

# Smart buildings: Data center campaign



Kylie Luteraan  
February, 2025



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# Global campaign: Driving demand for [client]'s data center solutions

- **Campaign objective:** Support [client]'s revenue growth in data centers across US, China, India, Saudi Arabia, and Ireland.
- **Challenge:** Data centers need energy efficiency, reliability, and scalability but face rising costs, complex integration, and sustainability pressures.
- **Solution:** A multi-touch campaign that builds awareness, nurtures leads, and drives conversions through targeted, region-specific, and global messagings.
- **Success metrics:** Lead generation (MQLs), engagement (event attendance, CTR, time spent on webpage), and pipeline acceleration (SQLs).

Tactics, Content	Budget	KPIs**
*Paid media (LinkedIn, Google Ads - retargeting)	25K	X # of impressions, improved % of client engagement
*Content development (Case studies, playbooks, sales kits)	25K	X # of content downloads, leads, event attendance
*Events & Webinars	40K	X # of MQL to SQL conversions, % pipeline growth / X # Total Contract Value wins
*Sustainability Readiness Tool	10K	X # of form submissions
<b>Total</b>	<b>100K</b>	

# Campaign timeline:

## Pre-campaign: Planning and preparation

## Months 1-4: Awareness phase

- **Content pipeline:** Create **master versions** of key assets (campaign hub / landing page, Thought Leadership Report, Sales Kit, Sustainability Readiness Tool).
- **Localization framework:** Define messaging hierarchy—what stays **global** vs. what adapts **locally**.
- **Regional briefings:** Meet with local marketing leads and key stakeholders to outline content needs and execution timelines.
- Properly segment clients / accounts based on their position in the marketing funnel.
- **Event selection & budget allocation:** Identify **which regions participate in which events** and secure regional sponsorships / speaker opportunities.
- **Campaign kickoff:** Align global and regional teams, assign responsibilities.
- Launch **Thought Leadership Report** in partnership with an industry analyst.
- Begin **digital promotion** via LinkedIn Ads, PR, and industry publications (content syndication).
- Drive **brand awareness** through organic executive LinkedIn posts (local stakeholder promotion / “meet me at [event]” posts).
- Launch (interactive) **Sustainability Readiness Tool** for lead generation.

# Campaign timeline:

Months 5-7:

Consideration phase

- Publish **customer case study** on successful data center implementation.
- Host an **executive roundtable** for target group.
- Organize client **LinkedIn retargeting** and **email nurture campaigns**.
- Booth **presence / speaker slot** at relevant **industry events**.

Months 8-10:

Intent to purchase phase

- Run **ABM ad campaign** tailored to key decision-makers.
- Equip commercial teams with **Sales Readiness Kit** and direct commercial team to **engage with leads**.
- **Optimize campaign** based on pipeline insights and lead scoring.
- Discuss **next steps / scaling**.



# Thank you!

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# Appendix

Slides 8-10.....Content themes and geo breakdowns

Slide 11.....Local events & tradeshow

Slide 12.....Content deliverables & mockups

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# Content themes geo breakdown: Global & AMER

## Global themes:

- **[Client] as sustainability leader** in energy-efficient data centers.
- **Reliability, efficiency, scalability:** addressing global energy and cooling challenges.
- **End-to-end integration solutions** – [Client] as a single point of contact / vendor.
- **[Client]’s vision for net-zero data centers** / carbon neutrality.
- **Technology leadership in AI & digital transformation:** next-gen data center automation.

## Content examples:

1. [Whitepaper] **AI & automation for energy optimization:** [Client]’s role in predictive maintenance.
2. [Video] **AI-powered data centers** and [Client]’s role in energy-efficient AI data processing.

## USA

### Key challenges:

- High power consumption and sustainability regulations.
- Increasing **demand for AI-driven data centers** and cooling efficiency.

### Content examples:

1. [Content syndication] **Smart grid integration for data centers:** Reducing reliance on traditional energy sources.
2. [Case study] **Liquid cooling & heat recovery:** Lowering power consumption.
3. [Whitepaper] **Regulatory compliance for sustainability:** [Client]’s expertise in navigating U.S. energy regulations.

# Content themes geo breakdown: EMEA

## Ireland

### Key challenges:

- **Carbon neutrality** targets for data centers.
- Strict **EU energy efficiency directives**.
- Growth in **hyperscale data centers**.

### Content examples:

1. [Whitepaper] **Net-zero data centers**: [Client]'s expertise in carbon-neutral energy solutions.
2. [Co-marketing with partner] **Energy storage and grid stability**: integrating renewables with data centers.
3. [VR experience / digital tour] **Modular data center design**: scaling with prefabricated, energy-efficient units.

## Saudi Arabia

### Key challenges:

- **Mega data center projects** driven by Vision 2030.
- Extreme **climate conditions** requiring high-efficiency cooling.
- Government push for **renewable energy integration**.

### Content examples:

1. [Content syndication] **[Client]'s role in Vision 2030 for sustainable data centers**.
2. [Video] **Cooling solutions for hot climates**: [Client]'s advanced cooling technology portfolio.
3. [VR experience / digital tour] **Modular data center design**: scaling with prefabricated, energy-efficient units.

