



GoldsteinGroup
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Zinkan 2018 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
 - Water Treatment
 - Wastewater Treatment
 - Processing Equipment



Water Treatment Operations Manager Oliver



- Titles: Director of Operations, Plant Manager, Production Manager, Engineer
- Channel Preferences
 - Google searches
 - Referrals from mechanical contractors and engineering firms
 - Contact current water treatment supplier
- Goals & Key Drivers
 - Improving productivity, efficiency and cost control
 - Compliance with environmental and other industry regulations
- Challenges
 - Juggling and prioritizing many responsibilities (water treatment is low priority until there's a problem)
 - Getting parts and equipment shipped quickly
 - Increasing costs



Water Treatment Facilities Manager Fred

- Titles: Facilities Manager, Facilities Supervisor, Maintenance Manager, Maintenance Supervisor
- Channel Preferences
 - Attends industry trade shows
 - Seeks out information and referrals from vendors or sales reps
 - Internet searches/vendor websites/email
- Goals & Key Drivers
 - Keeping cooling tower and boiler in working order for comfort
 - Getting quality products and service from supplier to address issues quickly
- Challenges
 - Controlling costs while increasing efficiencies
 - Keeping work environment clean, safe and operational
 - May be responsible for multiple buildings/facilities



Wastewater Production Manager Pete



- Titles: Production Manager, President/Owner, Director of Operations, Facilities Manager, Food Processor, Food Production Manager, Maintenance Manager
- Channel Preferences
 - Trade magazines and trade shows
 - Internet searches/vendor websites/email/newsletters
- Goals & Key Drivers
 - Keep production running with decreased downtime
 - Compliance with environmental, sanitation and industry guidelines
- Challenges
 - Juggling and prioritizing many responsibilities
 - Clogs, odors and system failures from fats, oils, greases and more
 - Always dealing with unknowns of what goes down the drain



Wastewater Industrial Operations Manager Irwin



- Titles: President/Owner, Plant Manager, Director of Operations, Production Manager, Engineer, Industrial Wastewater Treatment Manager
- Channel Preferences
 - Trade associations and trade shows
 - Internet searches/vendor websites/email/newsletters
- Goals & Key Drivers
 - Keep production running efficiently
 - Controlling costs
- Challenges
 - Juggling many priorities
 - Getting timely service and support from suppliers
 - Clogs and system failures from sludge buildup
 - Pond or platoon algae, scum or odors



Wastewater Municipal Operations Manager Matthew



- Titles: Water Resources Engineer, Municipal Operations Manager, Municipal Wastewater Treatment Manager
- Channel Preferences
 - Trade magazines
 - Internet searches/vendor websites/email/newsletters
- Goals & Key Drivers
 - Compliance with environmental and other municipal wastewater regulations
 - Keep operations running efficiently with decreased downtime
- Challenges
 - Keeping up with the latest environmental threats and guidelines to discharge water to sewers
 - Getting products and responses from suppliers in a timely manner



Matec Maintenance Manager Mike

- Titles: Maintenance Mechanic, Maintenance Engineer, Owner/President, Director of Operations, MRO Manager
- Channel Preferences
 - Tends not to 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

Who Did We Interview?



Customers:

- Don Kolo, Knife River Construction
- Kevin Nobes, Polywood LLC
- Kristi Maddox, Delta Plastics
- Michelle McClendon, Cemex, Inc.
- Rocky Arnoldussen, Buechel Stone
- Theresa Mitchell, Domtar Paper

Employees:

- Greg Ott
- Tim Drake
- Amanda Shane
- Leslie Gearing
- Jeff Iansito
- Mark Reed

What Did Customers Say?



- “The support after the fact has been just as good as the support before the fact. That's what you generally don't find in the world.”
- “... there's one thing that they've done different than most other companies and that was follow up ... I've not had anyone else do that and that has really been a money saver for us.”
- “In all their demeanor, they weren't just salespeople. They were knowledgeable, supportive, professional people.
- “It's been very painless.”
- “He identifies a solution pretty quickly. He's also good at tracking me down if he thinks there's a problem.”
- “And they have always come through for me and the people that I work with at Zinkan, they're great. Super nice, always willing to help, they even email me ... after I get the order and ask me if I got everything...”

What Did Customers Say?



- “We have an ordering process in place that works phenomenally. I don't think we've ever run out of product. I think they do a fantastic job.”
- “A solutions company.”
- “Best in the world at? Well they were always very good at getting me my product!”
- “But with Zinkan, the good thing is that they're here (referring to Matec being in Italy) and they have ample opportunity to keep a lot of the stuff that we need that we can't get in the states in stock.
- “... we had an air valve that went out and they were able to get it to us within a day. Which was awesome. Typically, ... a piece of equipment from Europe, overnight is not gonna happen.”
- “My biggest thing ... is what are they gonna do after the sale? ... with Zinkan ... just because we sold you something ... doesn't mean that we're out the door.”



