



GoldsteinGroup
communications



BJM Pumps 2019 Marketing Strategy

Measurably Better Marketing

www.ggcomm.com



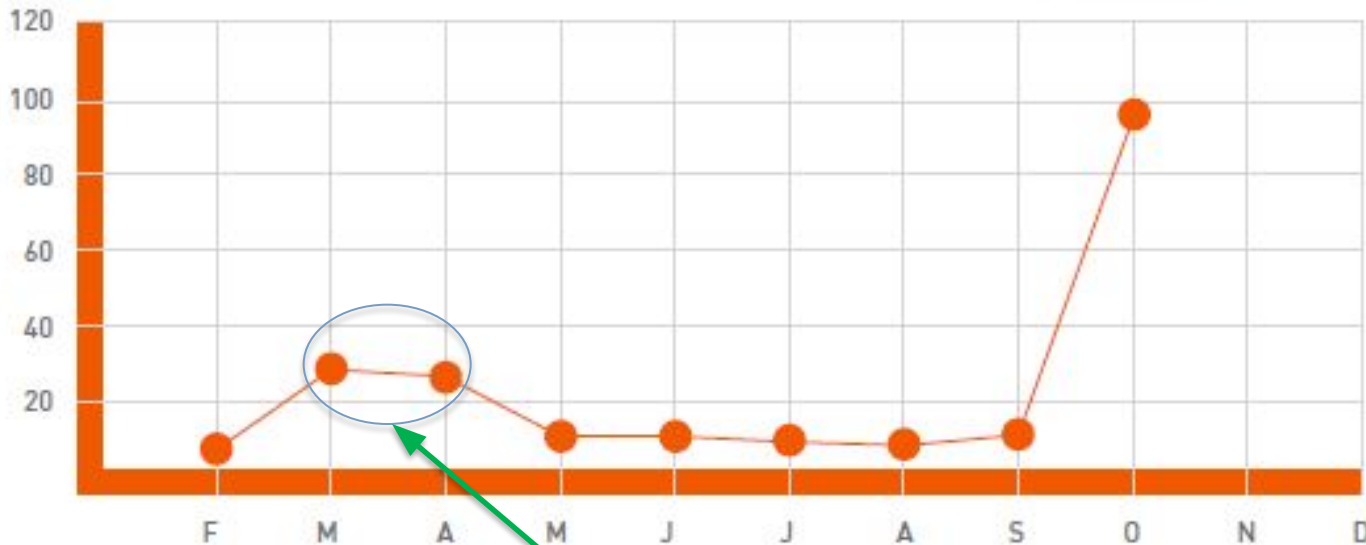
Total Tracked Leads (Feb – Oct): 204

LEADS GENERATED

97

OCT.
LEADS

1st full
month of
new
website



Food and
Beverage
Campaign

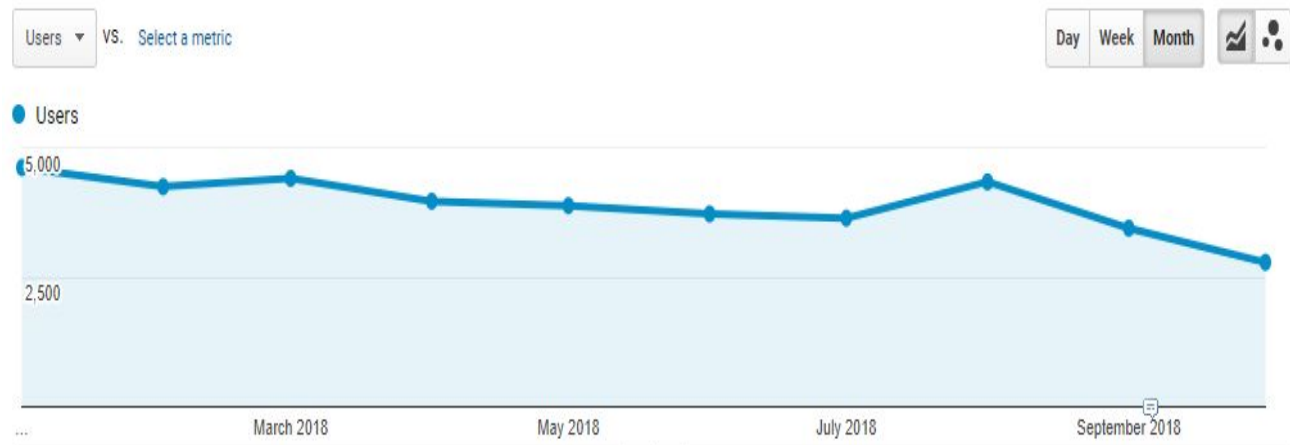
2018 Recap - Website Traffic



TRAFFIC



ORGANIC



Organic traffic has decreased the last couple of months. This is mainly due to Google re-indexing the site.

