



**GoldsteinGroup**  
communications



## BJM Pumps Research and Marketing Proposal

*Measurably Better Marketing*

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- Personas
- What did we learn?
  - Employee interviews
  - Trigger interviews
  - Competitive messaging
- Brand Promise
- Marketing One Page Plan
- Campaigns
  - End User
  - Distributor
  - OEM



## Maintenance Manager Mike

- Titles: Maintenance Manager, Maintenance Engineer, MRO Manager
- Channel Preferences
  - Does not read trade magazines or attend conferences
  - Seeks out information from vendors or sales reps
  - Internet searches/vendor websites/email/newsletters
- Goals & Key Drivers
  - Efficiency: keeping equipment running with minimal downtime
  - Secure quality, long-lasting equipment
  - Improve predictive/preventative maintenance process
- Challenges
  - Equipment downtime – parts delivery, quick assistance
  - New problems to solve quickly



## Plant Engineer Peter

- Titles: Plant Manager, Operations Manager, Project Manager
- Channel Preferences
  - Trade magazines
  - Peer recommendations
  - Internet searches/vendor websites/email/newsletters
- Goals & Key Drivers
  - Improving productivity and controlling costs
  - Compliance with safety and other industry regulations
- Challenges
  - Prioritizing many responsibilities
  - Getting equipment shipped quickly and in a ready-to-install state
  - Vendors understanding the scope of a project or problem's root cause
  - Talking to vendor company rep directly, not a middleman



## Distributor Dave

- Titles: President, VP, Operations Manager, Sales Manager, Engineer
- Channel Preferences
  - Attends industry trade shows including FISA, WEFTEC, Pack Expo, local shows
  - Seeks out information from vendors or sales reps
  - Internet searches/vendor websites/email
- Goals & Key Drivers
  - Recommending the “right” pump to solve customers’ problems
  - Getting quality service to address issues and ship parts quickly
- Challenges
  - Getting timely, complete quotes
  - Delivery times for equipment and parts
  - Educating the customer on available options
  - Customers that don’t want to invest in the right solution



## OEM Engineer Oliver

- Titles: Lead Engineer, Engineering Project Manager, Design Engineer
- Channel Preferences
  - Trade magazines
  - Internet searches/vendor websites/email/newsletters
- Goals & Key Drivers
  - Deliver well-engineered systems to clients on time and on budget
  - Provide excellent service to clients
- Challenges
  - Receiving timely, complete quotes
  - Securing relationships with responsive vendors with quality products
  - Managing component integration into a final system design
  - Pressure to meet smaller budgets or cut costs

# What Did Distributors Say?



- “They make a very good pump backed up by very good employees and nothing disappointed me at all.”
- “Well, it's choosing the right pump for the job. That's basically it, hands-down.”
- “Solving a customer's pain, first and foremost, will make sales.”
- “...one of the successes that we've had with this company is the fact that they can actually deliver products faster than their competitor...”
- “...one thing that's important to me with a manufacturer is that you can get ahold of a live body, a live voice...”
- “Our experience is they've got your back trying to help you win a sale, win a job, and they're really good that way.”
- “...the availability of parts and being able to deliver those parts in a timely fashion is important...support from the manufacturers is key.”
- “I believe this company is very, very good at failure analysis...any time that we've had a failure of a pump...they're very good at diagnosing the issue, almost like a forensic evaluation of the pump.”

# What Did Distributors Say?



- “I know that if there's a problem, they back up their product and they are very good at not applying a pump to the incorrect application.”
- “I would definitely say this company is not a gorilla in the market. They're more regionalized, application-specific...I think that it's growing a market reputation, but it's a smaller company and it's been known more as a niche market where you have a niche application.”
- “But total cost ownership is a rare concept for most customers to actually want to comprehend or understand.”
- “In the pump business, that's (*ability to customize*) critical because...every application is different...the more options you have, the more likely you are to have a solution to sell the customer.”
- “Assuming I've got the right application fit, it's going to come down to quick delivery, the support that this company is gonna give and I'm gonna give, and I'm usually trying to sell one of their pumps that has a feature that maybe other people don't have or can't do as well.”





