

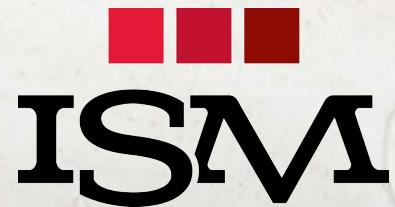


## Changing of the Guard: James Soto, CEO | ISM

INDUSTRIAL STRENGTH MARKETING



**PMA**  
PRECISION  
METALFORMING  
ASSOCIATION  
**SALES &**  
**MARKETING**  
CONFERENCE



ISM is an award-winning marketing solutions organization focused on the industrial sector. We help manufacturers reach their growth and profitability objectives through marketing.



Mashable TechCrunch ADWEEK



# WHAT WE DO

We PLAN, DESIGN, EXECUTE and MEASURE  
integrated marketing strategies.

# WHY WE EXIST

We exist to help industrials make marketing  
the strength of their business.

marketstrong™ Agency ■■■

# WE ARE ENGAGED IN MANUFACTURING



Fabricators & Manufacturers  
Association, International®



Society of  
Manufacturing  
Engineers



marketstrong™ Agency ■■■

# AND WE ARE DOING BIG THINGS!



Fabricators & Manufacturers  
Association, International®



NATIONAL ASSOCIATION OF  
Manufacturers



MANUFACTURING  
Institute



MEP • MANUFACTURING  
EXTENSION PARTNERSHIP



# MFG DAY

**Quick Start Guide for Event Hosts**

10.04.13

Thank you for considering hosting an event or tour as part of the nationwide celebration of Manufacturing Day. You will join hundreds of others across the country to show the public the good jobs you offer, what you manufacture and how, and the benefits you provide to your community and the nation.

**How to Get Started**

Here is a simple illustration of the process. More materials with additional details can be found on [www.mfgday.com](#). All registered hosts will receive a comprehensive event planning toolkit in mid-summer.

- Register your event on [www.mfgday.com](#)  
Contact schools, colleges, and community partners
- Send Invitations  
Students, families, elected officials, customers, suppliers, business partners
- Get the Word Out  
Social media, press releases, and personal calls

**BIG HEADLINE HERE**  
Second Line for Headline or Sub-headline

Enter email... Button or Sign up with Facebook

**MFG DAY**  
10.04.13

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10.04.13 MFG DAY

GET INVOLVED NEWS RESOURCES ABOUT SIGN THE PETITION CONTACT

**LOREM IPSUM DOLOR**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur euismod, nunc id lacinia lobortis, tellus orci pretium.

**HOST AN EVENT**

**ATTEND AN EVENT**

**SHARE YOUR STORY**

**TITLE OF STORY**

**FPO**

**TITLE OF STORY**

**TITLE OF STORY**

**MFG DAY NEWS**  
MAR 20 NEWS HEADLINE CAN BE UP TO 8 LINES

**RECENT VIDEOS**

**TWITTER FEED**

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**FPO** **FPO** **FPO** **FPO** **FPO**

**CO-PRODUCERS**

**JOIN THE MOVEMENT ON FACEBOOK**

TIME UNTIL MFG DAY 2013  
237 Days 12 Hours 43 Minutes

RECEIVE UPDATES ABOUT MFG DAY

Full Name  
Email Address

Login / Press



**MFG DAY**  
10.04.13

MANUFACTURING IN AMERICA

MANUFACTURING IN AMERICA THE DISCONNECT BETWEEN PERCEPTION AND REALITY

SEND FEEDBACK

**Manufacturing Day**

Non-Profit Organization

Manufacturing Day has been designed to expand knowledge about, and improve public perception, of manufacturing careers and manufacturing's value to the U.S. economy.

About - Report a Problem

314 likes 41 talking about this

Photos Likes

Manufacturing Day Submitted: April 18, 2013 Mobile: Landing Page

**Industrial**

12:34 PM

AT&T 3G

Title of Page

Go to this address Search

LOGO

**BIG HEADLINE HERE**

Second Line for Headline or Sub-headline

Enter email... Button

or

Sign up with Facebook

Lead in paragraph description here lorem ipsum eutic sodales dolor amet suspendisse nec rhoncus amet et justo. Nam elementum bibendum lorem ut diam donec volupat condimentum mattis nulla id sapien sit amet

370 px

425 px

370 px

425 px

@MFGDAY13 Ut erat erat, elementum at sodales eu, volutpat quis felis. 39

Suspendisse ac massaque elementum eros pulvinar vehicula #MFGDAY13 auctor nunc. 79

Donec et volutpat neque. Suspendisse congue tempor #MFGDAY13! 79

Check out your local deals via the Jeep Wrangler

Make Conference Call Conference call

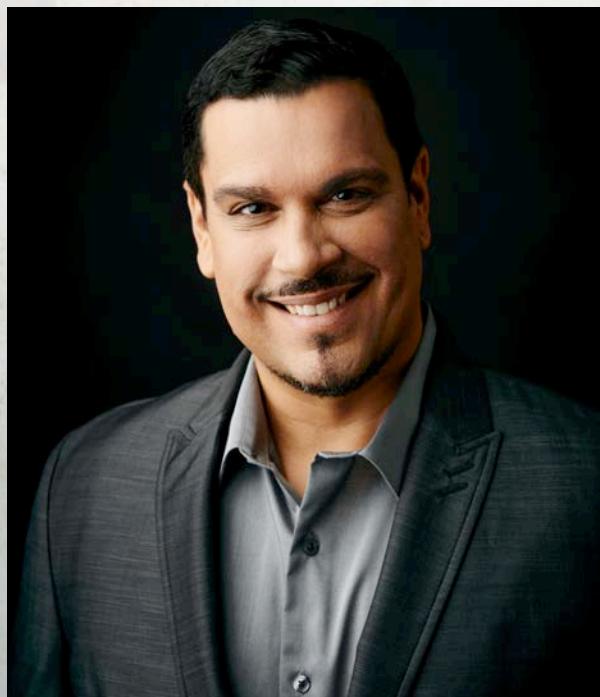
UberConference UberConference It's Simple. Visual and Free Conference Calling!

New Founded

You can  
make it here.



HI, I'M JAMES SOTO - FOUNDER, CEO



*The Changing of the Guard*

**THE CHALLENGE CHANGING INDUSTRIAL BUYER**

“Make your way of doing business obsolete...  
Obsolete before the competition does.”

AT&T Executive, CTIA 1994

marketstrong™ Agency ■■■

CTIA 1994



YAHOO!



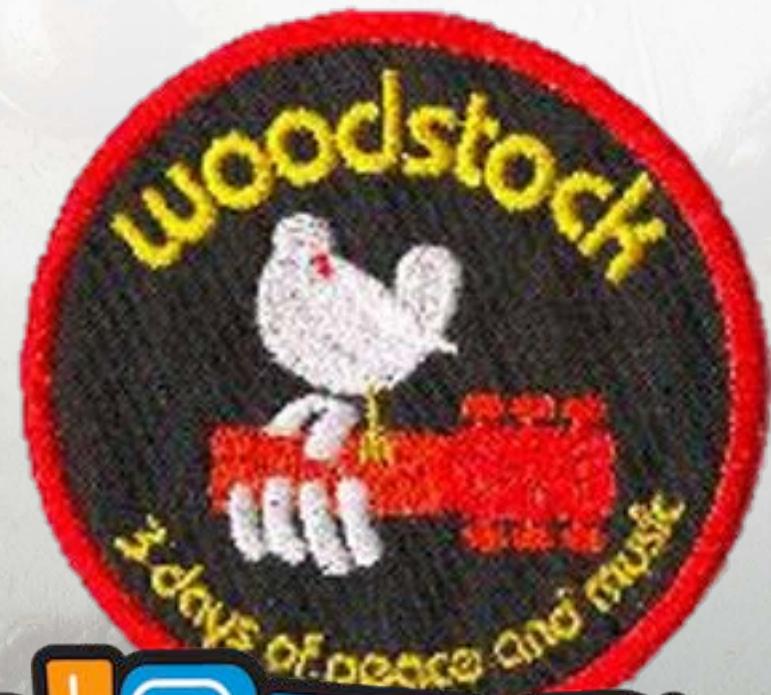
# DISRUPT



## "Convergence" The Last 5 Years ...



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Lollapalooza®

# EXIT OLD / HELLO NEW 2002-2003



# ISM





*Industrial*

# ORGANIZATIONAL MARKETING CHALLENGES



# SEEK FIRST TO UNDERSTAND...

1. Industrial Marketers, Sellers, Stampers, Fabricators, Machinists, Distributors, Equipment Suppliers...
2. The Industrial Buyer and Buying Process
3. Understand how digital media, search, data and technology is changing how buyers connect with suppliers

