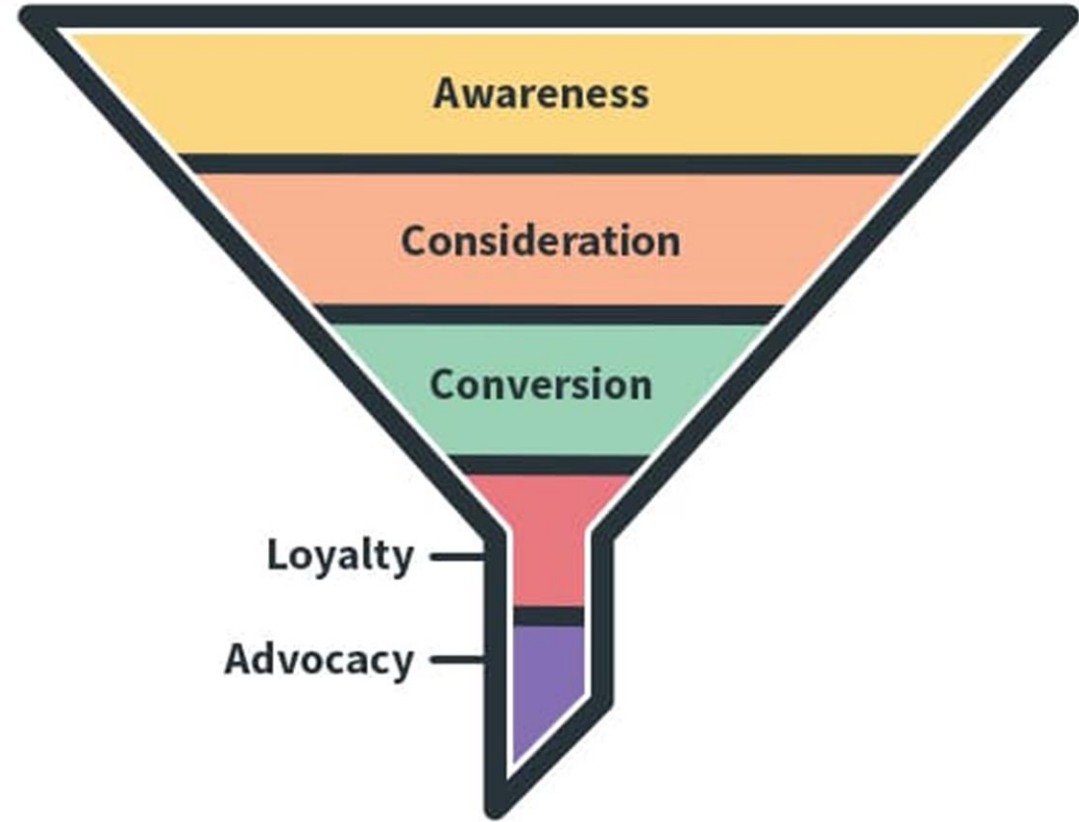
- Streamline engineering workflows and reduce time-to-market.
- Improve product lifecycle efficiency and sustainability.
- Leverage digital tools (PLM, CAD, IoT) for smarter decision-making.

## Buying Considerations

- Prefers **scalable, easy-to-integrate** solutions.
- Needs **proof of ROI** (efficiency gains, cost savings).
- Influenced by **peer recommendations, case studies, and demos**.

# Buyer's Journey - Assets

- Top-of-Funnel
- Mid-Funnel
- Bottom-Funnel
- Retention & Advocacy





### What is green engineering?

Today's manufacturers make decisions that can have a significant impact on the future of the environment and the people within it. There are solutions that enable 'eco-friendly' product development processes which lessen an organization's carbon footprint.

Green Engineering is the practice of leveraging PLM data not only to help calculate the Co2 footprint of a product but also to evaluate design and supply chain decisions with sustainability in mind.

### Why is sustainability important in engineering?

A great sustainability strategy requires real actions. When designing a product, engineers must take into consideration the environmental impact of the processes and materials used.