## What is this company best in the world at providing?

- Providing very good pumps with knowledgeable employees to back them up
- Delivery times are good which is very important
- Quality product
- Superior sales force and much better customer service than competitors
- Provide case studies highlighting real customers and explaining the applications in which their pumps are used
- Best high temperature submersible pump by far
- Have some of the best deliveries available for stainless steel, high temperature pumps



## What is this company best in the world at providing?

- Providing our distributors with quality products for demanding applications with excellent product and sales support
- Providing our High Temperature and Stainless Steel submersible pumps into the market, and hard metal agitator pumps for the drilling industry
- Solutions-driven customer service and lead times
- Providing long lasting, reliable pumps that are the right fit for the applications
- Providing niche pump features that can be applied to solve real world pumping challenges that other companies cannot
- The Right Pumps for Tough Jobs
  - But it's not used consistently on all materials



## The Pump You Need, Guaranteed.

- Promise of high value for low risk
- Links key product differentiator with customer service
  - “Pump You Need”: Right product for the application
  - “Guaranteed”: Leadership in customer service, durability and value



## 2019 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 & Aggregate, General Industrial, Commercial Wastewater and more in the U.S., Mexico, and Latin America.

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 demonstrate its problem-solving expertise.

Purchase Triggers

- Customers have continual 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 existing spec sheet

Qualifying Questions

1. What application do you need help with?
2. What problems are you currently having with your pump?
3. What's your biggest frustration?
4. Are your sump pumps eating up your maintenance dollars?
5. Are you having problems in your wastewater stream? How often?
6. How often does your sump 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.

Switch Messages

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

- ➔ 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 armed to diagnose problems and provide the customer service to become the hero to end users

Target Buyer Personas

**Distributor**  
Owners, President/VP, Account Manager, Sales Manager/Rep, Procurement Manager

**End Users**  
Plant Manager, Project Manager, Operations Management, Wastewater Treatment Officer, Utilities Manager, Drilling Manager, Supervisors, Engineers, Maintenance Manager

**OEM**  
VP of Sales, VP of Procurement, Buyer, Engineers/Specialty Consultant

Why We Win

- BJM Pumps designs pumps to address custom 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 FKM elastomers)
  - High temperature, high endurance pumps (up to 200°F)
  - Explosion proof pumps (FM 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 Barriers

- 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



## **Audience:**

Maintenance Manager Mike, Plant Manager Peter

## **Campaign Theme:**

High-Quality Pump Durability Campaign

## **Message:**

Rugged, harsh environments are a challenge for most submersible pump providers. We excel in this space with high quality pumps designed specifically for tough applications. Our expertise allows us to recommend the right pump for its customers' unique needs. Our quick availability of equipment combined with our excellent, responsive customer service make doing business with us easy.



## Top Activities

- End User Campaigns
  - Hospital/Health Care Industry Buyer's Guide
  - Hospitality Industry Buyer's Guide
  - How to Select the Right Pump for your Application
- Webinar: How to Solve Your Chronic Pump Problems
- Video: How Our Pumps Solve Hospital/Health Care Industry Issues
- Blogs: Preventive Maintenance Tips to Keep Your Pumps Running Efficiently; What is Total Cost of Ownership and Why Should I Care?; Submersible Pumps: The True Key to a Return Hotel Visit; X Signs You Bought the Wrong Pump; Shredder, Cutter or Grinder – What's the Difference?; How to Prevent Pump Cavitation
- Article: Environmental Equipment Considerations
- Advertising: Online trade media
- Hubspot Campaign Workflow: Landing/TY Pages, Emails



## **Audience:**

Distributor Dave

## **Campaign Theme:**

A Partner, Not a Supplier Campaign

## **Message:**

Distributors need reliable, responsive vendors that stand behind their products. We understand this and our pumps are high quality and durable. With our pumps and training, distributors are able to recommend the right pump to solve their customers' problems. Knowing that the end user needs their equipment quickly, we have a large supply of available inventory or short leads time. We partner with our distributors to help with sales and with diagnosing pump problems.