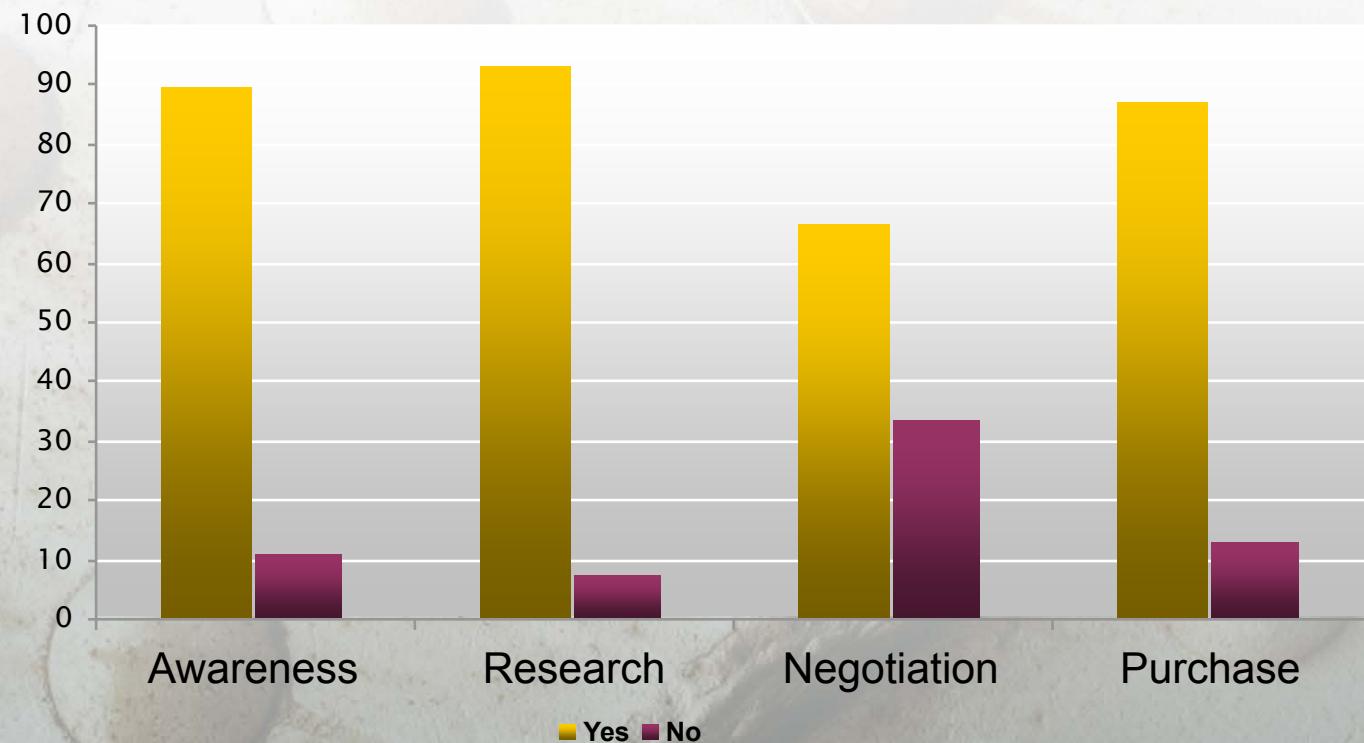
*Section 1*

## THE INDUSTRIAL BUYING PROCESS

# THE INDUSTRIAL BUYING PROCESS

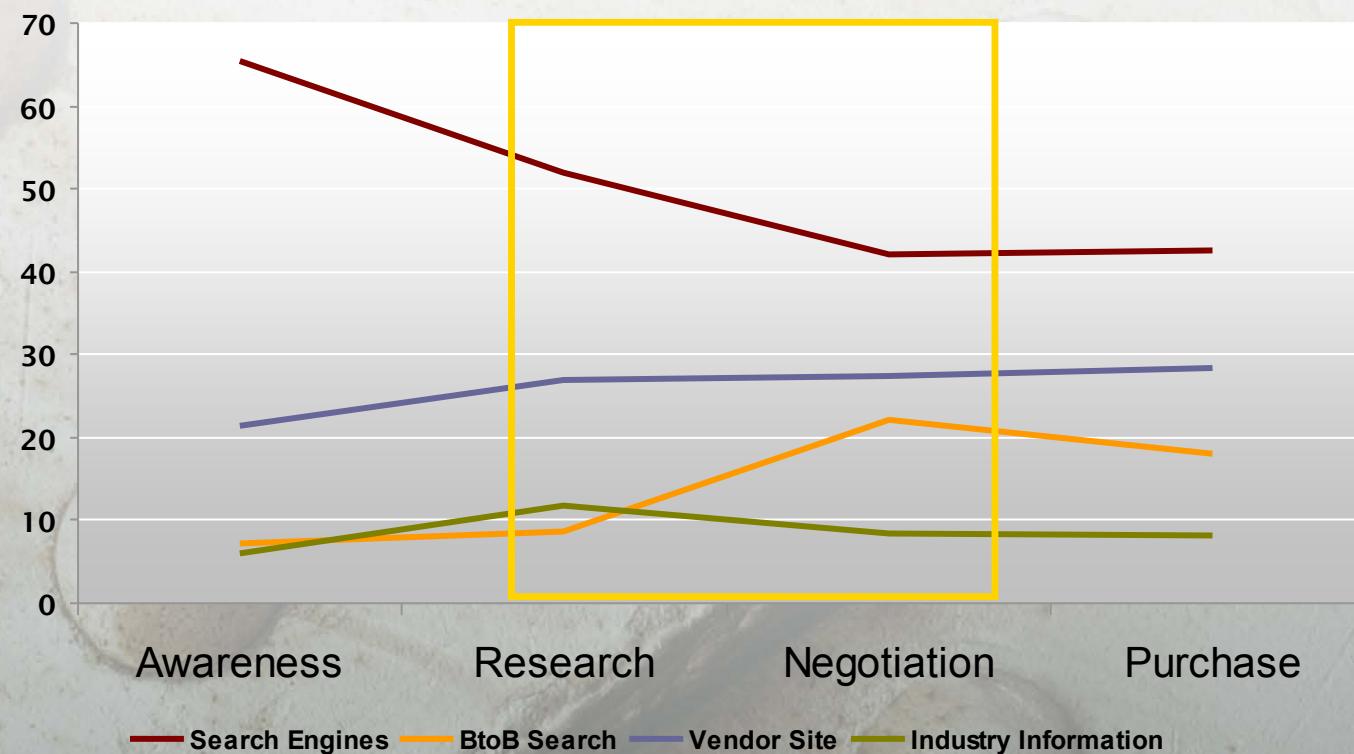
- NEEDS AWARENESS
- RESEARCH
- CONSIDERATION
- COMPARISON
- PROCUREMENT

## WE DEBATED... DO INDUSTRIALS USE ONLINE IN B TO B DECISIONS?

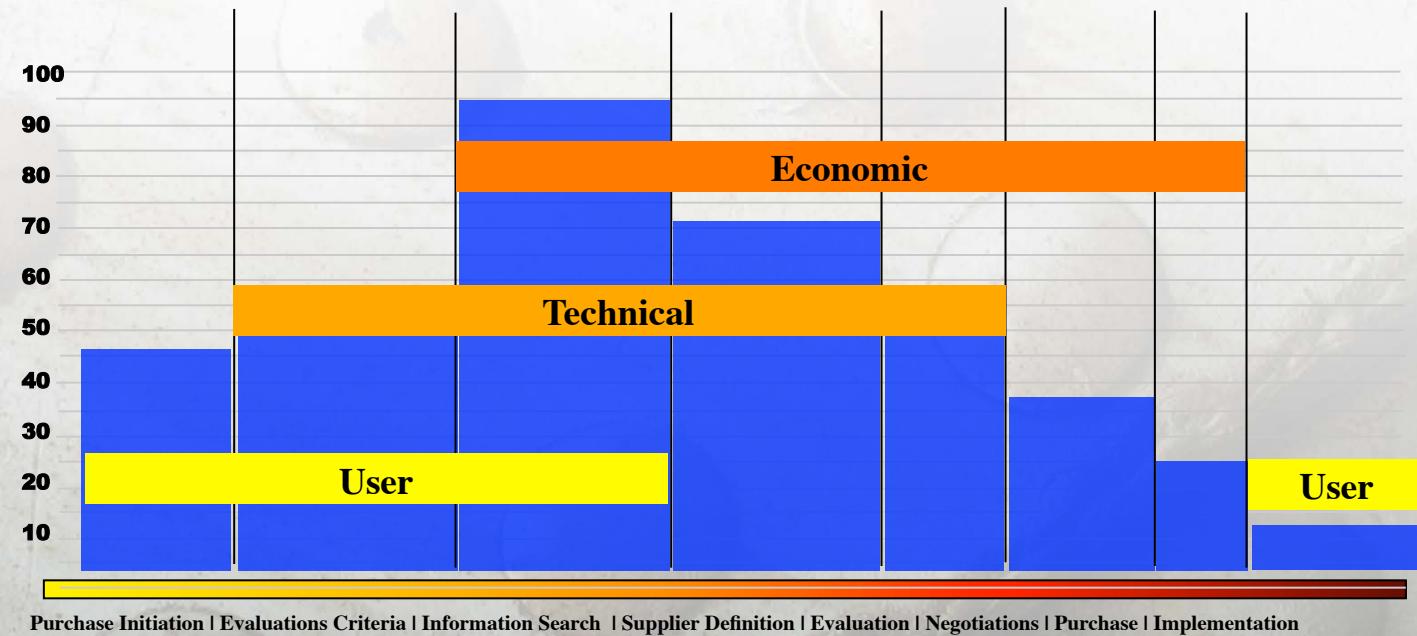


## WHERE THEY START RESEARCHING

Primary Online Destinations



## PROGRESSIVE INDUSTRIAL MARKETERS LOOKED AT ROLES & PHASES



Purchase Initiation | Evaluations Criteria | Information Search | Supplier Definition | Evaluation | Negotiations | Purchase | Implementation

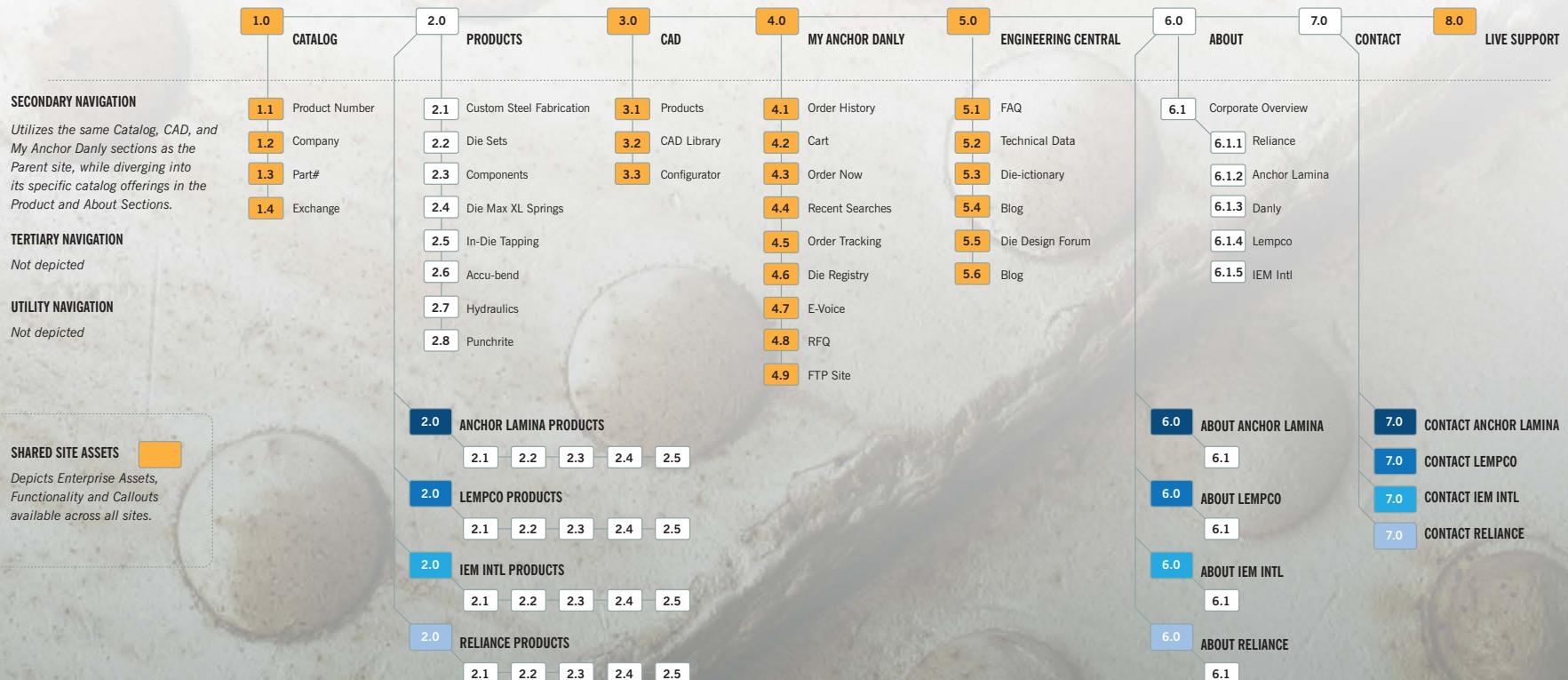


Likelihood of using a search engine

# THEY BUILT ARCHITECTURE FOR BUYERS/SPECIFIERS

## PRIMARY NAVIGATION:

All five websites will follow a unified protocol



# IT'S USER-BASED DESIGN (UX)

**Potential Wire/Skin of the website**

**MY ANCHOR DANLY**

When accessing the My Anchor Danly portal, the site will be pushed down in the browser window to prominently reveal the Account Dashboard.

**POTENTIAL WIREFRAMES**

1. Primary Elements: Navigation links (Catalog, Products, CAD, MY ANCHOR DANLY, ENGINEERING CENTRAL, ABOUT ANCHOR DANLEY).

2. Secondary Elements: Product grid (Product A-P), CAD library, Request for quote, Live support.

3. Tertiary Elements: Search bar, Company sites, Social media icons.

4. Utility Elements: Site search, Company sites.

5. Global Footers: Home, Catalog, CAD, Products, My Anchor Danly, Support, About Anchor Danly, Copyright 2012, Anchor Danly, Inc.

6. Marketing Message: 'GET THE MOBILE APP' button.

7. Call to Action: 'Visit our Site' buttons for various partners.

8. Additional Product Navigation: The 'MY ANCHOR DANLY' section.

**Potential Wire/Skin of the website revealing the My Anchor Danly portal**

## NAVIGATION ELEMENTS

Industrial Strength Marketing divides your company's website into five sections, with each section performing a specific action designed to increase site traffic and improve the end-user's navigation experience.

**1 PRIMARY ELEMENTS** focus on providing navigation consistency throughout the site. Identical placement of primary elements on each page eases site navigation by supplying a point of reference.

**2 SECONDARY ELEMENTS** clearly outline the products and services offered, and are also ideal at integrating keywords for search engine optimization. These elements should remain consistent throughout the site, exposing the user to other areas of interest.

**3 TERTIARY ELEMENTS** are strategically placed links that provide supporting information for products and services throughout the site. These links are ideal for generating interest for other elements, and also give an extra opportunity for importing keyword integration.

**4 UTILITY ELEMENTS** assist the user in site navigation, such as a search bar.

**5 GLOBAL FOOTERS** are placed at the bottom of the page and provide another link to the primary pages of the site. The Global Footer offers dual benefits, allowing handicaps users an efficient way to browse the site, and also boosting web page ranking for search engine spiders.

## MARKETING ELEMENTS

**6 MARKETING MESSAGE** A visual element positioned at the top of a page designed to quickly attract attention. The marketing message states product and services specialization, and also creates a brand identifying image.

**7 CALL TO ACTION** This section engages the user and directs them to pages providing contact information. The Call to Action section is designed to draw attention to itself, and requires some level of involvement from the user. It is important that this information is displayed on every page.

**8 ADDITIONAL PRODUCT NAVIGATION** An added area that adds a complementary visual navigation space to the primary or secondary elements links.

# TO SERVE THE CUSTOMER ONLINE...

Accounts ▶

## MY ANCHOR DANLY

- Virtual Customer Dashboard

Integrated Online Catalog ▶

## PARAMETRIC PRODUCT SEARCH

- Search by product, company & part
- PDF download

## PART EXCHANGE

- Search by brand or part #
- Find matching AD part #

## CAD LIBRARY

- 2D/3D CAD library & viewer
- View, pan, zoom & rotate 3D drawings
- Insert CAD drawings into all major CAD programs
- Native files
- Email/Download

## CONFIGURATOR

- Assemble a die quickly in multiple views

## ON-DEMAND CATALOG PRINTING

- Update and print catalogs on demand
- Multiple distribution options
- PDF workflow



Resources ▶

## DIE REGISTRY & MOBILE APP

- Access BOM from anywhere
- App based search using QR recognition software
- Integrated mobile catalog and part exchange tools



## ENGINEERING CENTRAL

- Technical resources destination
- Maintenance/Troubleshooting guides
- CAD resources

## DIE-ICTINARY

- Integrated knowledge base

**September 4, 1998**

Google, Date founded



**“In 1997 80% of industrial buyers called companies for product and service information.” 5-years later it was 7%!”**

Industrial Buying Trends, 2007 & 2002



# 2005 INDUSTRIAL MARKETING @ DAWN COVERED THIS

## Google/TPCO Study

- *For the first time in history over 50% (54%) where starting the buying process online outside of direct to a preferred known vendors site, beginning with search engines.*
- *9 out of 10 Industrial Buyers went to the Internet at some point during the buying process*

[www.industrialmarketer.com](http://www.industrialmarketer.com)

The screenshot shows the homepage of IndustrialMarketer.com. At the top, there's a navigation bar with links for "About Industrial Marketer" and "Contact Us". The main header features the word "Industrial" in a large, stylized script font, with "Marketstrong Communicator" and "Turn Industrial" in smaller text to its right. Below the header is a menu bar with categories: INDUSTRIES, NEWS, MARKETING ROI, MARKETING STRATEGY ▾, and REVIEWS, TOOLS & RESOURCES. Two articles are displayed below the menu: "Tools of the Trade: Email Marketing" (published August 26, 2014) and "Profit-Driven Marketing for Industrials" (published August 13, 2014). A large graphic of a factory building with a rising arrow is visible in the background of the main content area.

