



GoldsteinGroup
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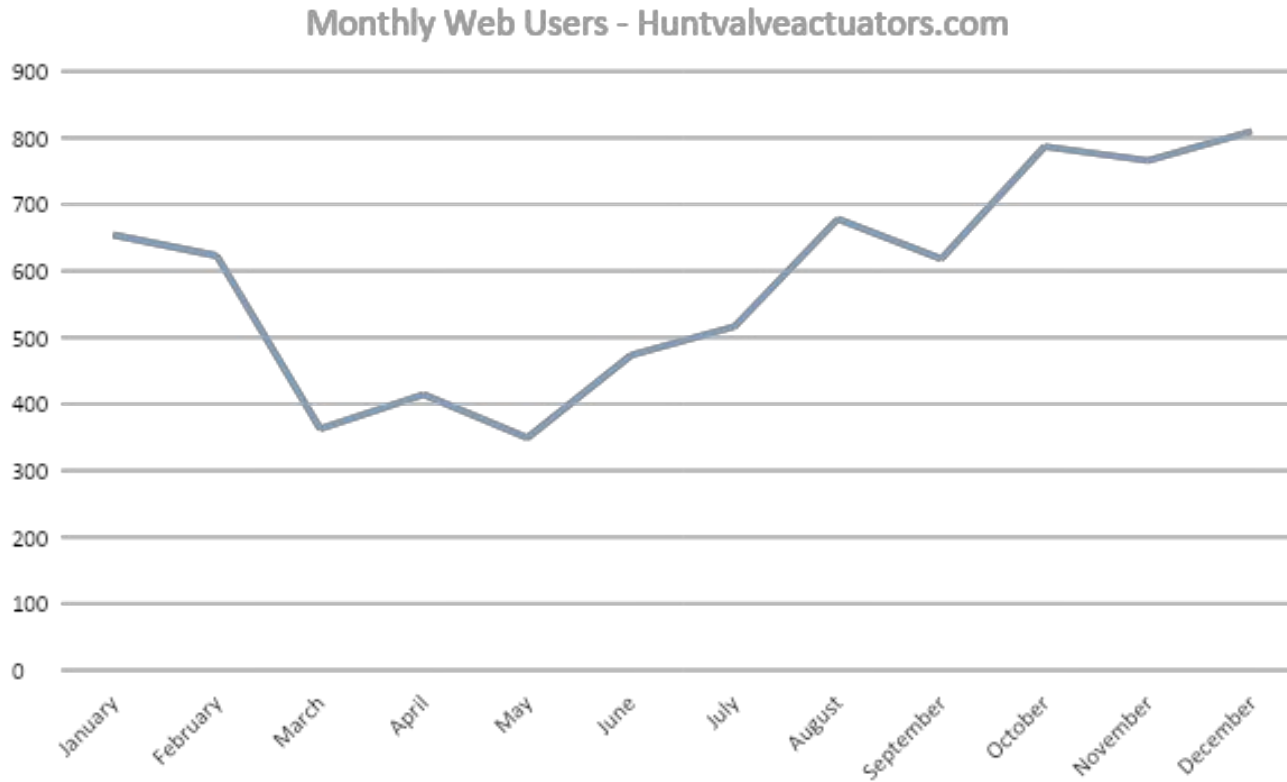