What is Zinkan best in the world at providing?

- Knowledge and support
- Service after the sale is just as good as service before the sale
- Follow-up on orders (results in cost savings)
- Providing a range of options with projected results



What is Zinkan best in the world at providing?

- Operating chemical and equipment solutions
- Deploying water treatment technology to better track chemical use
- Making wastewater products
- Dewatering chemical skills
- Direct customer service
- Service depth and parts availability for every type of treatment

What Do We Say?

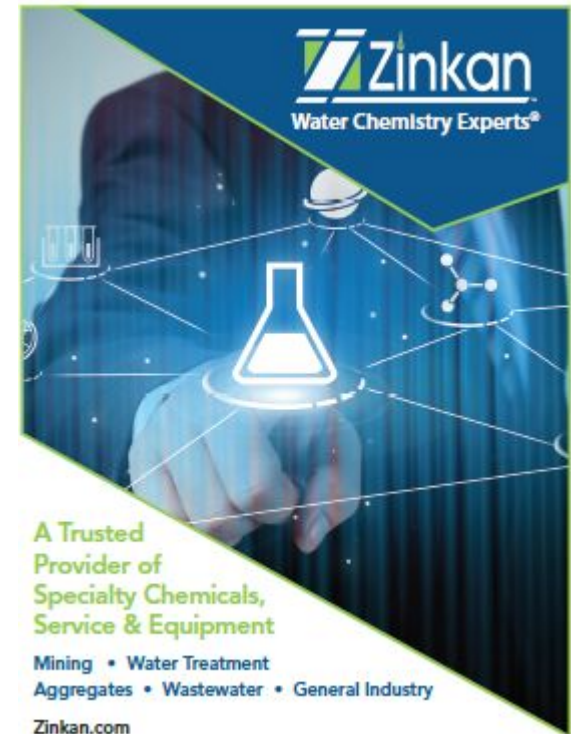


Multiple Taglines that are not used consistently and throughout materials:

- The Water Chemistry Experts
- We Give Water Chemistry a Purpose
- Water Clarity Through Solutions (New)



Products Industries Ab



What Do Competitors Say?



- Nalco Water (Eco Lab)
 - **Reinventing** the way water is managed
 - Nalco Is **water**
 - Nalco Water is **innovation**
 - The **world's leading provider** of water treatment and process improvements
- Chem-Aqua
 - **Expert services** that make a **bottom line difference**
 - Unique combination of **knowledge, experience and stability**
- Royal Chemical
 - **Nationwide** contract chemical blending for **your unique challenges**
 - When you distill Royal Chemical down to its very essence, one word remains: **PARTNERSHIPS**

What Do Competitors Say?



- Coyne Chemical
 - It takes more than luck to stay in business for **150 years**
 - A history of **excellence**, and **experience** for the future
 - ... more than just a chemical distributor, we are a **family**
- Summit Water Treatment
 - **Over 160 years** of extensive **experience** in solving a wide variety of commercial and industrial water treatment problems
- Suez Water Technologies
 - Our **experts** provide **solutions** for the **toughest** industrial water and process challenges
 - Solving the **world's most complex challenges** related to water scarcity, quality, productivity, environment and energy
- NEO Solutions
 - The **right tools** for your needs
 - The **best pricing, service, supply, product quality and performance**

What Do Competitors Say?



- Weas Engineering
 - Meet your water treatment **challenges** head on
 - Committed to **quality**
 - **Results** you can count on
- ChemTreat
 - Creating **sustainable value**
 - **Global leader** in industrial water treatment and process applications, **delivering value** for customers through **outstanding service, high-quality products, and superior technical expertise**
 - Demonstrating **reliability** and earning **trust**



Start with the Zinkan Value Proposition:

*Zinkan's **water treatment and wastewater management experts design chemical and process equipment solutions to improve their customers' operations and processes. Their field-proven, total water treatment solution is engineered to each customer's specific application. In addition, Zinkan's customer service is the industry standard, and delivers consulting and support to ensure successful, efficient operations.***

Focus on the key words and concepts to create Zinkan's new brand promise...



The Clear Choice for Water Clarity

- “Clear Choice” implies expertise, leadership in service, and expresses a total solution; “Clear” delivers a double meaning of obvious, as well as a description of clean water
- “Water Clarity” has a double meaning of actual clear, clean water and the service and support to help customers understand what they need and what Zinkan does



ONE PAGE PLAN

Value Proposition: Zinkan's water treatment and wastewater management experts design chemical and process equipment solutions to improve their customers' operations and processes. Their field-proven, total water treatment solution is engineered to each customer's specific application. In addition, Zinkan's customer service is the industry standard, and delivers consulting and support to ensure successful, efficient operations.