# IT'S WORTH MENTIONING...

Google launched the **Google+** service as an invitation-only "field test" on June 28, 2011, but soon suspended early invites due to an "insane demand" for new accounts.

**Google+** - Wikipedia, the free encyclopedia  
[en.wikipedia.org/wiki/Google%2B](http://en.wikipedia.org/wiki/Google%2B) ▾ Wikipedia ▾

March 21, 2006

Twitter Inc., Date founded



February 4, 2004

Facebook, Inc., Date founded



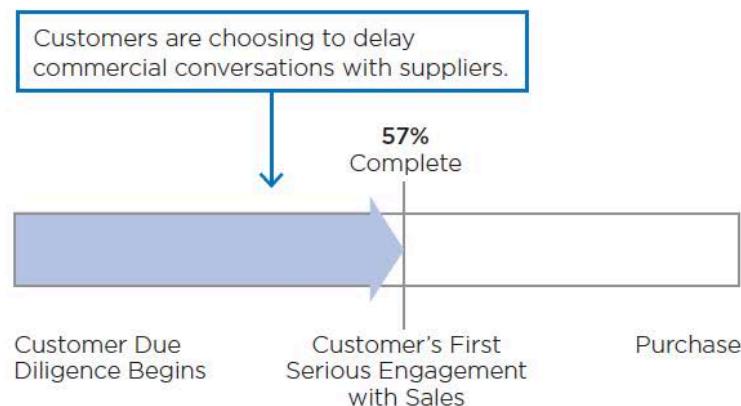
December 2002

LinkedIn Corporation, Date founded



# 2012 – PROGRESS BEFORE ENGAGING SALES

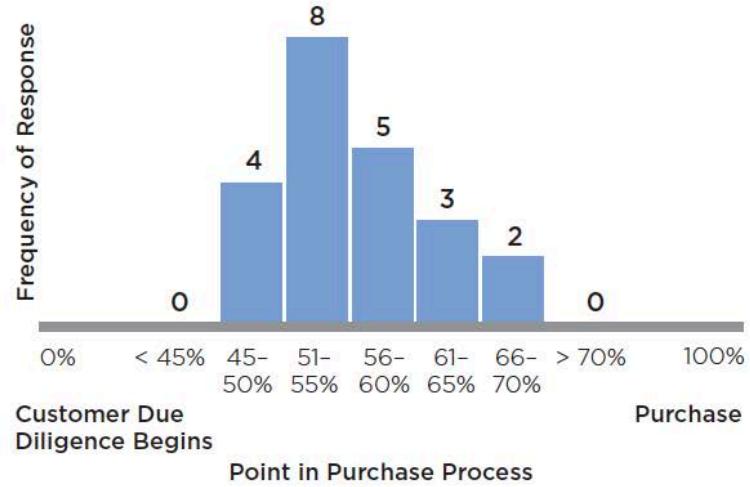
**Figure 1: Degree of Progress Through the Purchase Process Before Engaging Sales Customer Average**



n = 1,500.

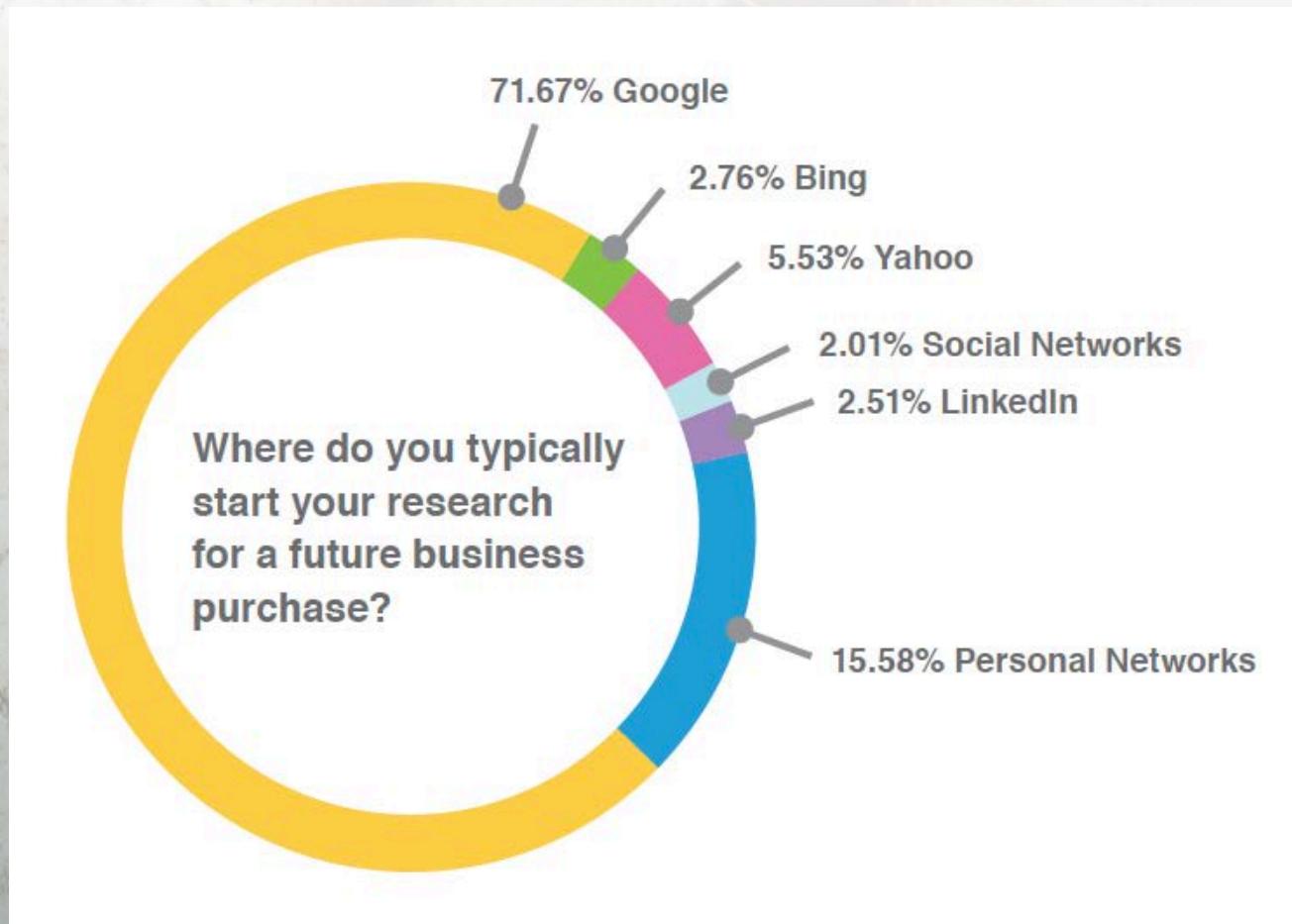
2

**Figure 2: Degree of Progress Through the Purchase Process Before Engaging Sales Distribution of Supplier Averages**



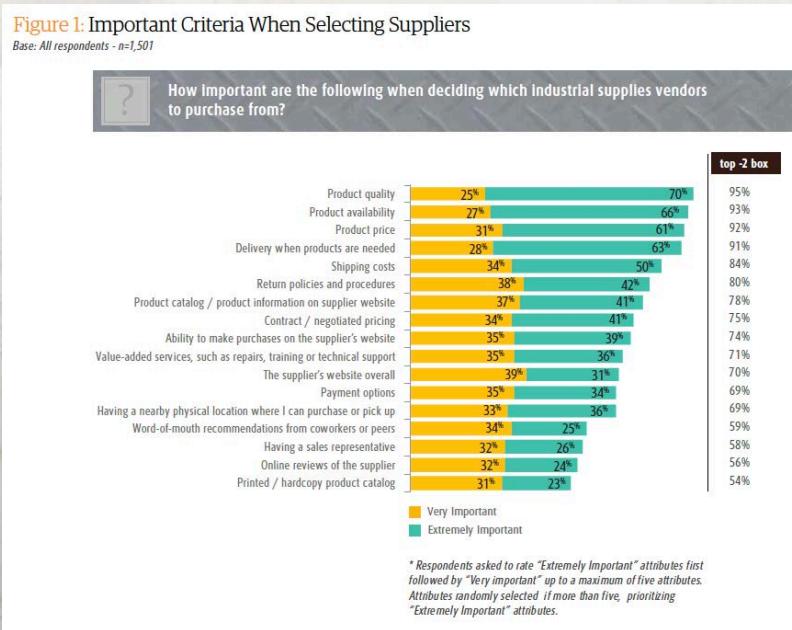
n = customers from 22 suppliers.

# 2013 - THE B2B CUSTOMER'S INITIAL SEARCH



# 2014 – RESEARCH AND SELECTION CRITERIA (UPS)

**Figure 1:** Important Criteria When Selecting Suppliers  
Base: All respondents - n=1,501



**Figure 3:** Industrial Supplies Purchasers' Research Methods  
Base: All respondents n=1,501



## WRAPPING UP THE DATA

- Today we search first
- We seek content to help us make decisions
- Different role players look for different things at different times during the buying process
- The buying process is getting industrial buyers deeper in the buying process before reaching out to sales
- Digital Industrials are setting the pace but ‘Millennials’ are affecting how we must sell and market.

*Section 2*

## CHANGING OF THE GUARD



**“Almost half of the engineering workforce will be eligible for retirement in the next few years.”**

U.S. Bureau of Labor & Statistics, IHS GlobalSpec Research Report

**“A younger generation of technical professionals will be taking their place, a group that exhibits different work habits compared to their older colleagues.”**

## MILLENIALS – THE COMING 50%

**“Those born between 1981- 1996 with adults in the age range of 18-33 years of age.”**

The Pew Research Center

marketstrong™ Agency ■■■

CONVERGENCE 1994



YAHOO!



# 2007 MARKETING & TECHNOLOGY CONVERGENCE

Google



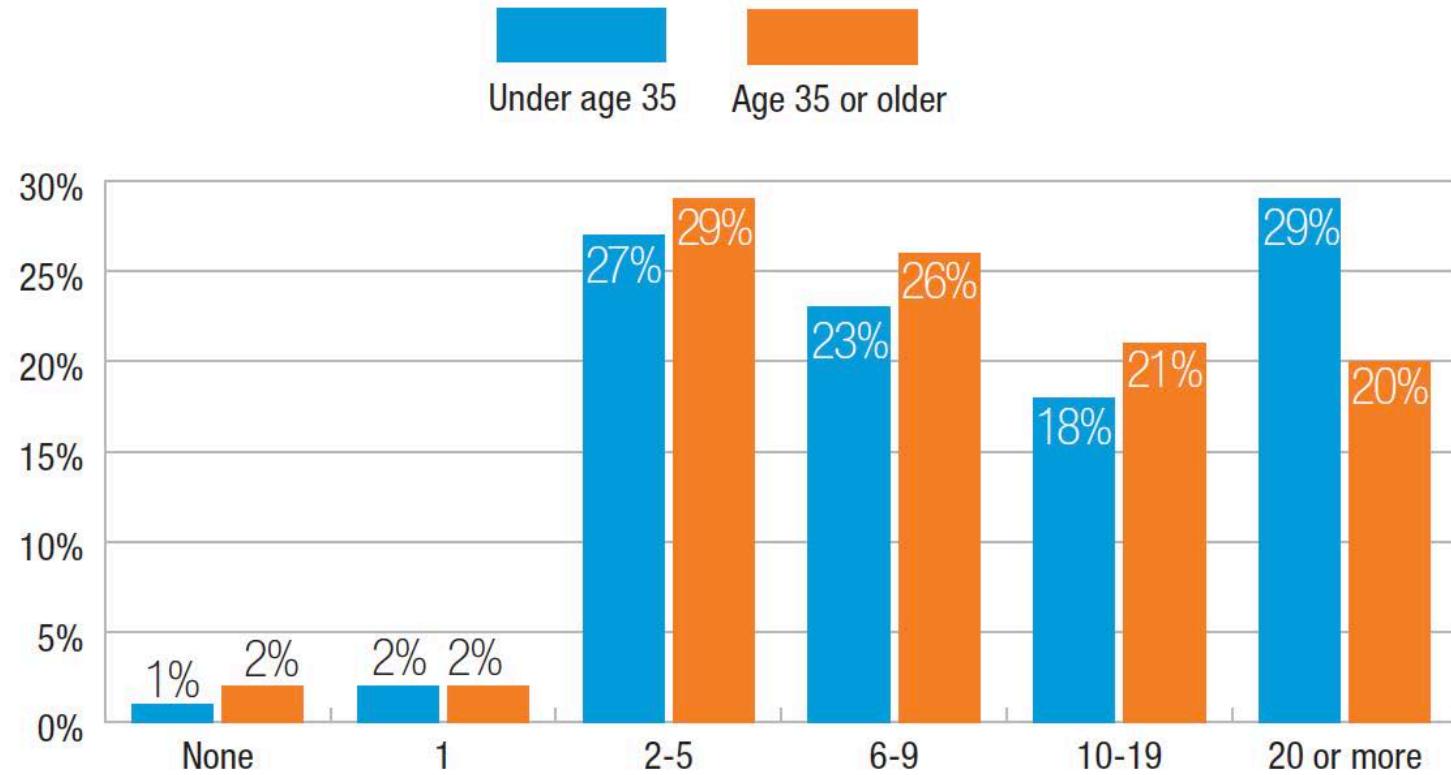
ExactTarget.<sup>®</sup>  
a salesforce.com company