In addition to the social and environmental good they generate, green strategies can also have tremendous business benefits including:



# Content Plan

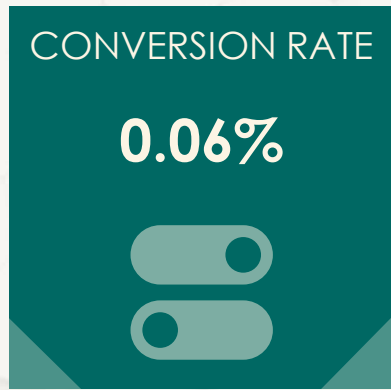
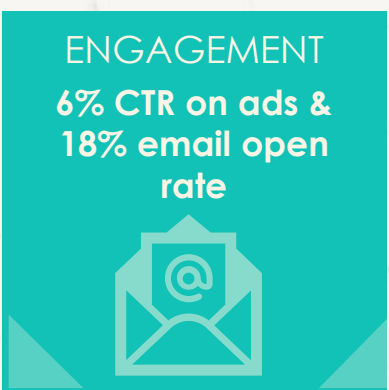
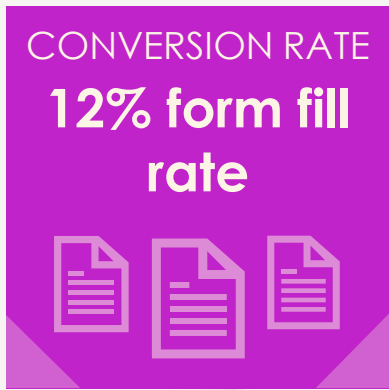
- Landing page
- Intro video
- Sales enablement
- eBook
- Customer testimonial
- Case studies
- Webinars
- Blogs
- Social media campaign
- Email campaign
- Paid media

Explore Assets

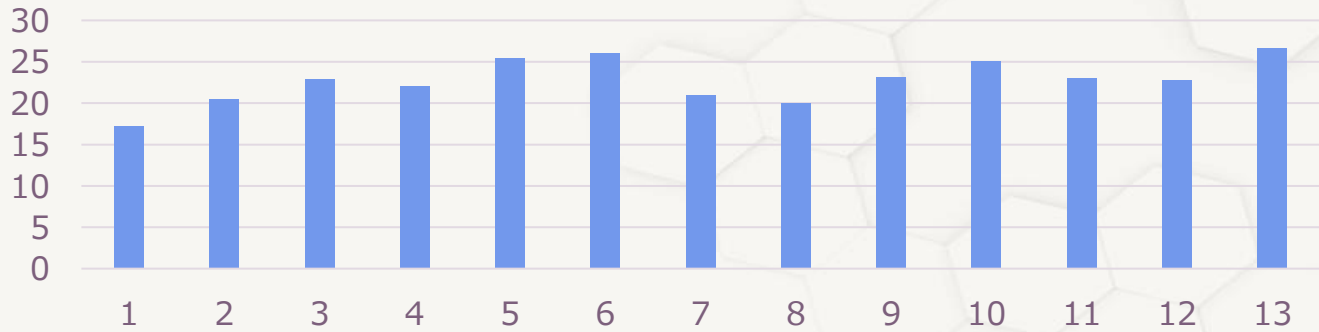
# Smart Goal

LEAD GENERATION & ENGAGEMENT

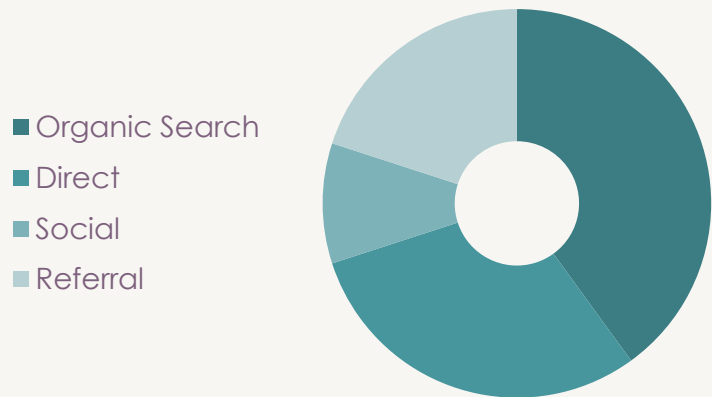
- **Specific** – Increase website traffic by **20%** and generate **500+ new MQLs** through targeted marketing efforts.
- **Measurable** – Track unique visitor growth and lead generation using analytics tools (Google Analytics, CRM).
- **Achievable** – Leverage SEO, paid ads, content marketing, and lead nurturing to drive engagement.
- **Relevant** – Supports business growth by increasing brand awareness and capturing qualified leads.
- **Time-bound** – Achieve these results within **12 weeks** of campaign launch.