Hunt Valve 2019 Marketing Strategy

Measurably Better Marketing

www.ggcomm.com

2018 Recap - Website Traffic



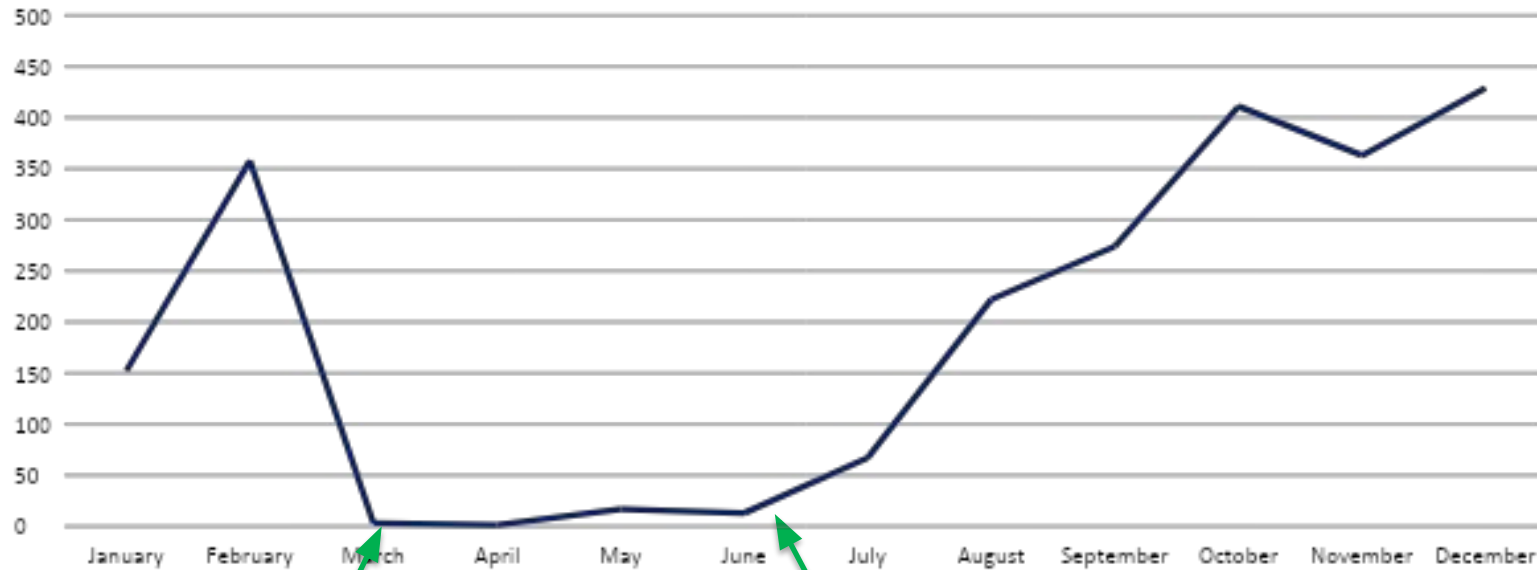
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Users	654	623	363	414	349	473	516	678	618	787	766	810

Overall web traffic is trending up. It's mostly driven by direct traffic and, most recently, paid search traffic.

2018 Recap - Website Traffic: Paid Ads



Paid Search Web Traffic



PPC stopped due to updated budget

PPC Restarted and ad campaigns rebuilt

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Paid	152	358	3	1	17	13	67	222	274	411	363	429

2018 Recap – Monthly Leads



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Organic	2	0	1	1	1	1	0	0	0	0	1	0
Referral	0	0	0	1	1	0	1	0	0	0	1	0
Paid search	0	3	0	0	0	0	1	0	1	0	0	3
Direct	1	6	0	1	1	4	6	2	5	4	7	4
Total	3	9	1	3	3	5	8	2	6	4	9	7



Simply put, leads are not where we need them to be. How do we turn that around?

- Improved SEO Plan: Content, Content, Content!
- Continue Testing Paid Ad Programs
- HubSpot Optimization
- Test Website and Email Components to Increase Click Rate and Lead Opportunities
- Quick Lead Programs: Publication Digital Ad/Lead Programs



Organic Traffic Remains Flat

- Content builds authority and credibility
 - Content pillars: white papers, buyer's guides, handbooks, etc.
 - Blog Posts
 - Videos, Infographics, Fact Sheets, etc.
 - Content offers the following benefits for SEO*:
 - More content means more keyword opportunities
 - Google prefers sites with substantial content
 - Relevant content keeps users on the page (and site) longer
 - Unique content helps achieve new rankings (possibly new visitors)
- Review, analyze and update keyword focus and webpage copy
- Review and update metadata of webpages
- Optimize website pdfs with internal links



We're currently testing Google AdWords programs:

- Google Tag Manager
- Conversion Tracking
- Custom Product Feed
- Display Remarketing
- Dynamic Search Campaigns
- Customer Data Match
- Competitor Targeting

GGC recommends also testing ads on Facebook and LinkedIn to reach relevant, targeted audiences.