pardot<sup>TM</sup>  
an ExactTarget<sup>®</sup> company

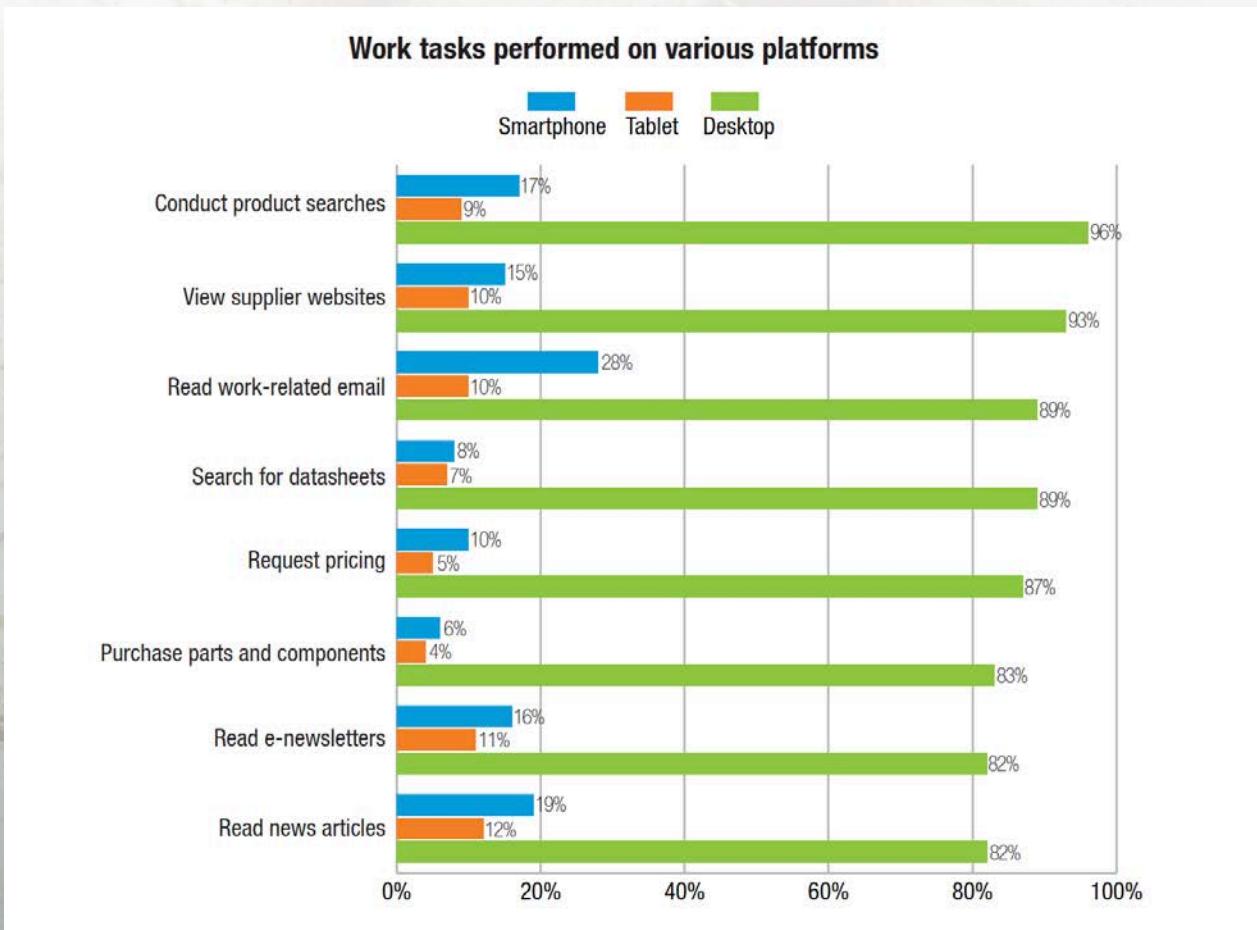
LinkedIn<sup>®</sup>

# WORK-RELATED WEBSITES VISITED – BY AGE

Number of work-related websites visited in a week – by age

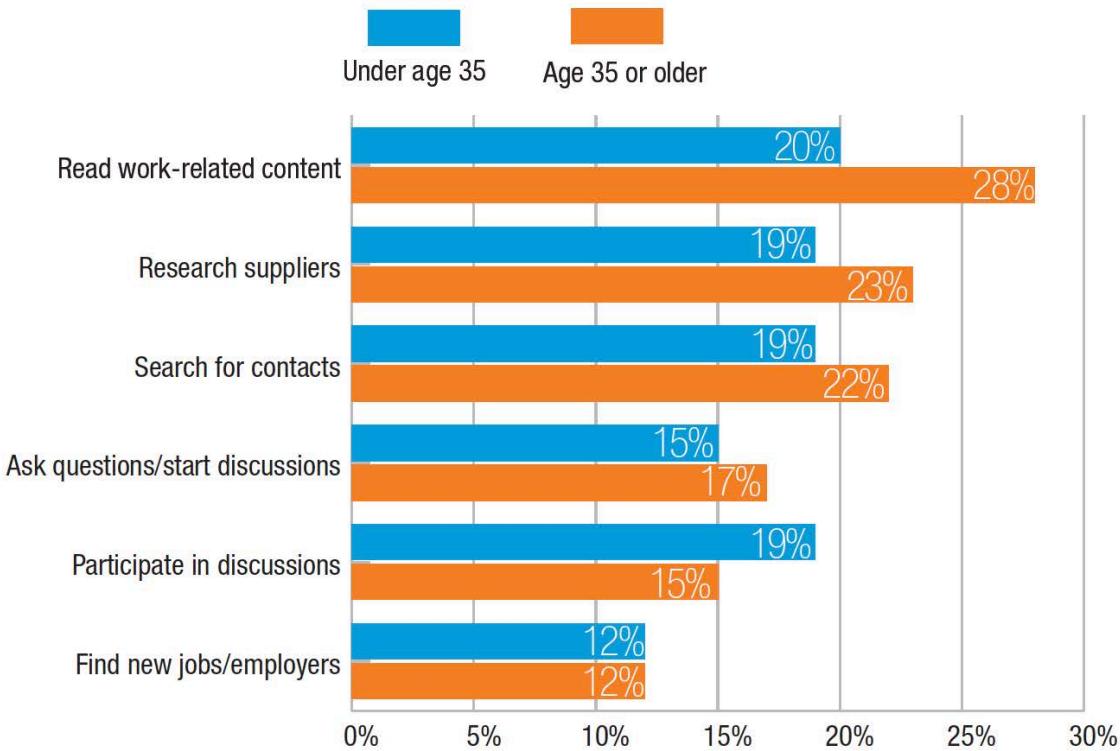


# WORK PERFORMED BY DEVICE



# WORK-RELATED ACTIVITIES ON SOCIAL MEDIA

Work-related activities performed on social media



*Section 3*

## HOW IS THIS ALL AFFECTING THE SALESFORCE?

# SELLING AIN'T WHAT IT USED TO BE

- So the buyer is deeper than ever this industrial buying process, 57% to be exact. They're starting supplier search online at Google 72% of the time.
- Buyers spend a lot of time searching for suppliers
- Younger buyer tend to like to enter the discussion online!
  - *Despite these trends its critical to understand the importance of industrial salespeople today. However, what must also be understood that we cannot sell like we used to.*

# WARM SELLING (COLD CALLING 2.0)

- Salesforce was thought by many to be a recruiting firm.
- Their sales team was expected to bring in their own large deals.
- Little was happening on the prospecting front.
- Customers didn't want cold calls!
- They weren't any good at cold calling.



# WARM SELLING (COLD CALLING 2.0)

**“Making the field salespeople do cold calls means having your highest-cost sales resource perform the lowest-value (per hour) activity”**

Aaron Ross, Predictable Revenue

salesforce

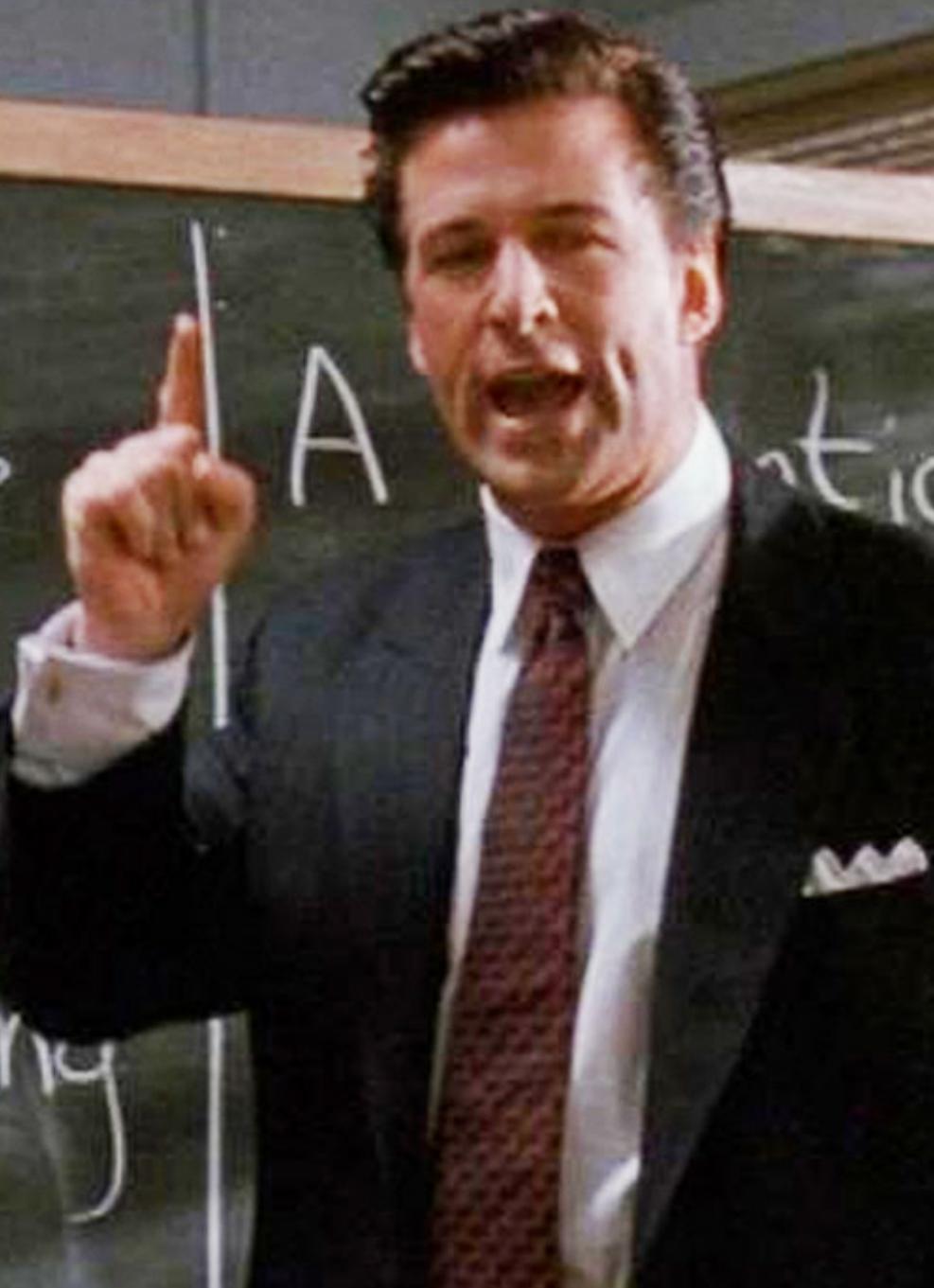


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B be

C closing



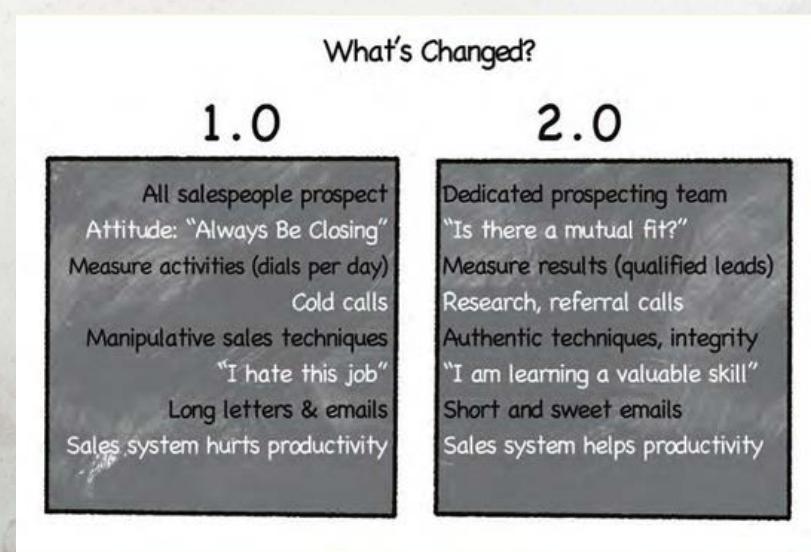
# SALESFORCE REIMAGINED COLD CALLING

Step 1: Drop 'ABC'