Brand Promise
The Clear Choice for Water Clarity

Best in the World

Zinkan is "Best in the World" at:
Designing, operating and servicing chemical and equipment solutions
Delivering a field-proven, total water management system
Offering excellent, personalized customer service during the entire lifecycle of the equipment

Purchase Triggers

- Companies have had to replace equipment within last two months due to failure
- Companies have decreasing production due to increased downtime
- Schools or Health Facilities have experienced closures or continual uncomfortable temperatures due to boiler or cooling tower issues
- Companies are unhappy with service from current provider
- Companies no longer employ full-time operators who would maintain system

Marketing Objectives

Drive awareness of Zinkan and lead generation for specific industries, including Aggregate/Concrete, Water and Wastewater Treatment, Oil and Gas, Education, Medical, Municipalities, Food and Beverage, Water Reclamation and more.
Increase qualified opportunities for Zinkan to support and expand its customer base with content that drives deeper engagement with target water treatment, wastewater and process equipment audiences.
Create a differentiated position for Zinkan's services, products, value-added data capabilities, and leadership among key target audience that demonstrates its problem-solving expertise.

Qualifying Questions

1. What is the problem you need us to solve?
2. Who is your current provider? Why are you considering a switch?
3. What is your budget and/or what are you currently paying?
4. What is your timeframe?
5. What is your water make-up, size of operation or volume to be treated?
6. Are there environmental or regulation compliance concerns?
7. Do you have full-time operators and maintenance technicians for your systems?
8. Do you discharge or recycle process waters? Do you have or need a permit?
9. Do you pay to haul away wastewater?

Why We Win

- Zinkan offers one source for water treatment chemicals and equipment
- Expertise to develop the right customized solution for specific water and wastewater applications
- Proven ability to reduce maintenance costs and improve process efficiency
- Excellent, high-touch customer service over the entire lifecycle of the equipment
- Ready-to-ship chemical, equipment and parts inventory and short lead times, even for Matec equipment
- Recommendation from lead engineers or mechanical contractors

Why We Lose Barriers

- Low brand equity
- Lack of visibility into Zinkan performance differentiators
- Cost barrier to replace legacy systems
- Complacency of potential customers to switch from current provider
- Lack of marketing to raise awareness with potential customers



Switch Messages

Why would customers go with Zinkan instead of a competitor like Weas Engineering or Summit Chemical?

- Ability to operate both chemicals and equipment
- Excellent customer service
- Expertise to reduce water treatment costs or improve processes
- Available inventory and short delivery times for chemicals
- Matec equipment is well known for reliability
- Offers a better and more consistent solution to keep water clean and production running
- Price is within companies' budget parameters
- Recommendation from mechanical contractors and engineers

Target Buyer Personas

Water Treatment



Operations Manager
Includes Director of Operations, Plant Manager, Production Manager, Project Manager, Engineer



Facilities Manager
Includes Director of Facilities, Maintenance Manager

Wastewater



Production Manager
Includes President/Owner, Director of Operations, Facilities Manager, Food Processor, Food Production Manager, Maintenance Manager



Industrial Operations Manager
Includes President/Owner, Plant Manager, Director of Operations, Production Manager, Engineer, Industrial Wastewater Treatment Manager



Municipal Operations Manager
Includes Water Resources Engineer, Municipal Operations Manager, Municipal Wastewater Treatment Manager

Equipment (Matec)



Maintenance Manager
Includes Maintenance Mechanic, Maintenance Engineer, Owner/President, Director of Operations





Audience:

Operations Manager Oliver, Facilities Manager Fred

Campaign Theme:

A Partner, Not a Supplier Campaign

Message:

Companies need reliable, responsive vendors that stand behind their products. Zinkan partners with its customers to design solutions specific to their unique needs and provides a Total-Service-Management™ Program with the highest quality support in the industry. Zinkan's focus is on solving problems, not selling products. Whether treating boilers and cooling towers for commercial or industrial application, their highly trained expert consultants provide high-performance chemicals to optimize productivity and decrease equipment downtime. Through in-person service visits and state-of-the-art technology, Zinkan keeps its customers up and running with their expertise, available inventory and short lead times.