## Top Activities

- Distributor Campaigns
  - Hospital/Health Care Industry Buyer's Guide
  - Hospitality Industry Buyer's Guide
- Webinar: Dig Deeper to Learn the Root Causes of your Customers' Problems
- Blogs: Will It Shred? Solve Your Customers' Clogged Pump Issues for Good; The Heat Is On: High Temperature, High Endurance Pumps; Don't Let Your Customers' Pump Issues Eat Away At You; The Battle Against Flushable Wipes Is Over; X Pump Issues Hospitals Shouldn't Need to Worry About; Explosion Protection and Your Submersible Pump: What You Need to Know; Are There Safety Risks with Submersible Pumps?
- Article: The Best Pumps You Never Knew Existed (and How They Can Help Your Customers)
- Advertising: Online trade media
- Hubspot Campaign Workflow: Landing/TY Pages, Emails





## **Audience:**

OEM Engineer Oliver

## **Campaign Theme:**

Tackle the Tough Jobs Campaign

## **Message:**

With OEMs, the pump may just be the most important piece of the system. A clogged or failed pump can take the whole thing down. Our high quality, specialty pumps are designed for the rugged, tough applications for which OEMs may struggle to secure the right pump. Our field-proven equipment enables OEMs to build full systems their customers need.



## Top Activities

- OEM Campaigns
  - Hospital/Health Care Industry Buyer's Guide
  - Hospitality Industry Buyer's Guide
- Video: OEM Case Study
- Blogs: How to Make Sure Your Sewage System Can Handle a Full Hospital; The Last Place You Want to Find Yourself in a Hospital (and it's not in a Bed); Environmental Considerations of Submersible Pumps; What You Need to Know About Hydraulic Submersible Pumps
- Article: Tough Pumps to Help You Land the Next Harsh Environment Client
- Advertising: Online trade media
- Hubspot Campaign Workflow: Landing/TY Pages, Emails

# 2018 Marketing Proposal



Item	Description	Cost
<b>Content Pillar</b>	Content Offer, 3 blogs, Infographic, Email, Landing Page, Thank You Page, Social Posts	
<b>Blog Posts</b>	Write blog posts	
<b>Article Writing</b>	Write white papers/articles/case histories for media and guest blogs	
<b>Webmastering</b>	Routine monthly updates and fixes	
<b>Organic Search</b>	Monthly optimization	
<b>Google/Bing/YouTube Paid Advertising</b>	Create, schedule and optimize paid ads	
<b>Online Advertising</b>	Enewsletters ads, webinar sponsorships	
<b>Videos/Animations</b>	Videos/animations that show how products work	
<b>Social Media</b>	Daily posting, monitoring, sharing relevant posts	
<b>Email</b>	Draft and schedule monthly email	

# 2018 Marketing Proposal



Item	Description	Cost
<b>Website Redesign – Define Requirements</b>	Initial step is discovery period to determine requirements and develop full quote	
<b>Logo Redesign</b>	Develop concepts for updated logo and brand identity items (company letterhead, email signature, business cards, etc.)	
<b>Sales/Marketing Collateral</b>	Review and redesign product brochures, data sheets, etc.	
<b>HubSpot Implementation</b>	3000 contacts; professional level One Year License	
<b>HubSpot Optimization</b>	Workflows setup, lead scoring setup, progressive profiling, etc.	
<b>Monthly Marketing Manager</b>	Weekly client meetings, Lead gen strategy and program coordination, KPI management, dashboarding, budget control	