Get the Most Out of Your Web Traffic

- HubSpot Audit



Hunt Valve Actuator Recommendations

- Add Lead Nurturing Workflows
- Add HubSpot Optimization Monthly Budget
- Website Testing:
 - Contact Us Button
 - Side Flags
 - Exit Pop-ups
- Email Recommendations
 - Reduce Copy
 - Clickable Headers/Subheaders
 - Buttons
 - More Images
 - A/B Test Email Design
- Optimize Smart Forms and Add Progressive Profiling



Many relevant publications offer digital ad programs to drive web traffic and leads.

- GGC can create an ad plan based on the following metrics:
 - \$.05 per impression
 - \$10 per click
 - \$25 per lead
- We focus on the following tactics for best results:
 - Text ads in e-newsletters
 - Customized emails
 - Webinar presentations
 - Note: these can be a bit more costly, but result in a high number of leads who register for the webinar

Marketing One Page Plan - Actuators





2017 Marketing Plan

VALUE PROPOSITION

Hunt Valve Actuator Division serves commercial and defense customers as Experts in Extreme Engineering, with a variety of military-proven severe duty linear motion actuators customized to your needs and supported by industry-leading customer service.

MARKETING OBJECTIVES

Leverage top 10-12 distributors

Extend sales to Davit manufacturers and special machine builders

Restore confidence and reignite current customers – reinforce quality and performance messaging

Tell the story of how involved Hunt is in transforming the industry from hydraulic to electro-mechanical actuators

TARGET BUYER PERSONAS

Distributor Sectors:

- Power Transmission – Those that have departments selling motion control solutions
- Automation – Those that have departments selling motion control solutions
- Speciality Motion Control – Most consistent opportunity
- Fluid Power – Trending towards electro-mechanical actuators, but limited
- Bearing – Smaller companies that are less involved with motion control, so limited

End Users:

- Sales Engineers
- Control Engineers
- Automation Engineers

OEM:

- VP of Sales
- VP of Procurement
- Buyers
- Engineers

End Users:

- Sales Engineers
- Control Engineers
- Automation Engineers

QUALIFYING QUESTIONS

How often do you replace your actuators?

Do you need a custom design?

Do you have a unique actuator need that your current or past provider can't handle?

- A more accurate definition of the speed spec
- Precision
- Durability
- Moment load capacity
- Low maintenance
- Design features
- Quality of build

Do you need a "large" electro-mechanical actuator?

"BEST IN THE WORLD" STATEMENT

We are "Best in the World" at customizing electro-mechanical actuator solutions for our customers' needs, including the ability to supply "large" actuators and to accommodate smaller footprint applications that competitors can't or won't touch.



WHY WE WIN

- › Thrive on actuator opportunities that others deem too tough
- Standard, modified and customized solutions for what you need
- More willing and capable to customize to meet customers' needs
- › Can supply products with the following features that other suppliers cannot:
 - Greater loads/more force

- Longer stroke length
- Greater precision
- Better durability
- Smaller footprint
- › Excellent, high-touch customer service
- › TCO – While initial cost is high, maintenance costs are lowered for overall lower TCO
- › Environmental reasons (i.e. no oil leakage risk)

WHY WE LOSE

- › Lack of confidence from current customers
- › Not well known industry name
- › Well-established competitors

- › Inventory issues and long, unreliable lead times
- › Limited motion control offering

PURCHASE TRIGGERS

- › Customers are moving to electro-mechanical instead of hydraulic or pneumatic
- › Companies are adding product lines or increasing business and need to upgrade the capabilities of their line

SWITCH MESSAGES

- › Smaller footprint customers that need a custom solution
- › Offer a full range of "Large" electro-mechanical actuators that competitors don't have
- › Better total cost of ownership
- › Excellent customer service
- › Able to scale (up or down) their customization beyond what competitors are able or willing to

Why would customers go with Hunt instead of Nook or Tolomatic?