Top Activities

- Water Treatment Campaign
 - Strategies for Removal and Prevention of Scale in Boilers, Cooling Towers and More
- Webinar: How to Properly Prepare your Boiler and Cooling Tower for Change of Seasons
- Video: How to Increase Your Productivity with these Quick and Easy Water Treatment Maintenance Tips
- Blogs: How Water Treatment Data Saves Your Plant Money; Is Your Drinking Water Safe? How to Prevent Legionella and Other Bacteria; X Steps to Start Up your Boiler for Fall; How the Right Water Treatment Process Maximizes Employee Productivity; How Water Treatment Prevents Unscheduled Downtime for Your Plant; X Easy-to-Spot Signs That You Need Water Treatment Now
- Article: How Water Treatment Remote Monitoring Enhances Your Productivity
- Advertising: Online trade media
- Hubspot Campaign Workflow: Landing/TY Pages, Emails



Audience:

Production Manager Pete, Industrial Operations Manager Irwin,
Municipal Plant Manager Mathew

Campaign:

One Expert Source for Chemicals and Equipment Campaign

Message:

With Zinkan's expertise in chemicals and equipment, they offer one source to keep its customers' water clean from Source-to-Discharge™. They help their customers reduce operating and employee costs through better monitoring and maintenance service for wastewater. From water sanitation for food production to breaking down substances that can cause clogs and other process failures to treating water to be safely discharged in municipal sewer systems, Zinkan designs complete solutions without the need for harsh chemicals.



Top Activities

- Wastewater Campaign
 - Environmental Factors and Compliance Guide for Wastewater
 - Video: The Root Causes of your Pond's Odor Issues and How to Solve Them
 - Webinar: X Wastewater Preventive Maintenance Measures to Take to Eliminate Unscheduled Downtime
 - Blogs: How to treat your wastewater pond for algae, scum and odors; How to Reduce Costs through Wastewater Management; Why You Need to Consider Total Plant Operations When Treating Wastewater; X Simple Tips to Keep Your Wastewater Clean; Monthly WasteWater Maintenance Checklist: Steps to take Between Service Calls to Keep Your System Running Cleanly; Wastewater Solution Alternatives to Harsh Chemicals
 - Article: How to Solve Your Wastewater Pond's Seasonal Issues
 - Advertising: Online trade media
 - Hubspot Campaign Workflow: Landing/TY Pages, Emails



Audience:

Matec Maintenance Manager Mike

Campaign Theme:

Remove-Reduce-Return™ Campaign

Message:

Zinkan is able to leverage the high quality Matec equipment with their focus on service and support by having available inventory on machines and parts and short lead teams to keep their customers up and running. Zinkan understands the daily maintenance manager pressures to keep production running efficiently while finding ways to reduce costs. They developed their Remove-Reduce-Return™ process to accomplish both. This program significantly reduces water (and other) costs while minimizing sludge volume and recycling the water to the plant.



Top Activities

- Equipment Campaigns
 - Water Processing Equipment Buyer's Guide
 - Blogs: Automating Silt and Waste Removal From your Water; How to Reduce Haul Off Water and Remove Retention Ponds; X Benefits of Recycling Plant Water for Reuse; Answers You Need to Know When Selecting a Filter Press; X Benefits of a Closed Loop Wastewater Process; X Signs That it's Time to Replace Your Filter Press
 - Article: How to Select the Right Filter Press
 - Advertising: Online trade media
 - Hubspot Campaign Workflow: Landing/TY Pages, Emails

One Time Set-Up Tasks



Item	Description
Social Media	<ul style="list-style-type: none">• Update LinkedIn Account Profile• Create YouTube account
Lead Generation	<ul style="list-style-type: none">• Implement Opt-in Monster• Create “Request a Quote” form and button
Website Updates	<ul style="list-style-type: none">• GDPR – Add privacy policy link, double check all forms include Country field and opt-in check box• Remove current gated form before News and Press, Case Studies, Safety Data Sheets• On page optimization including Page Titles and Meta Description
Google AdWords	<ul style="list-style-type: none">• Account created and initial setup

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Item	Description	Cost
Content Pillar	Content Offer, Blog Post, Email Workflow, Landing Page, Thank You Page, Social Posts	
Blog Posts	Write two monthly blog posts - 500 words each	
Webmastering	Routine monthly updates and fixes	
Organic Search	Monthly optimization	
Google/Bing/YouTube Paid Advertising	Create, schedule and optimize paid ads	
Online Advertising	Enewsletters ads, webinar sponsorships	
Videos/Animations	Videos/animations that show how products work	
Social Media	Daily posting, monitoring, sharing relevant posts on LinkedIn	
Email	Draft and schedule monthly email	

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Item	Description	Cost
Website Redesign – Define Requirements	Initial step is discovery period to determine requirements and develop full quote	
Sales/Marketing Collateral	Review and redesign product brochures, data sheets, etc.	
HubSpot Implementation	3000 contacts; professional level One Year License	
HubSpot Optimization	Workflows setup, lead scoring setup, progressive profiling, etc.	
Monthly Marketing Manager	Weekly client meetings, Lead gen strategy and program coordination, KPI management, dashboarding, budget control	