In addition, we are reviewing the SEO tags and recommending a monthly SEO optimization budget.

2018 Recap - Website Traffic: Paid Ads

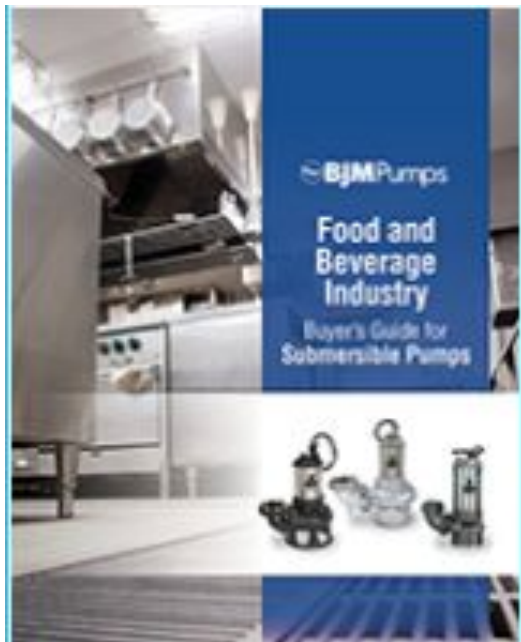


- Changes:
 - June: GGC Rebuilt Ad Campaigns – Solids Handling and High Temp/High Endurance
 - July: Added Brand Campaign
 - September: Added Slurry Pumps
- Top Keywords:
 - BJM Pumps
 - High Temperature Pumps
 - Slurry Pumps
 - High Temp Sump Pump



Food and Beverage Industry Campaign Results

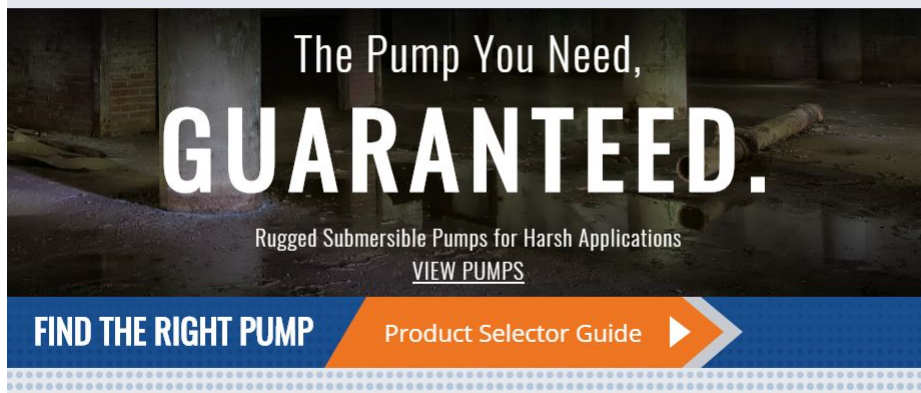
Leads (Buyer's Guide Downloads): 103 at \$146 cost per lead
Emails: 13.9% Open Rate; 1.5% Click-Through Rate



2018 Recap



- Established new logo and branding
- Blog launched
- New website launched
- 23 brochures redesigned
- Industrial Flow Solutions
 - Established name and logo
 - Website launched



Marketing One Page Plan




2018 ONE PAGE PLAN

Value Proposition: BJM Pumps serves industrial, municipal and demanding dewatering customers. Its portfolio of submersible pumps are field-proven to perform and deliver a long, low-maintenance service life in harsh environments. Its products are supported by an industry-leading customer service organization.

Brand Promise
The pump you need, guaranteed.