Step 2: Teach/Learn/Mutual Fit

Step 3: Reorganize

Step 4: Leverage low-cost/high-yield email Cold Calling 2.0



salesforce



# WHAT CHANGED

1. Developed respected outbound experts
2. Qualified accounts and contacts before calling
3. Research rather than sell
4. iPhone-sized emails
5. Implement Salesforce Automation
6. Leverage social media (LinkedIn)



# DEVELOPED AN OUTBOUND SALES REP MODEL

1. 1000% focus on outbound prospecting (free up engineer)
2. Built 'Ideal Customer Profile'
3. Built targeted lists based on this profile (stamping manager, industries, geography, spend, part complexity, short-run/long-run, value-added operations, current process)
4. Run outbound campaigns (marketing, LinkedIn & email)
5. Sell the dream
6. Pass the baton to the trained killer (engineer)



# 10X RESULTS

- More prepared to ‘box’ with the inbound callers who were deep in the buying process
- Accelerated sales opportunity pipeline beyond what traditional cold calling ever did
  - *Outbound email campaigns were seeing 8-12% response rates*
- Business scaled (predictably)

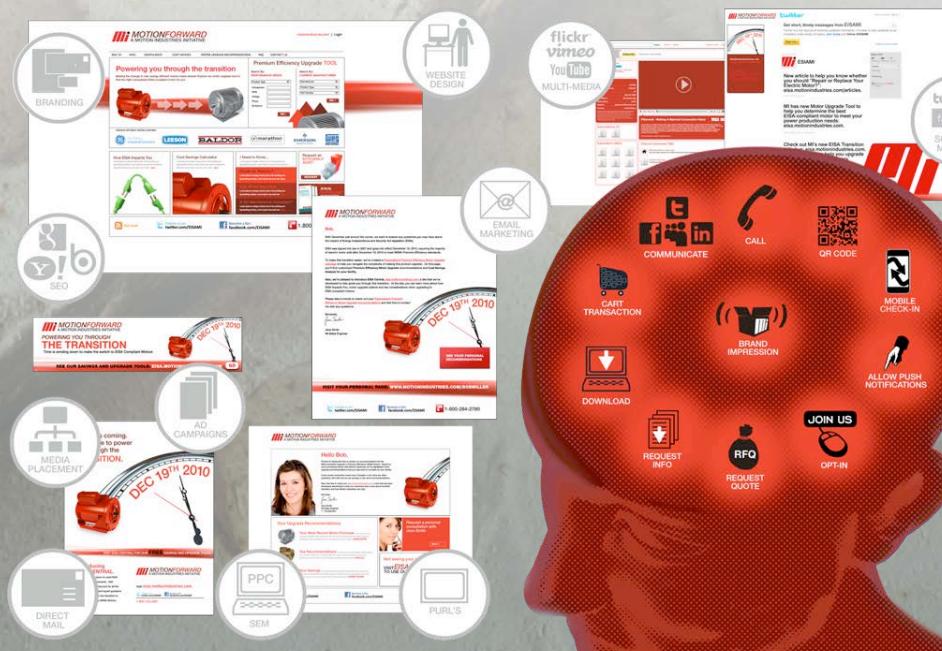


*Section 4*

## CONVERGENT MARKETING STRATEGY

# WHAT IS INTEGRATED (CONVERGENT) MARKETING?

**Integrated Marketing:** is a marketing process specifically designed to ensure that all messaging and communication strategies are unified across all channels, remain centered around the customer, and reinforce one another to facilitate measurable outcomes a marketer desires.



# K.I.S.S. MARKETING TENANTS

- Proactive
- Targeted
- Discoverable
- Communicative
- Engaging
- Useful
- Actionable
- Responsive
- Measurable



LOOK AT YOUR OPTIONS AND COST MODEL

**BUILD** vs. **PARTNER**

# LEVERAGE CONTENT-DRIVEN MARKETING TECHNOLOGY

1. Remarketing
2. Display Ad Networks
3. Lead Intelligence
4. Lead Nurturing
5. Programmatic Marketing
6. User Experience/based Design (ICP)

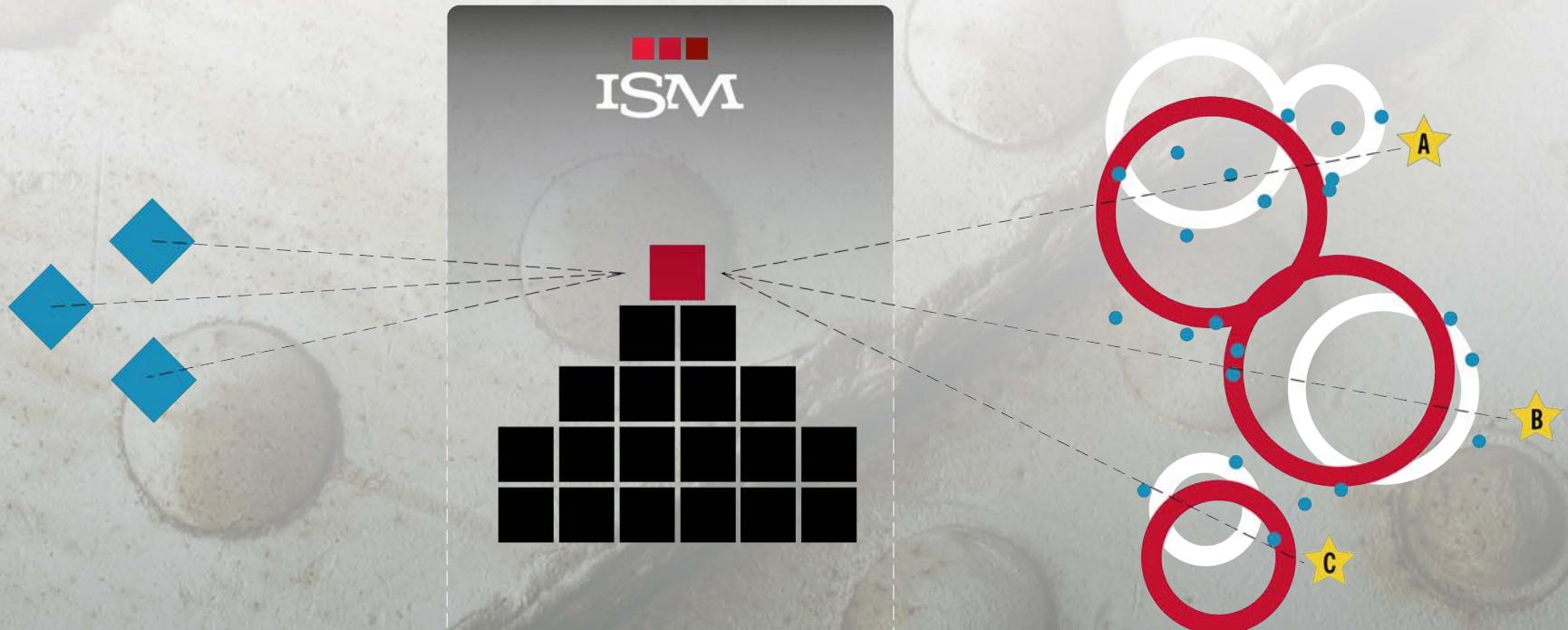
# PLAN

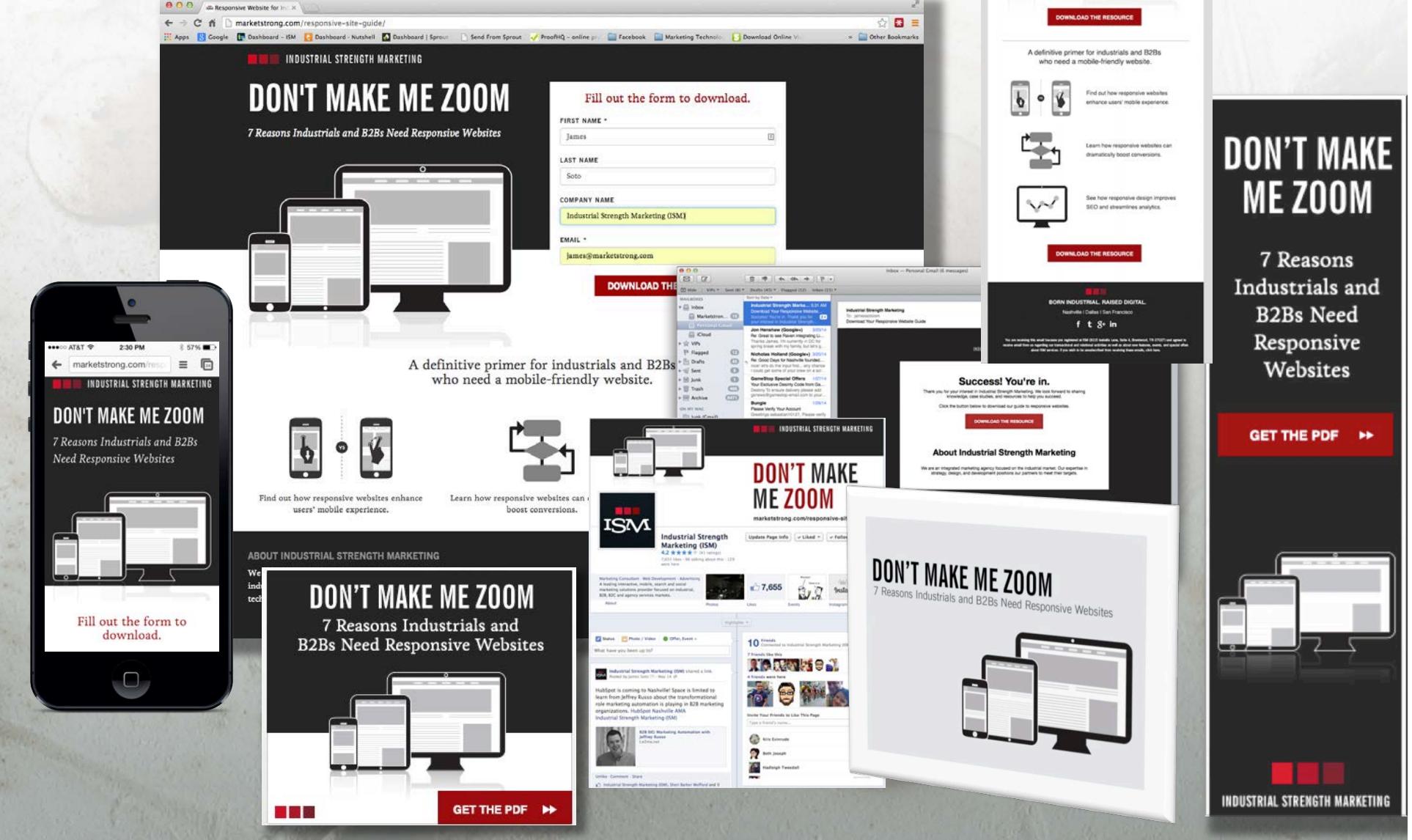
*It's a big world out there. Map the landscape and perform discovery to identify and target key personas (★), the channels in which they consume information (○) and potential tactical assets (●) available to reach them.*



# DESIGN

*Target individuals who fit the persona profiles (★) and isolate the most effective channels (○) to focus energy. Assets (●) like Content (editorial schedule, articles) Projects (Websites, Events, Promotions) or Campaigns (Advertising) should be created to support those objectives.*





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Industrials

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Different Strokes for Different Folks

Stamtec November 14, 2013

#fabtechexpo FabTech is almost here — November 18–21 at McCormick Place in Chicago. We hope you'll come see us at Booth #S4673 in the South Building!