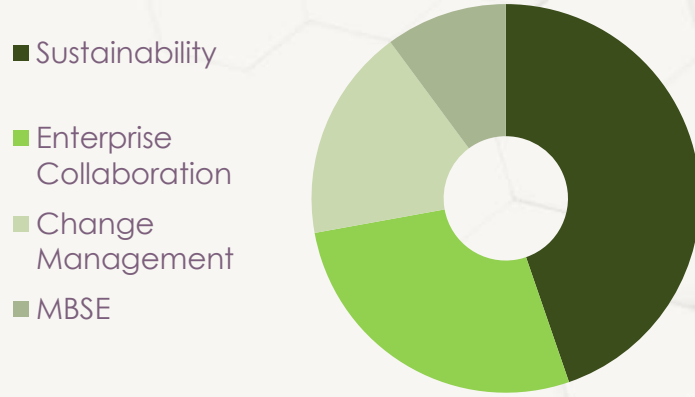
SITE VISITS by Month per 5k



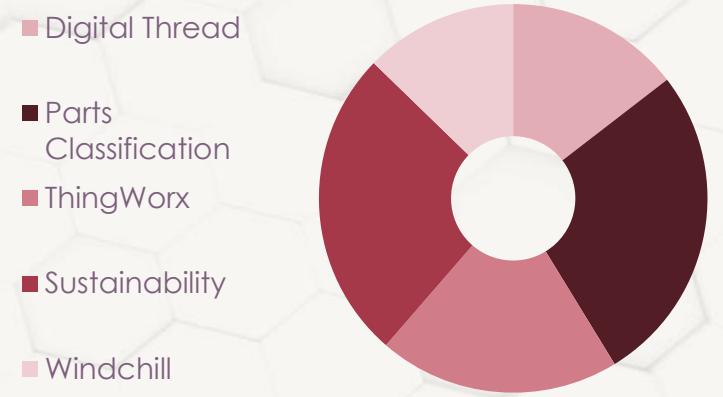
TOP CHANNELS by Conversion



TOP CAMPAIGNS by Conversion



TOP PAGES by Conversion



# Content Map - Customer's Lifecycle

|                              |                                       | Lifecycle Stage   |  |   |
|------------------------------|---------------------------------------|---|--|---|
| Persona: Engineering Manager | Persona 1: <i>Engineering Manager</i> | <b>Awareness:</b><br>Have realized and expressed symptoms of a potential problem or opportunity | <b>Consideration:</b><br>Have clearly defined and given a name to their problem or opportunity | <b>Decision:</b><br>Have defined their solution strategy, method, or approach                       |
|                              | Problem/Opportunity                   | Struggling to improve product development efficiency while reducing costs.                      | Needs better collaboration between design and manufacturing teams to reduce design rework.     | Seeking a scalable, secure PLM solution that integrates seamlessly with existing engineering tools. |
| Content Marketing            | SMART Objective                       | Increase website traffic by 20% within 12 months  | Generate 10% more leads from each whitepaper created in 12 months                              | Increase our lead-to-customer conversion rate from 2.3% to 4% in 12 month                           |
|                              | Campaign                              | Create top-of funnel content based on expert quotes and interviews                              | Cross-promote whitepapers via email  | Create a bottom of-the-funnel pillar page with explainer videos                                     |
|                              | Channel                               | Landing page, social media  | Email  | Case studies, testimonial videos, blogs   |
|                              | KPI(s)                                | Monthly unique site visits  | Number of leads per whitepaper   | Lead-to customer conversion rate  |