Marketing Objectives

- Drive awareness of BJM Pumps and leads for specific industries, including Food and Beverage, Oil & Gas, Mining & Aggregates, General Industrial, Commercial Wastewater and more.
- Increase qualified opportunities for BJM to support and expand its distributor base with content that drives deeper engagement with target OEMs, maintenance and engineering audiences.
- Create a differentiated position for BJM, its products and leadership among key target audiences that demonstrates its problem-solving expertise.

Purchase Triggers

- Customers have critical pump problems that are costing money
- Customers have decreasing production due to increased downtime
- Customers need a pump solution for their tough application
- Customers become aware of pumps that eliminate their "routine" maintenance
- BJM Pumps is listed on the central engineer's buying spec sheet

Qualifying Questions

1. What applications do you need help with?	2. What problems are you currently living with your pump?
3. What's your biggest frustration?	4. Are your pump pumps eating up your maintenance dollars?
5. Are you having problems in your wastewater plants? How often?	6. How often does your pump need maintenance?
7. How do you address your pump issues? What would make it easier?	8. How do you know you have the right pump?

Best in the World

"Best in the World" at designing and engineering solutions for harsh applications due to abrasives, clogging solids, corrosion and high temperature conditions, while offering excellent, personalized customer service.

Why We Win

- BJM Pumps designs pumps to address customer needs of vertical industries.
- Offers pumps for harsh, rugged environments that other suppliers cannot:
 - Solids handling pumps (shredders, cutters, impellers)
 - Corrosion-resistant pumps (stainless steel and FIM elastomers)
 - High temperature, high endurance pumps (up to 200°F)
 - Explosion proof pumps (FIM rated)
 - Sand, sludge and slurry pumps
 - Dewatering pumps
 - Hydraulic pumps
- Excellent, high-touch customer service
- Qualified, expert distributors that are highly trained by BJM
- Available pumps and parts inventory and short lead times
- Lower total cost of ownership

Why We Lose Business

- Low brand equity for BJM Pumps
- Low awareness of BJM performance in specific application environments
- Cost barrier to replace legacy systems
- Prohibitive initial cost
- Pumps not the right fit for the application
- Competitive product proliferation for moderate environments
- Lack of direct engagement to reach new customers

Switch Messages

Why would customers go with BJM instead of a competitor like Barnes or Turunil?

- Pumps reduce downtime and increase maintenance efficiency
- Pumps are designed for harsh applications
- Better Total Cost of Ownership
- Excellent customer service
- Available inventory and short delivery times for pumps and accessories
- Offers a better solution for chronic pumping problems
- Distributors are trained to diagnose problems and provide the customer service to become the hero to end users

Target Buyer Personas



Distributor
Owner, President/V.P. Account Manager, Sales Manager, Sales Representative



End Users
Plant Manager, Production Manager, Operations Manager, Maintenance Manager, Supervisor, Engineer, Electrician, Instrumentation Manager



OEM
V.P. of Sales, V.P. of Production, Buyer, Engineering Specialist, Contractor



company confidential

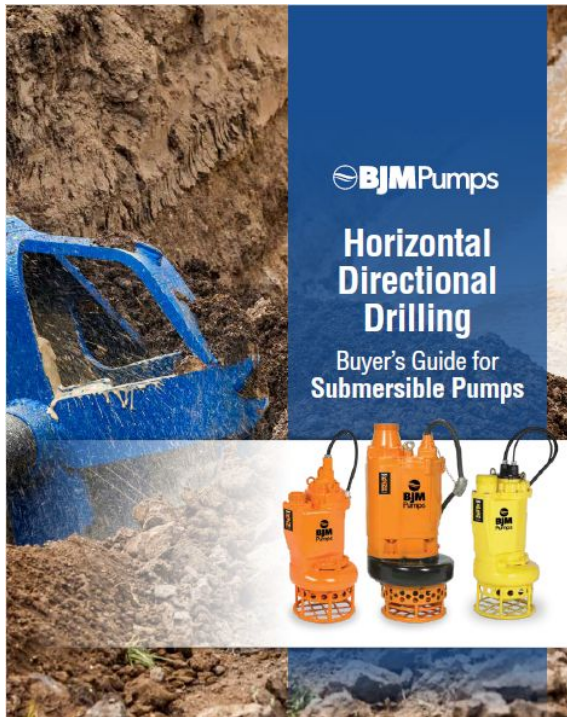
2019 Updates?