2019 Updates?

Marketing One Page Plan - Valves



2017 Marketing Plan

CUSTOMER FACTORS

- > BOC has taken Hunt's business in providing original BOC valves, Hunt knockoffs on remanufactured valves, and ongoing service.
- > All these groups are short on manpower and only deal with crises. We're not a crisis.
- > Low urge to change: They don't feel they have a problem with descaling valves or water hammer, they're satisfied with a one year refurbish schedule and have bigger problems in the mill that keeps them up at night. And they're not seeing quality problems in the steel they're outputting so there's no motivation to change the maintenance process, valve technology or replacement schedule.
- > They "say" they do weekly/monthly maintenance checks and look for shifting, but that's typically too late when they see that. We don't sense they're doing true predictive maintenance.
- > Customers are familiar with pilot shifting, and that's all they know. They need a video and explanation of the electric actuator concept to see how it solves the pilot shifting problem.

CORE OFFERING

- 1** Proportional Ceramic Poppet Valve
(Hunt 3-year life replaces BOC's one year life)
- 2** Replacement for Hunt Legacy Plunger Valve
 - We will rebuild it
 - We will provide a new one
 - We will replace it with our poppet
- 3** Hunt Plus Service Plan. Branded maintenance service
(Need to define how we are better than BOC)
- 4** Directional Control Valve *(need to define how ours are better than what they're currently purchasing)*
 - Often same purchasers as descale valves
 - Used in Roughing stands and finishing mills
 - Opportunity based on what type of hydraulic fluid they are using
- 5** Hydraulic Cylinders (steel and aluminum)

VALUE PROPOSITION

Hunt Valve serves steel and aluminum mills as Experts in Extreme Engineering, with a variety of military-proven severe-duty valve solutions that provide unparalleled reliability and Total Cost of Ownership returns.

TRIGGER MESSAGES

Greater reliability, better Total Cost of Ownership and maintenance programs that simplify the job of plant MRO (Maintenance-Repair-Operations) professionals.

- Hunt Ceramic Poppet lasts 3 years instead of 1
- We have a better service offering than BOC

Why buy Hunt instead of continuing to work with BOC?

MARKETING STRATEGY

Primary: Use maintenance/service plans (for those not providing service internally) to:

- generate annuity revenue stream
- build relationships and presence in the mills
- re-capture remanufacturing revenue
- identify opportunities to sell remanufactured or new Plunger or Poppet valves
- identify opportunities to sell Directional Control Valves

Secondary: Use Try-Before-You-Buy to obtain reference accounts for new poppet technology



TARGET BUYER PERSONAS



Primary "Sweet Spot" Target of Deciders: MRO, Quality, Process or Production Engineers and Supervisors



Influencers: Floor personnel, purchasing



Influencers: Senior plant personnel or financial decision-makers involved only for signoff approvals; decisions are not made top-down, only bottom-up

QUALIFYING QUESTIONS

Who does your remanufactured valves and Internal Parts Replacements?

Do you do maintenance with an internal team or external/BOC? (focus on external/BOC opportunities rather than replacing internal team)

How often are you replacing your plunger or poppet valves?

What is your maintenance contract expiration date?