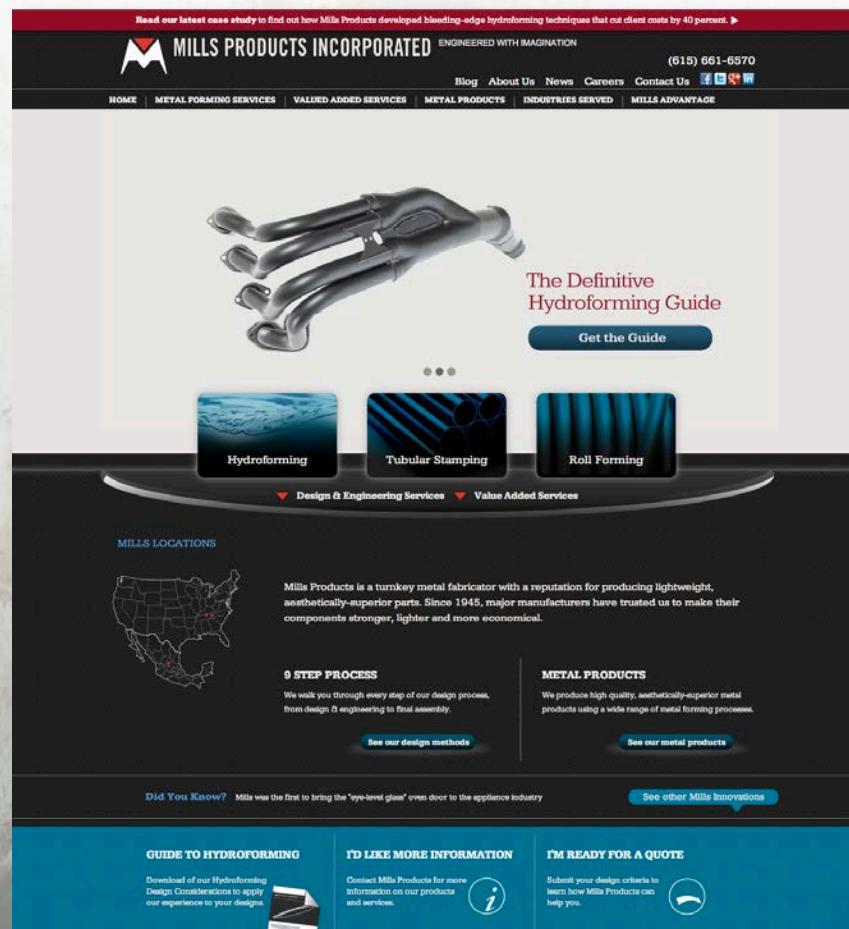
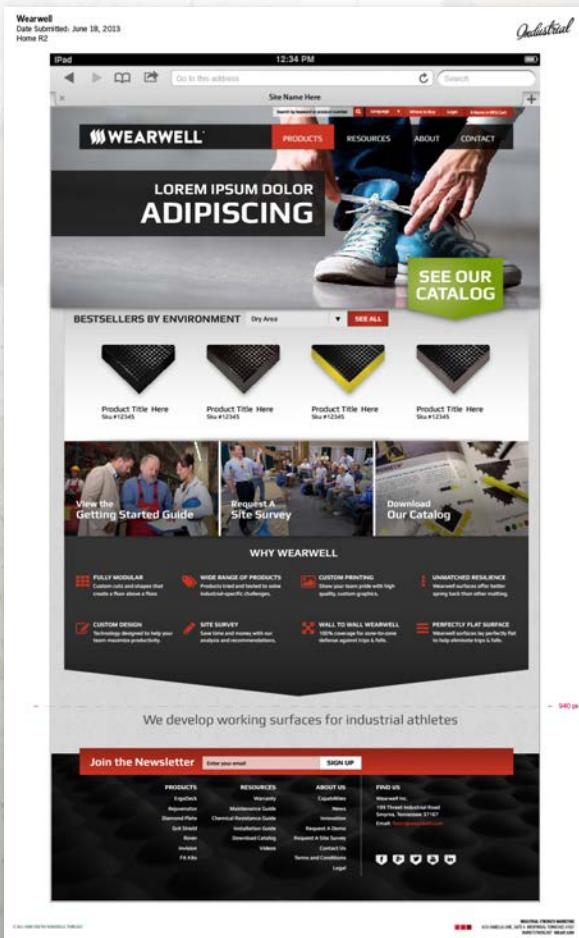
<http://bit.ly/1a3ZlNe>

FABTECH

AWS WELDING CCAI FMA SME PMA METALFORM

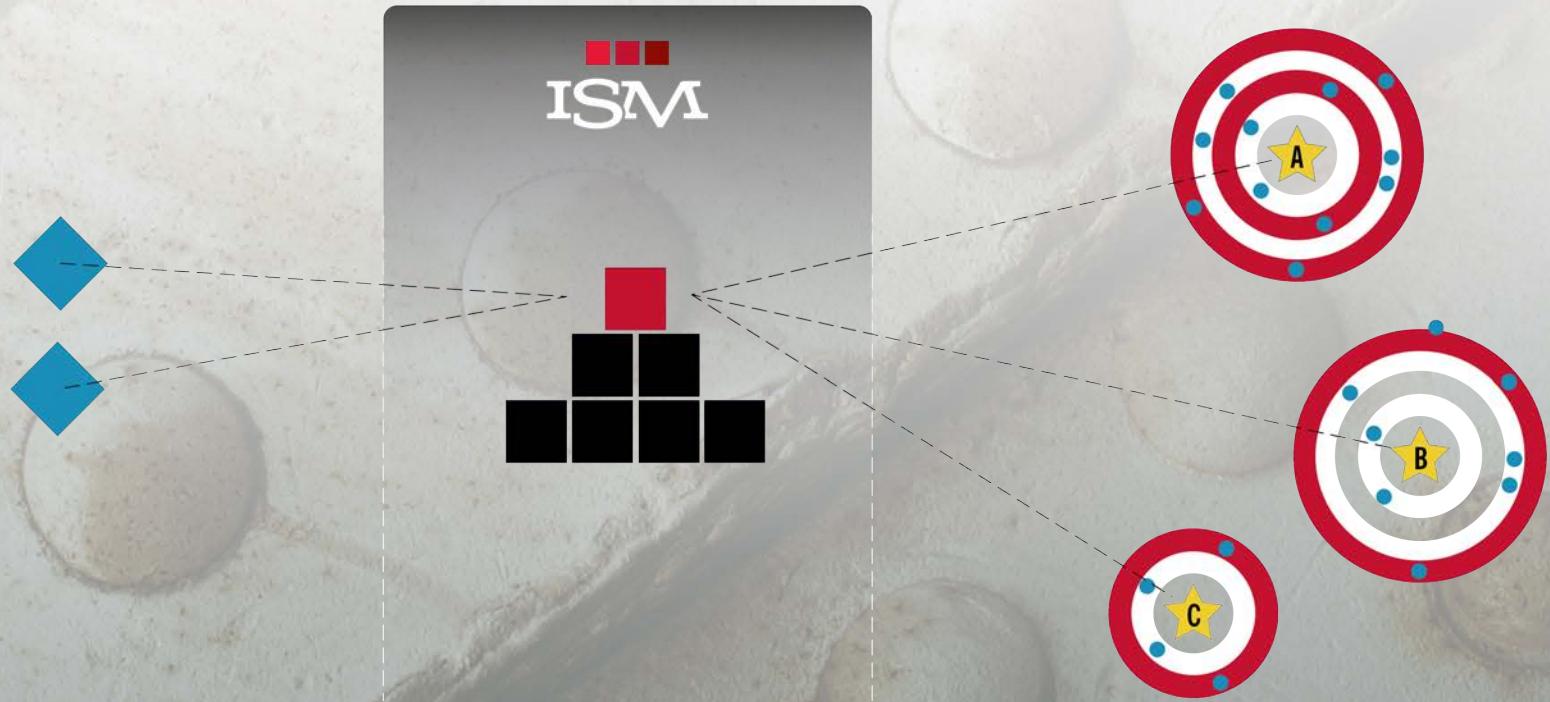
Like · Comment · Share

# STREAMLINED CONTENT



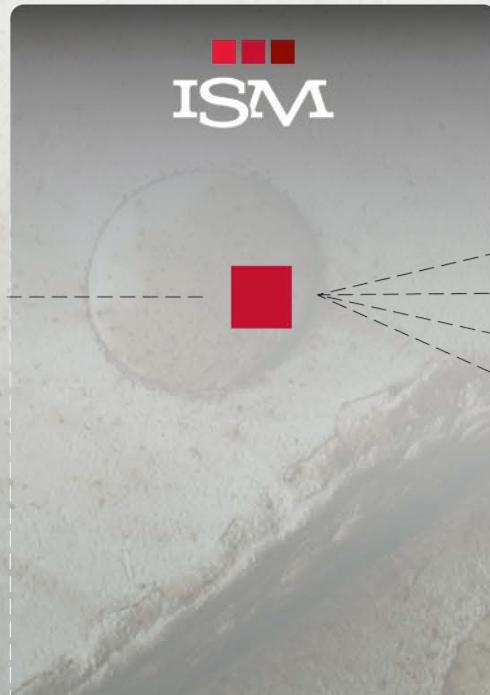
# EXECUTE

*Everyone Fall in! As all moving parts align, set all assets (○ / ⚡) in motion and nurture one-on-one relationships with key personas (★) built upon simple reciprocity — each party fulfilling another's needs.*



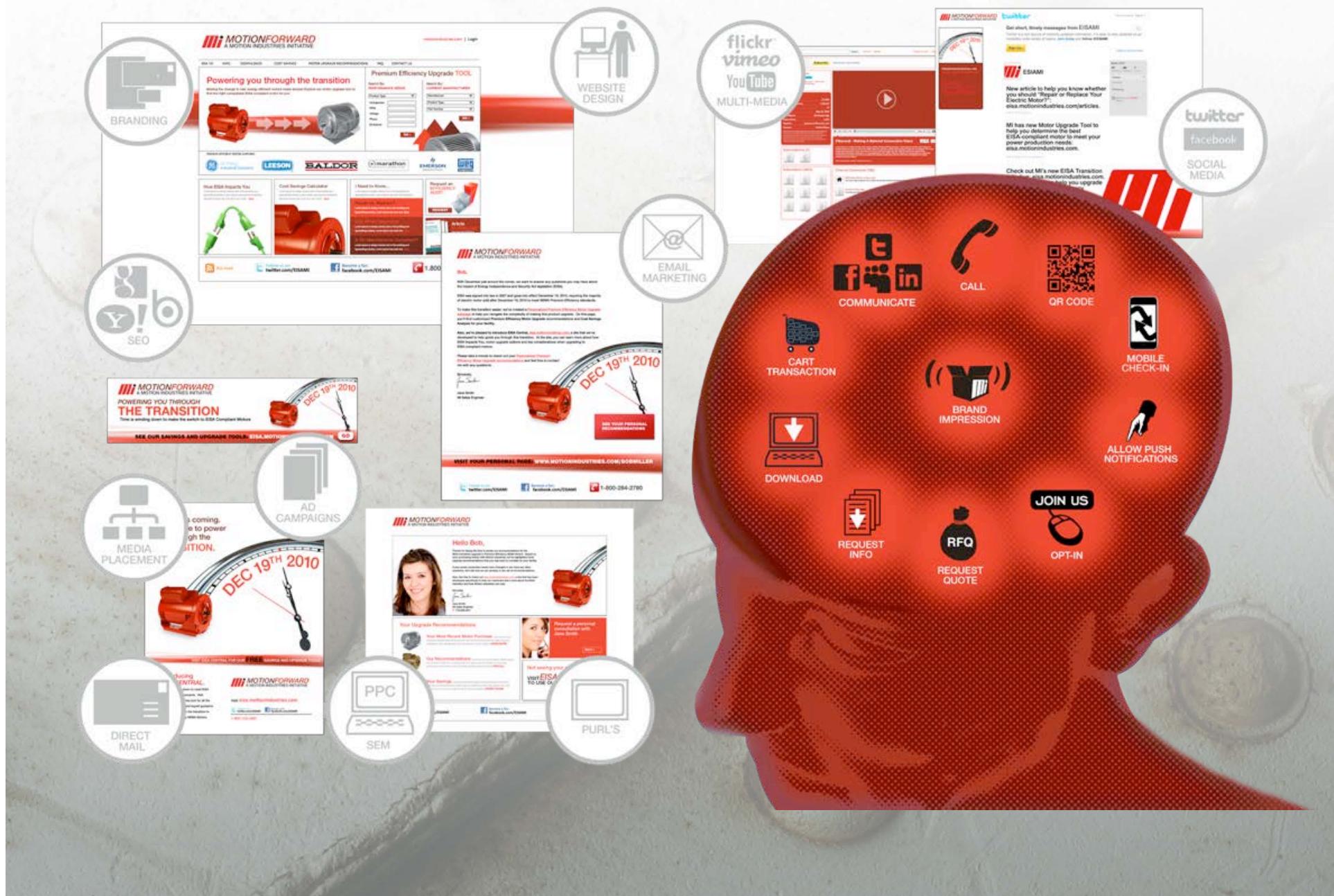
# MEASURE

*The data doesn't lie. Review KPI's and formulate an action plan based upon key metrics. This process should be persistent.*

