



Marketstrong® Communicator

A Turnkey Marketing Solution for Industrials

Marketstrong® Communicator is a turnkey integrated marketing solution that empowers industrials to connect with buyers online before, during, and beyond the industrial buying process. Leading industrials trust Marketstrong® Communicator to attract, develop, and retain past, present, pipeline, and potential customers.

Integrating proven B2B marketing services, Marketstrong® Communicator is structured to:

- » Attract New Customers
- » Generate and Nurture Leads
- » Engage Past and Present Buyers

Key Features

Industrial Media & Directories

Marketstrong® Communicator includes exclusive premium insertions in leading industrial directories and publications such as:



Pervasive Online Advertising

Marketstrong® Communicator generates demand by distributing targeted ads through the following search and social networks, which reach hundreds of industrial websites:



Persistent Communications

Marketstrong® Communicator attracts customers and qualifies leads by using an integrated mix of engaging content, including:

Blog Articles*
Press Releases
Social Media Posts

White Papers**
Email Marketing

* Included in Tiers 2 and 3. See page 4.

** Included in Tier 3. See page 4.

Inbound Lead Generation

Marketstrong® Communicator leverages marketing automation and remarketing technologies to generate, score, and nurture your leads.

Results-Oriented Reporting

Marketstrong® Communicator establishes Key Performance Indicators (KPIs) based on business objectives and existing marketing efforts, transparently monitoring metrics that matter, including:

Leads

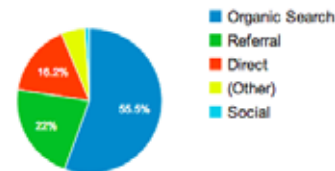
RFQs

Conversion Rates

Content Engagement

Email Performance

And more...



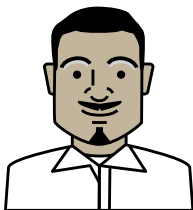
Team of Experts

For the price of one senior hire, Marketstrong® Communicator delivers a team of strategists, designers, and developers to market your industrial business.

Surround the Industrial Buying Process

| Before Reach potential buyers and generate demand. | During Provide customers with the information they need to do business with you. | | | After Win, lose or stall, stay in contact with leads to create future sales. |
|--|---|---|---|--|
| | Needs Awareness & Research | Consideration & Comparison | Procurement | Beyond |
| Not in the Market | | | | |
| Stimulate interest by identifying and contacting prospects through multiple industrial, search, and social media channels. | Be discoverable with continuously optimized SEO, targeted online advertising, and industrial directory listings that help buyers qualify you. | Enable buyers to dig deeper with high-value content that differentiates you from the competition and generates leads. | Keep front and center during the final stages of the buying cycle by delivering content that guides customers' decision making. | Stay top of mind by continuing to communicate with qualified buyers you've connected with, whether they selected you or not. |
| Industrial Directories | SEO | Lead Nurturing | Email Marketing | Marketing Automation |
| Public Relations | PPC Advertising | Display Advertising | Lead Nurturing | Remarketing |
| Display Advertising | Social Media | Email Marketing | Content Marketing | Email Marketing |
| Social Media | Industrial Directories | Content Marketing | Remarketing | Social Media |

Who does Marketstrong® Communicator target?



Past Customers

Reconnect with old prospects and revive sales conversations.



Present Customers

Educate clients about the breadth of your products and services.



Pipeline Customers

Convince buyers to choose your company through useful content.



Potential Customers

Generate demand and new customers with targeted communications.

Three solutions customized for your business's unique requirements

TIER 1

A plan structured to enhance a company's discoverability and digital footprint.

TIER 2

An inbound marketing program focused on lead generation and intelligence.

TIER 3

A total integrated solution with strategic campaigns for promoting key products and services.

| | | TIER 1 \$6,000/month | TIER 2 \$8,000/month | TIER 3 \$10,000/month |
|---------------------|---|-------------------------|-------------------------|--------------------------|
| STRATEGY & ANALYSIS | Account Manager | X | X | X |
| | Monthly Reporting | X | X | X |
| WEB OPTIMIZATION | Industrial Directory Listings | X | X | X |
| | SEO | X | X | X |
| ADVERTISING | Google PPC Advertising | X | X | X |
| | LinkedIn Advertising | X | X | X |
| | Google, Bing & Yahoo! Display Advertising | | X | X |
| | Google AdWords Remarketing | | X | X |
| EMAIL MARKETING | Quarterly E-newsletter | X | | |
| | Monthly E-newsletter | | X | X |
| | Automated Follow-up Emails | X | X | X |
| CONTENT MARKETING | Social Media Posts | X | X | X |
| | Press Releases | X | X | X |
| | Monthly Blog Articles | | X | X |

3-Month Focused Campaign: A 3-month Focused Campaign can be added to a Tier 2 Communicator program to promote key products or services through a dedicated mix of tactics and deliverables.

| | | | | |
|------------------|------------------------------------|--|--|---|
| FOCUSED CAMPAIGN | Google PPC Advertising | | | X |
| | Google Display Network Advertising | | | X |
| | LinkedIn Advertising | | | X |
| | Blog Articles (3) | | | X |
| | Press Release | | | X |
| | Social Media | | | X |
| | Landing Page | | | X |
| | White Paper | | | X |
| | Automated Follow-up Emails | | | X |

For more information contact:

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INDUSTRIAL STRENGTH MARKETING 

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About Industrial Strength Marketing

Industrial Strength Marketing helps industrials and B2Bs make marketing the strength of their business. Since 2003, ISM has positioned its clients as thought leaders, innovators and workforce developers by integrating award-winning creative, web development and strategic communications into actionable, measurable plans. For many, ISM is a full-service agency. For others, it's a strategic partner. For its employees, ISM is one of Nashville's "Best Places to Work," a believer in the work-for-life philosophy, and a champion for manufacturers everywhere.