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# Content themes geo breakdown: ASIA

## China

### Key challenges:

- Growth of **hyperscale data centers**.
- High dependency on **coal-powered electricity**.
- Government push for **renewable energy integration**.

### Content examples:

1. [Webinar] **[Client]'s role in China's Green Data Center Initiative**.
2. [Case study] **Optimizing data center energy efficiency**.
3. [Whitepaper] **Energy storage for load management:** reducing power outages and ensuring continuity.

## India

### Key challenges:

- **Fastest-growing data center market** due to digital transformation.
- Power reliability issues requiring **battery storage & backup solutions**.
- Rising concerns about **sustainable cooling solutions**.

### Content examples:

1. [Content syndication] **Scalable data centers** for India's growing digital economy.
2. [Whitepaper] **Energy storage for load management:** reducing power outages and ensuring continuity.
3. [Video] **Cooling solutions for hot climates:** **[Client]'s** advanced cooling technology portfolio.

# Local events & tradeshows\*

## US Industry Events:

1. **Data Centres Expo North America** (June 4-5, 2025 – Santa Clara, CA)
2. **DCD>Connect | New York 2025** (Date TBC – New York, NY)
3. **Data Center World Global** (March 2025 – Austin, TX)
4. **7x24 Exchange Spring Conference** (June 2025 – Orlando, FL)

## China Industry Events:

1. **China International Data Center Expo** (April 2025 – Beijing, China)
2. **China Data Center Renewable Energy Summit** (May 2025 – Shanghai, China)
3. **DCD>Connect | Shanghai** (Date TBC – Shanghai, China)

## Ireland Industry Events:

1. **Data Centre World London** (March 12-13, 2025 – London, UK)
2. **Net Zero Data Centre Summit** (January 15-16, 2025 – Berlin, Germany)
3. **Data Centre Energy Efficiency & Sustainability Summit** (May 22, 2025 – London, UK)
4. **DCD>Connect | Dublin** (Date TBC – Dublin, Ireland)

## Saudi Arabia Industry Events:

1. **DCD>Connect | Dubai** (March 2025 – Dubai, UAE)
2. **Saudi Data Center & Cloud Expo** (September 2025 – Riyadh, Saudi Arabia)
3. **MENA Data Center Energy Summit** (June 2025 – Dubai, UAE)

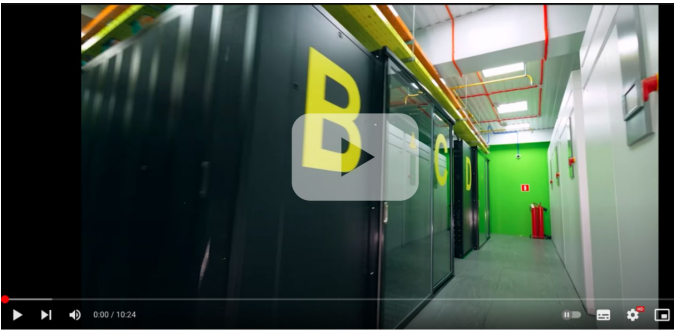
## India Industry Events:

1. **Data Centre World India** (October 2025 – Mumbai, India)
2. **DCD>Connect | Bengaluru** (Date TBC – Bengaluru, India)
3. **India Cloud & Data Center Convention** (August 2025 – New Delhi, India)

# Content mockup

[Client] & Gartner

## Thought Leadership Report



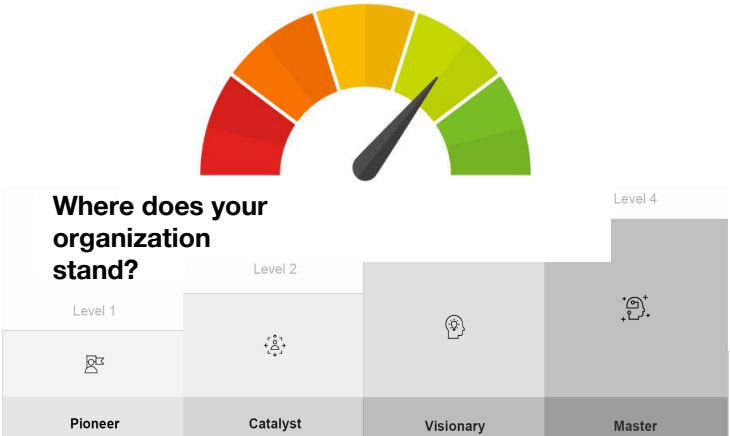
Cooling solutions for hot climates: [Client]'s advanced cooling technology portfolio

[Client] Channel 63.7K subscribers [Subscribe](#) 312 [Share](#) [...](#)

### TAKE A LOOK INTO THE FUTURE

Modular data center design

Scaling with prefabricated, energy-efficient units



### Meet me at [Industry Event]

**FirstName Lastname**  
Customer Success Manager

Stand N14      11-14 July, 2023      Amsterdam



# FAQ?

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