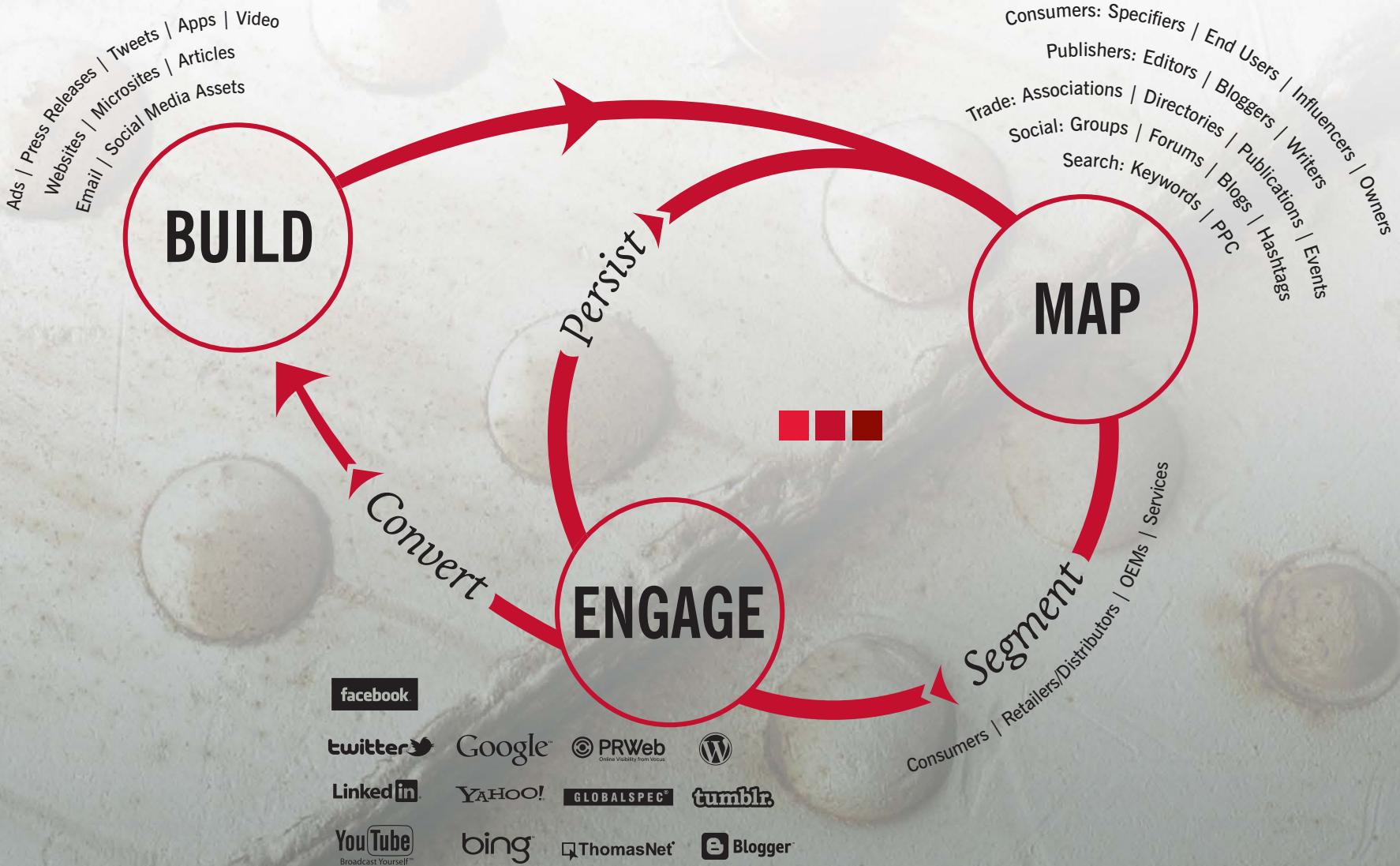


**KPI1**  
**KPI2**  
**KPI3**  
**KPI4**

marketstrong™ Agency



# INTEGRATED MARKETING CYCLE



*Mind Map A*

# LOGISTICS

# CLIENT SPECIFIC MIND MAPPING

**Client :::**

**Landair**  
12/2011 - 2/2012 | #landair | [View Keywords](#)

**TARGETS :::** REGION: MidSouth | TRADE: Supply Chain Logistics [See Map](#)

|              |       |                 |      |        |        |
|--------------|-------|-----------------|------|--------|--------|
| Publications | ► 13  | Influencers     | ► 64 | People | ► 6742 |
| Companies    | ► 473 | Industry Assoc. | ► 12 | Events | ► 7    |



**12 Industry Assoc.** [View All](#)

- Transport Logistics (4)
- Social Media (4)
- PR (4)

**4 Search Engines** [View All](#)

**16 Online Publications** [View All](#)

- Marketing (8)
- Social Media (4)
- PR (4)

**4 Print Publications** [View All](#)

- Marketing (3)
- Social Media (0)
- PR (1)

**9 Networks** [View All](#)

**6 Events** [View All](#)

- Marketing (2)
- Social Media (3)
- PR (1)

**47 Influencers** [View All](#)

**5 PR Distribution** [View All](#)

- Marketing (0)
- Social Media (2)
- PR (3)

**65 Social Lists & Groups** [View All](#)

- Marketing (25)
- Social Media (35)
- PR (5)

**32 Companies** [View All](#)

**Map Criteria**

- MidSouth
- Nashville
- Marketing
- PR
- Social Media

**Map Navigator**

▼ Sort By Campaign

- Industry Assoc.
- Online Pubs
- Search Engines
- Events
- Networks
- Influencers
- Print Pubs
- Companies

► Sort By Milestones

► Expand Your Map

## Bookmarklet

Drag this button to your bookmark bar to map on the fly  
[Learn More](#) [MAP IT!](#)

# STRATEGIC TARGETING

Client :::

**Landair**

12/2011 - 2/2012 | #landair | [View Keywords](#)

TARGETS :::

REGION: MidSouth | TRADE: Supply Chain Logistics

[See Map](#)

|              |       |             |        |        |        |
|--------------|-------|-------------|--------|--------|--------|
| Publications | ► 13  | Influencers | ► 64   | People | ► 6742 |
| Companies    | ► 479 | ► 12        | Events | ► 7    |        |

## 83 Industry Assoc.

### Transport Logistics (12)



**Council of Supply Chain Mngmt  
(8,500+ Members)**



**American Society of  
Transportation and Logistics  
(2,075+ Members)**



**Assoc. for Operations  
Management (41,500+ Members)**



**Institute for Suppy Mngmt  
(8,550+ Members)**

# INFLUENCER TARGETING

Client :::

**Landair**

12/2011 - 2/2012 | #landair | [View Keywords](#)

**TARGETS :::** REGION: MidSouth | TRADE: Supply Chain Logistics

[See Map](#)

|              |       |                 |      |        |        |
|--------------|-------|-----------------|------|--------|--------|
| Publications | ► 13  | Influencers     | ► 64 | People | ► 6742 |
| Companies    | ► 473 | Industry Assoc. | ► 83 | Events | ► 7    |



Assoc. for Operations Mngmt (41,500+ Members)

[f](#) [in](#) [t](#) [r](#) [www.apics.org](#)

**ABOUT APICS:** APICS is the global leader and premier source of the body of knowledge in operations management. Since 1957, individuals and companies have relied on APICS for training, certifications, resources, and worldwide network of accomplished industry professionals.

## KEY CONTACT:



Abe Eshkenazi  
CEO, APICS

500+

Part of 1 campaigns

## KEY GROUP STATS:

**MEMBERS**

► 41,674

**ENGAGEMENT INDEX**

► 80

**MESSAGES / DAY**

► 1.2

APICS LinkedIn Group Members

Sort By: Campaign Influence ▾



**Eric Sewell**  
VP Strategic Supply Chain, World Wide at Tupperware Brands  
[f](#) [in](#) [t](#)

122

Part of 3 campaigns



**Michael Johns, CPIM**  
APICS Assoc. CPIM Instructor, VP Communications  
[f](#) [in](#) [t](#)

111

Part of 3 campaigns



**Saram Mendez**  
VP, MU Field Operations at The Coca-Cola Company  
[f](#) [in](#) [t](#)

109

Part of 3 campaigns



**David Moore**  
Master Production Scheduler  
[f](#) [in](#) [t](#)

99

Part of 3 campaigns



**William D. Adams**  
Vice President Global Supply Chain, Chemtura Incorporated  
[f](#) [in](#) [t](#)

89

Part of 3 campaigns

Connections 1-5 of 482 ◀◀ ▶▶

# HIGH VALUE CONTENT ASSETS BUYERS NEED!

The collage illustrates ProcessBarron's digital presence across different devices:

- Desktop Website:** Shows a detailed article titled "DESIGNING A BLEEDING-EDGE LEED®-COMPLIANT AIR HANDLING SYSTEM". The article discusses the company's innovative fan housing design and its commitment to LEED compliance.
- Mobile Website:** Displays the "processbarron learning center" homepage, featuring a large image of industrial equipment, navigation links for "Fuel Handling", "Air Handling", and "Ash Handling", and a "Study" section with a thumbnail image of a fan component.
- Smartphone:** Shows the mobile version of the "processbarron learning center" website, with a "Featured Case Study" section and a "Filter" button.

# PLAY THE GAME WITH MEDIA PARTNERS!

INSIDE: INVESTING IN A QUALITY-BASED CONTROL SYSTEM

# B P T biomass PRODUCTS & TECHNOLOGY

TUE, JULY 10, 2012

**DON'T MISS:**

*Massmiser – Implementing unattended weighing systems*

*Timesaver – Find products, services you need now*

**CASE IN POINT**

## Three degrees of burn: Optimizing wood yards for biomass operations

### How careful analysis and a custom design can mean optimal economics and efficiency

By John Seabrook, ProcessBarrett

No two biomass facilities are the same. When it comes to designing a wood yard and fuel-feed system, one size decidedly does not fit all.

Every facility has different needs and capacities when it comes to fuel-handling. A study of 20 biomass power plants conducted by National Renewable Energy Laboratory found a wide range of hours burned per year from 9,000-94,000 tons—meaning that a plant on the high end can burn 8.6 as much as a plant on the low end.

As a result, biomass facilities must be designed to accommodate the unique needs of each plant. Custom designs can be unnecessarily costly, and even overkill, for many generalized applications. However, there are other solutions involving a biomass or established co-firing program.

#### The burning question

Principale considerations to weigh when evaluating wood yard designs:

- Throughput volume and storage volume: Perhaps the most

compelling metrics for determining whether manual or automated handling is best for the fuel feed. In this case, the cost of fuel storage can be significant, especially if automation is required, and typically has a larger footprint than a manual operation.

• Utility costs and labor requirements: Fully automated systems require considerably higher capital outlays to implement, but offer lower operating costs than manual systems.

• Climate: Seasonal extremes can limit a facility toward greater automation, which can be easily housed in enclosed structures.

• Local regulations and public relations: In addition to federal emissions regulations, plants must take into account local regulations, permits, governing policies such as dust, ash and noise.

Stock turnover fuel-feed systems designed exclusively on a computer without any on-site assessment can overlook the impact of these important factors, resulting in an inefficient or unusable system.

*Figure 1 (top): An enclosed automated wood yard of a Midwest university. Photo contributed by ProcessBarrett.*

Biomass Products & Technology

July 2012

Biomass Magazine – The Last Word in Biomass

Facebook Mobile Assets Dashboard I am the ProofHQ – online proof Download Online Video Process Baron :: Use Other Bookmarks

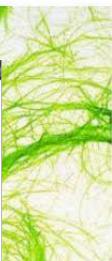
HOME | MAGAZINE | BLOGS | E-NEWSLETTERS | EVENTS | PLANTS | SUBSCRIBE FOLLOW US ON [Twitter](#) [Facebook](#) [RSS](#)

**BIOMASS** MAGAZINE  **processbarron** total systems solutions EQUIPPING BIOMASS PLANTS TO FUEL TOMORROW [PROCESSBARRON.COM/BIOIMSS](#) [LEARN MORE](#)

PELLETS | POWER | THERMAL | BIOGAS | ADVANCED BIOFUELS | CHEMICALS [Search Biomass Mag](#) [search](#)

**LATEST NEWS**

  
**CASE IN POINT**  
A manual wood yard example.



1 hour ago **Aurora Algae secures full payment of \$2 million grant**

BY ERIN VOEGELE FOUND IN: [ADVANCED FUELS](#), [CHEMICALS](#)

On Sept. 27, Aurora Algae announced the successful completion of requirements for a \$2 million grant awarded by Australian government. The Low Emissions Energy Development grant has been used to advance Aurora Algae's demonstration facility. [READ MORE](#)

**WORLD**

  
**research**  
den

**EMICALS**

**U** demonstration concluded, the for use in the based biofuel CMAX, a International

1 hour ago **NREL produces ethylene via photosynthesis**

BY NATIONAL RENEWABLE ENERGY LABORATORY FOUND IN: [ADVANCED FUELS](#), [CHEMICALS](#)

Scientists at the U.S. DOE's National Renewable Energy Laboratory have demonstrated a better way to use photosynthesis to produce ethylene, a breakthrough that could change the way materials, chemicals, and transportation fuels are made. [READ MORE](#)

Table 1. Comparison of automated and manual approaches

would not require costly feed endorsements or dust control. The feasibility study determined that a manual system could meet all of the process requirements. The system itself required a single belt conveyor, a pre-delivered fuel hopper, a disc screen, a live-bottom boiler feed bin and a self-cleaning magnet.

The capital cost for the system was projected to be \$1.2 million. The operating budget. Low operating costs also were projected as the system requires only front-end loader workers approximately 8 hours/

**Center for**

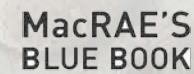
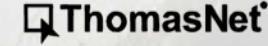
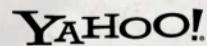
19 hours ago **Project Thunderbird to develop biogas**

**BBI Consulting Services**



marketstrong™ Agency ■■■

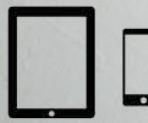
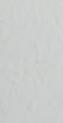
# ENGAGE TARGETS WHEREVER IT COUNTS!