What hydraulic fluid do you use? (opportunity indicator for DCVs)

WHY WE WIN



- > Current Hunt user
- > Full range of product solution—plunger or poppet
- > Poor life performance on remanufactured part from local shop
- > Lower prices via Fluid Logic partnership
- > Looking for a second source

WHY WE LOSE



- > Poor historical experience with Hunt
- > Current situation with BOC/others provides no pain-no reason to change
- > Customer unaware of new poppet Lifetime Value proposition
- > Hunt Plunger more costly than BOC plunger

2019 Updates?



- Typically includes
 - Downloadable Content Offer
 - 500-Word Blog Post
 - Email Workflow
 - Landing and Thank You Page
 - Video (optional)
- Recommended Content Pillars
 - How to Choose the Correct Drive Screw Type
 - EMA/Motor Buyer's Guide
 - Electromechanical Actuator Selection and Maintenance Handbook



- Valve Division
 - Mega-Flo C Promotion
 - Blog Post
 - Email Workflow
 - Collateral Materials
 - Sales Brochures
 - Product Data Sheets



- Actuator Division
 - Paid Search Additions
 - Display Advertising
 - Competitor Keyword Campaigns
 - Customer Data Match
 - HubSpot Automated Workflow Setup
 - HubSpot Monthly Optimization
 - Monthly blogging
 - Repurpose email and white paper content into blog posts
 - Accelerate blog post creation
 - SEO Optimization



- **Start**

- Monthly testing – “Do Different”
 - Continue Google AdWords program testing
 - Test social ads – Facebook and LinkedIn
 - Email testing to increase click through rates (Templates, subject lines, CTAs)
 - Website testing (Form placement, side flags, pop-ups)
- Creation of lead nurture workflow with monthly HubSpot optimization
- Re-establish and stick to blog post process
- Optimize forms with longer form fills and utilize progressive profiling
- Competitor Fact Sheet Creation
- Online sizing tool implementation (Separate project)



- **Consider**
 - Digital ad plan
 - E-newsletter ads
 - Customized emails
 - Webinar presentations
 - Distributor Incentive Program
 - Video creation
 - How-to and demo videos
 - Partnerships/sponsorships
 - Association trade shows/events
 - Colleges/universities



- Lead Goals:
 - Actuator Division: 120 leads
 - Valve Division: TBD based on level of activity

Monthly Recurring Budget



Item	Description	Cost
Monthly Projects	This portion of the budget would include prioritized projects (see next slide). Some may extend over a number of months depending on project.	
HubSpot Optimization	Monthly monitoring and optimization of HubSpot workflows	
Blog Posts	Draft and publish one blog post per month	
Emails	Draft and send one email each per month for Valves and Actuators	
Organic Search (SEO)	Monthly optimization	
Paid Search - Actuators	Google AdWords	
Monthly Marketing Manager	Weekly calls, Lead gen strategy and program coordination, KPI management, dashboarding, budget control, general website updates	
Total		

Recommended Monthly Projects



Item	Description	Cost
HubSpot Nurture Workflow Creation	Develop automated workflows, include emails to nurture contacts based on behaviors	
Online Advertising	E-newsletters ads, webinar presentations	
Competitor Fact Sheet	Sales support document including competitor comparison	
EMA/Elwood Motors Buyer's Guide	Include: Buyer's Guide, landing/TY page, blog post, email workflow	
Drive Screws White Paper	Includes: 1500-word white paper, landing/TY page, blog post, email workflow	
EMA Handbook	Includes: Handbook (compiling past white papers/blog posts), landing/TY page, blog post, email workflow	
Valve Materials	Mega-Flo C video promotion, sales sheets, data sheets, brochures, etc.	

Budget for Consideration Items*



Item	Description	Cost
Social Advertising	Create, schedule and optimize paid ads for Facebook and/or LinkedIn	
Mega-Flo C Video Promotion	Includes Blog Post and Email Workflow	
Valve Division Brochures	Update Descale Valve Brochure; Create Directional Control Valve Brochure; Product Data Sheets	
Video Creation	How-To/Demo Videos	
College/University Partnership	Partner with college or university to use Hunt products for class use and/or Hunt-themed class project; Hunt guest lecture	
Association Trade Shows/Events Sponsorships	Sponsor relevant association events	

*Estimate only. Full scope of project could update price.



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