- Typically includes:
 - 12 Page Content Offer
 - 500-Word Blog Post
 - Infographic
 - 3 Emails (Substitute Workflow If HubSpot Is Implemented)
 - Landing and Thank You Page
 - Draft and Schedule 3 LinkedIn Posts per pillar
 - Video
- Industry Campaigns
 - 4Q18 – Horizontal Directional Drilling
 - 1Q – Mining/Aggregate
 - 2Q – Health Care
 - 3Q – Construction
 - 4Q19 – Chemical



- **Buyer's guide:** overview, key industries, focus on customer problems, product line highlights, infographic, case studies





- **Handbook:** industry/market overview, trends infographic, what to consider when selecting a product, additional services, maintenance



Severe-Duty Valve Selection & Maintenance Tips for Military and Industrial Applications

Experts in Extreme Engineering

Safety. Dependability. Reliability. That's what military and industrial manufacturing customers around the world demand from their severe-duty valves, actuators and hydraulic system components. At Hunt Valve, we've been delivering fluid power engineering innovations and system solutions for military and industrial applications for nearly 100 years. Our rugged products provide unmatched reliability to the primary metals, energy, process and defense markets.

As the Experts in Extreme Engineering, we are dedicated to supplying the industry's top product technology and the application expertise needed to help our customers select and maintain harsh-duty valves in the most demanding environments on earth.

A photograph of an industrial facility at night, illuminated by yellow lights. The facility features several tall towers, pipes, and structural elements, typical of a refinery or chemical plant.



- Pump Toolkits: charts, curves, specs, checklists, selector
- Total Cost of Ownership Online Calculator
- Original Research: surveys, find a missing stat, support your strong opinion on industry





- **Track Content Effectiveness**

- Easily track performance of emails, landing pages, blog posts, forms, social posts, CTAs, etc.
- Tie back to contacts and the contact they prefer

November 2018

(redacted) (c.com) communication subscriptions changed
Nov 2 at 12:11 PM EDT

- Subscribed to the Marketing Information communication subscription

(redacted) submitted [Select Appropriate EMA White Paper Form on How to Select the Appropriate Electromechanical Actuator](#)
Nov 2 at 12:11 PM EDT

Country - Drop Down	United States
Legal basis for processing contact's data	Freely given consent from contact

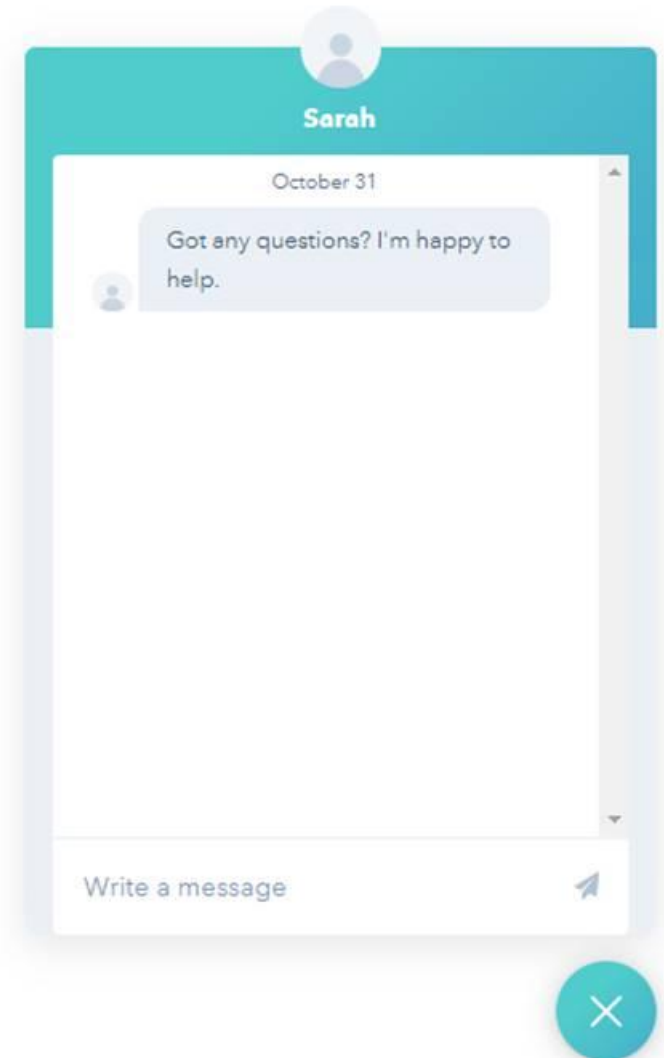
[Hide 2 updated properties](#)