14.4 MILLION PEOPLE USED SOCIAL MEDIA TO FIND JOBS IN 2011

WHENEVER  
**24/7/365**



HOWEVER  
  

# MAP:STRATEGIC MARKETING

Client :::

## ProcessBarron

2008-2014 | #processbarron | [View Keywords](#)

9 Industrial Fans [View All](#)

1 Ash Handling [View All](#)

13 Power Plant Operations [View All](#)

266 Material Handling [View All](#)

**processbarron**  
total systems solutions

### Map Navigator

#### ▼ Sort By Campaign

- Industry Assc.
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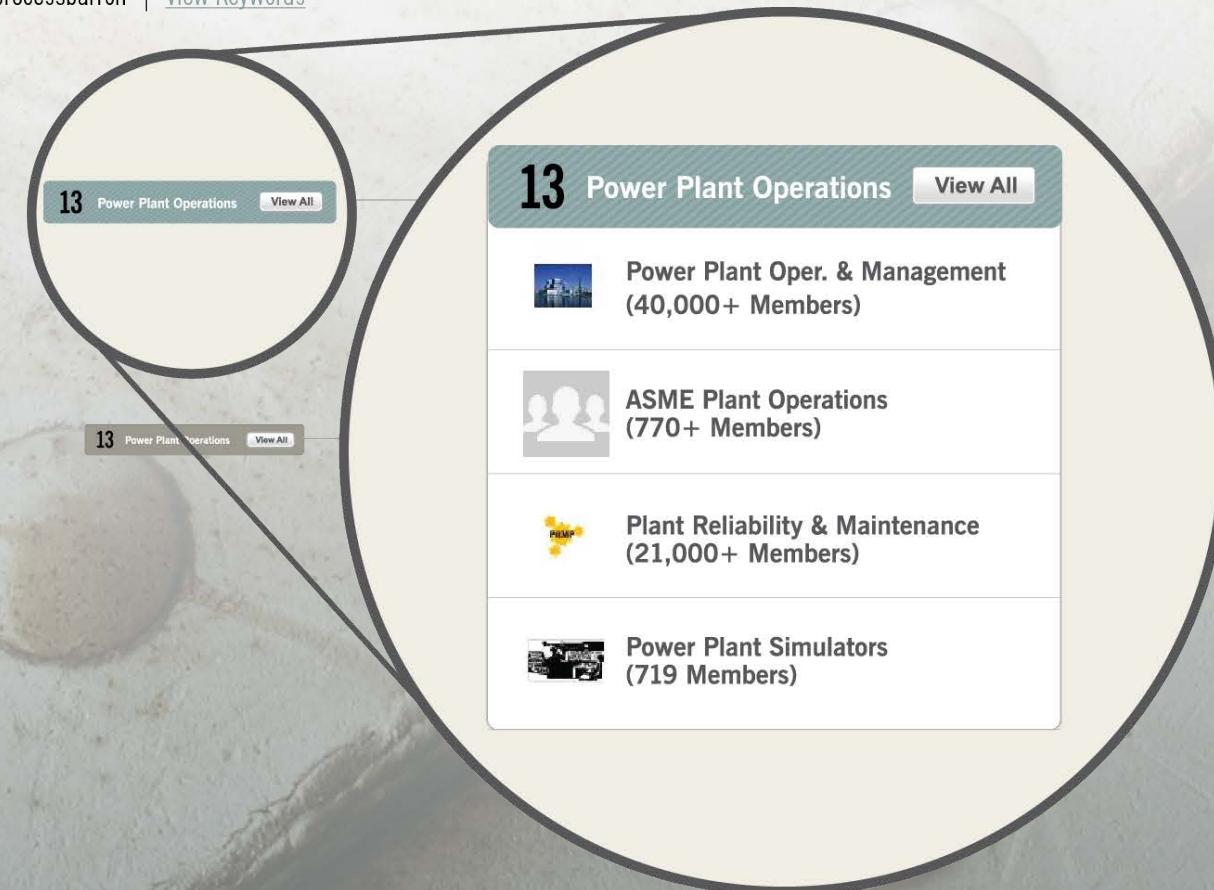
**MAP IT!**

# MAP: INDUSTRY LEVEL

Client :::

## ProcessBarron

2008-2014 | #processbarron | [View Keywords](#)



# MAP: INDIVIDUAL LEVEL

Client :::

## ProcessBarron

2008-2014 | #processbarron | [View Keywords](#)



### Power Plant Operations Group (40,290+ Members)

[f](#) [in](#) [t](#) [r](#) [www.nashvilleama.com](#)

**ABOUT POWER PLANT OPERATIONS GROUP:** The Power Plant Operations & Maintenance group is dedicated to establishing a network of Power Plant Professionals world wide, to develop contacts to promote the free and open exchange of information and ideas related to managing all aspects of power plants.

### KEY CONTACT:



#### DARBY S. WEBSTER

Manufacturing Manager at Cooper Power Systems

[f](#) [in](#) [t](#)

500+

Part of 1 campaigns

### KEY GROUP STATS:

#### MEMBERS

► 40,290

#### MESSAGES / WEEK

► 23

**100** Keywords Ranked in Top 10

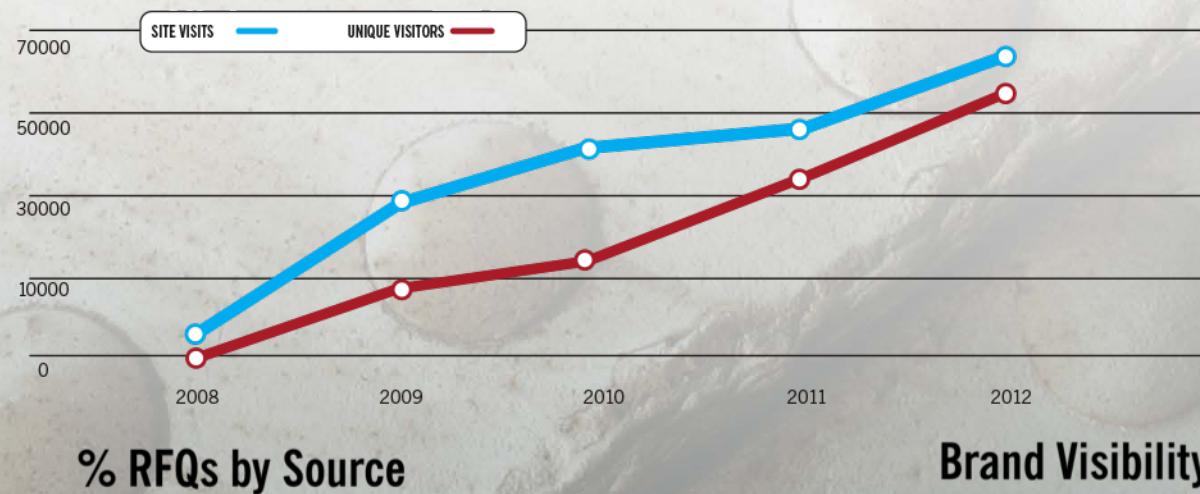
**228%** Increase in Traffic

**57,898** Unique Visitors

**130%** Increase in Site Visits



**657%**  
Increase in Qualified RFQs



% RFQs by Source

Brand Visibility

**71.53%**  
Search (Organic)

**3.43%**  
Search (Paid)

**13.16%**  
Direct Traffic

**4.15%**  
Referrals

**100%**  
Search Visibility

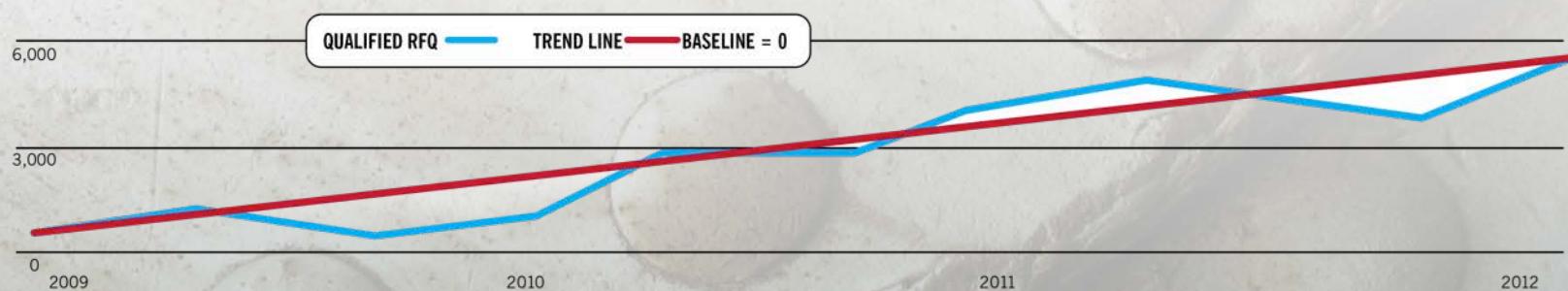
**427,327**  
Social Impressions      **11,244**  
eMail Subscribers

## GROWTH WITH ISM

**\$60mil ➤ \$110mil**

2008 ANNUAL REVENUE

2013 ANNUAL REVENUE

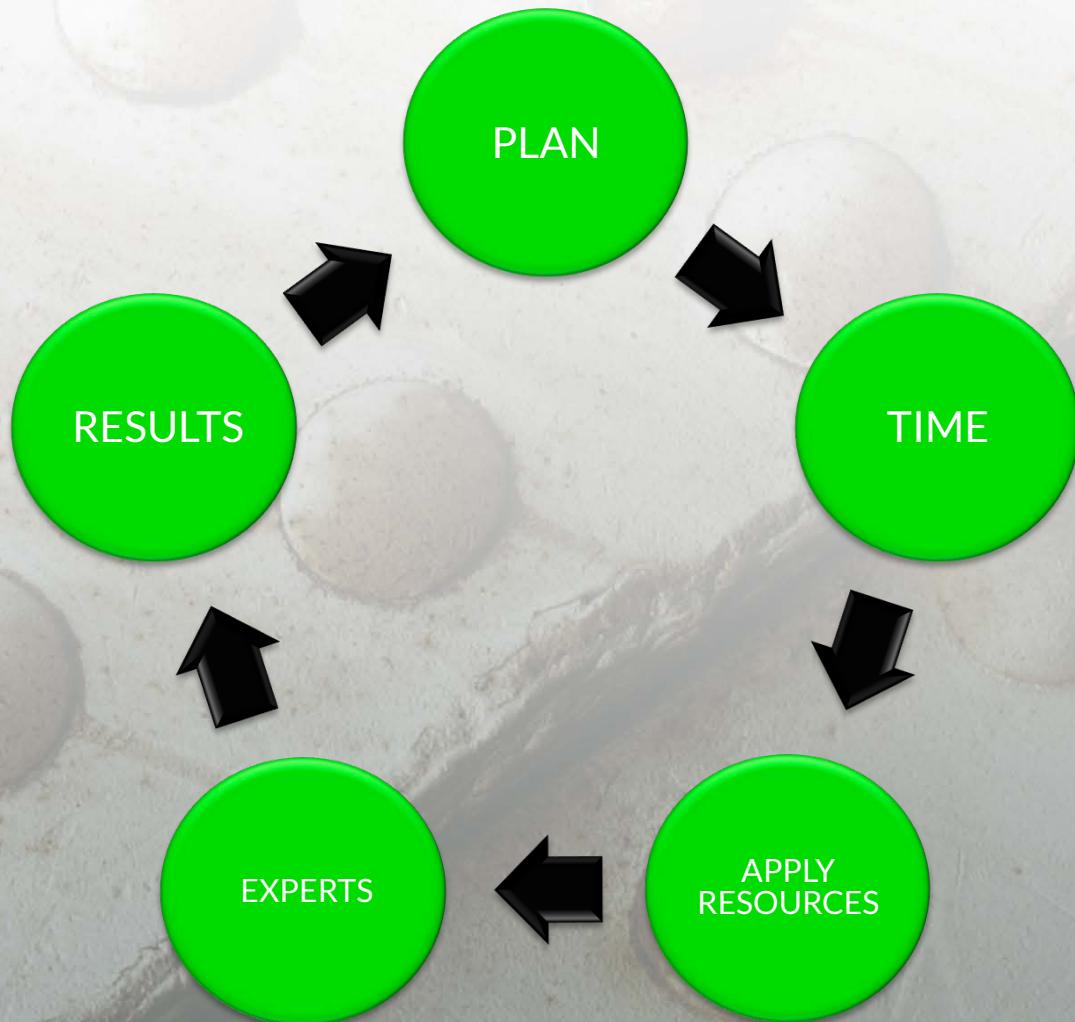


Since 2009, ProcessBarron has seen extraordinary growth that can be attributed to the entry into new industries and a newfound dominance in search engines. Supported by turn-key marketing campaigns developed by ISM, ProcessBarron is still seeing their investment payoff in increased revenues.

### BEYOND THE NUMBERS

By establishing a persistent, integrated presence in industries such as biomass, ProcessBarron is now considered the industry 'leader' in the manufacturing and service of industry process equipment.

# INTEGRATED MARKETING SOLVED



# K.I.S.S. MARKETING TENANTS

- Be Proactive
- Be Targeted
- Be Discoverable
- Be Communicative
  - *Engaging*
  - *Useful*
  - *Actionable*
- Be Responsive
- Measure



PHEW!

" Make your way of marketing & selling obsolete before technology, generational, market forces or the competition does.

Thank you,

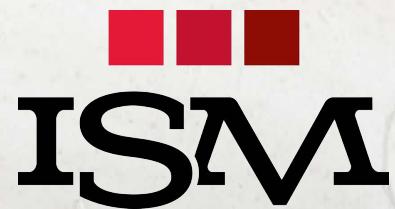
James

SPEC  
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Mashable

TechCrunch

