

No ceiling on success

Case study: Armstrong World Industries

How global B2B brand Armstrong World Industries is empowering its marketers to scale new heights.

Armstrong World Industries is the largest suspended ceiling manufacturer in the world, with a 150 year history and more than 8000 employees worldwide.

The mission of the brand is to deliver innovative ceiling solutions that create beautiful and efficient work and play spaces, and improve people's workplace experience.



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The marketing challenge

Armstrong's key markets are architects, designers, contractors and distributors – from around the globe, working on offices, education, healthcare and leisure.

So the marketing team face all the cross-border marketing challenges that an international B2B marketplace brings.

Marketing director John Kerr takes up the story:

"Our cross-country marketing challenges are like those faced by most international enterprises – language barriers, cultural barriers and time zones.

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The team development strategy – why B2B Marketing?

Armstrong is investing substantially in the development of its marketing team.

“Lots of people are at different levels within the team, including myself who has much more of a sales background,” says John Kerr.

As a focus for this development, Armstrong asked the Enterprise Solutions team at B2B Marketing to create a team development package that would work across all these different levels, based on:

- › Face-to-face training
- › Events
- › Team Premium membership
- › The B2B Leaders programme.

“The sheer breadth of content, training courses and events that B2B Marketing offers makes it easy for us to get all the knowledge we need, delivered into the team in multiple formats,” says John.

“We’ve sent members of the team on B2B Marketing training courses to improve their knowledge – crucial for us in such a rapidly changing market”

“And the B2B Leader’s Forum provides the leadership-level development I was looking for. So the solution worked across the board, from the most junior to the most senior marketing member.”

The B2B Marketing experience

The Armstrong team has taken an immersive approach to the content, training and networking delivered to it by B2B Marketing.

“We kicked off with the Marketing Operations training course,” recalls John.

“It was fantastic – really good. From then on the team have learned lots of stuff they can use in their day-to-day, by using the B2B Marketing templates, whitepapers etc.”

“The wealth of content B2B Marketing makes available as part of our package really puts us in a position of strength to tackle our marketing challenges and explore new opportunities.”



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