(redacted) viewed page [How to Select the Appropriate Electromechanical Actuator](#)
Nov 2 at 12:10 PM EDT

11/02/2018 at 12:10 PM EDT Viewed [How to Select the Appropriate Electromechanical Actuator](#)



- **Respond Faster**
 - Automated Workflows
 - Instant email notifications
 - Lead-in Messages to drive leads
 - Chat/bot to reply more quickly





- **Lead Scoring**

- Track nurturing by assigning points to actions
- Set up MQL/SQL point values
- Track costs of acquiring leads/MQL/SQL

Lead Scoring

Positive Attributes

Add new set

Score: 15 

Actions 

The contact property **Marketing emails clicked** is equal to 1. 

AND


Score: 35 

Actions 

The contact property **Marketing emails clicked** is greater than 6. 

AND

Score: 25 

Actions 



- Paid Search Additions
 - Display Advertising
 - Competitor Keyword Campaigns
 - Customer Data Match
 - Video Ads
- Test Social Ads – Facebook/LinkedIn
- Blog Syndication
- Ad schedule including two webinars, white paper, storefront, etc.
 - Current schedule mostly runs through early to mid 2019
- Distributor “Try and Buy” Program
- Monthly Email
- Monthly blogging
- Website Translation to Spanish



- Start
 - Monthly testing – “Do Different”
 - Google AdWords additions, social ads
 - Email: Subject lines, CTAs
 - Web: Featured pumps; offering ungated content
 - Implementation and integration of HubSpot (Basic and Advanced Features)
 - Add monthly Web Management and SEO Optimization budgets
 - Establish MQL/SQL characteristics



- Consider
 - Creating New Videos (i.e. Case Study/Testimonial, How-to)
 - Pump School Webinar Series
 - Website Additions
 - Interactive Quizzes
 - “Find a Distributor” Page
 - Contact Form in Footer
 - Audio Advertising (i.e. Ad on Pumps and Systems Podcast)
 - Amazon Sales
 - Partnerships/Sponsorships
 - Association Trade Shows/Events
 - Colleges/Universities
 - Third Party Product Reviews



- Lead Goals: We gained visibility into the web leads that come in October (97 leads).
- Other leads were only based on the Food and Bev Buyer's Guide downloads
- 2019 will be somewhat of a benchmark year to determine level of leads to expect
- MQL and SQL criteria needs to be determined and lead scoring developed (assuming HubSpot is implemented)
- **Goals:**
 - **1245 Leads at a cost of \$136 per Lead***
 - **675 MQLs at a cost of \$250 per MQL***
 - **270 SQLs at a cost of \$625 per SQL***

*Industry average costs

Budget*



Item	Description	Cost
Content Pillar	Generally includes 12-page content offer, blog post, infographic, 3 emails, landing page, thank you page, Drafting and scheduling 3 social posts, video	
Blog Posts	Research, draft, edit and publish blog posts	
Webmastering	Routine monthly updates and fixes	
Organic Search	Monthly search engine optimization	
Google Advertising	Create, schedule and optimize paid ads	
Social Advertising	Create, schedule and optimize paid ads for Facebook and/or LinkedIn	
Online Advertising	Enewsletters ads, webinar sponsorships	
Videos/Animations	Videos: Testimonials, How-tos	
Email	Draft and schedule monthly email	

*Includes English versions only.



Item	Description	Cost
HubSpot Implementation	Professional level; Incl. 1000 contacts - \$50/1000 additional contacts	
HubSpot Lead Scoring Setup	Creating and determining values for lead scoring; updating forms for progressive profiling, create workflows to identify MQL/SQL	
HubSpot Nurture Workflow Creation	Develop automated workflows, include emails to nurture contacts based on behaviors	
HubSpot Chat Feature Implementation	Set up the HubSpot Chat Feature for the BJM's website	
HubSpot Optimization	Monthly monitoring and optimization of workflows	
Monthly Marketing Manager	Weekly client meetings, Lead gen strategy and program coordination, KPI management, dashboarding, budget control	



- Budget approval
- Start/consider decisions
- Finalize content plan