



# Proposal

Prepared for:

**Jason Pyle  
Vice President, Operations  
National Pump and Compressor**

October 26, 2011

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# Our Insights

In just a few short years, National Pump and Compressor (NPC) has experienced significant growth in sales revenue, geographic locations, and product/service offering. This growth has been fueled by a combination of market insight and execution, acquisitions, and a “ground and pound” sales effort.

As with many companies that experience this kind of hyper-growth, NPC’s marketing and sales support efforts have not kept pace with advancements in other areas. The establishment of a resonant, clear and consistent brand message... ongoing communication with customers and prospects across an array of vertical markets... a web site that ranks high in key term searches... and a system for managing and nurturing sales leads... these are the activities that represent the “next level” in your marketing efforts. In short,

**It is time to strategically excite, engage and effect your target audience.**

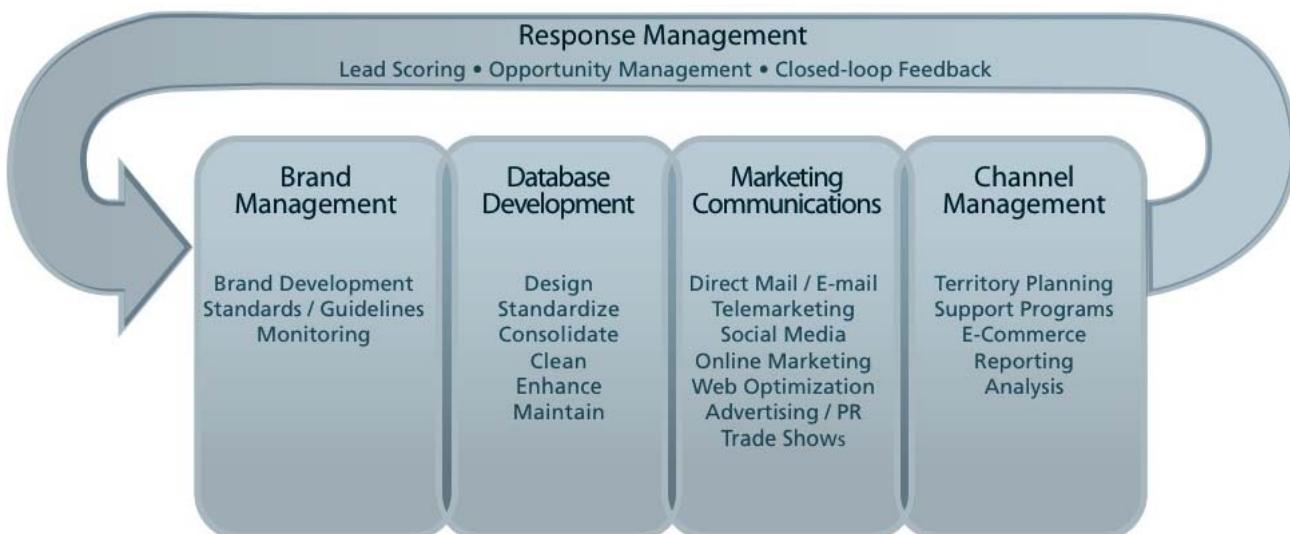


# Our Approach

Our goal is to deliver marketing and sales results to National's sales team using a proven set of tactics. By ensuring that each of these tactics is measured appropriately we will have the ability to identify strengths, weaknesses and opportunities for improvement. But as you will see in the pages that follow, marketing communications is just the tip of the iceberg and what lies beneath the surface can carry significant weight.

The first step in our process is to examine the brand, and in doing so clarify the messages that are most relevant to your target(s). This exercise will also create alignment throughout your organization as the deliverable will be a brand definition that becomes a rally point for all marketing activity, sales materials, internal communications and the like. Having a solid understanding of your target(s), we will then develop a marketing database populated with decision makers and influencers who are interested in what you have to say. With the right message and targets in hand, we will then use integrated marketing efforts to deliver timely communications when and where your customers want them.

Finally, we look to "close the loop" on these activities through processes and analytics designed to ensure that sales leads are followed up and we know exactly what is working and what is not. Although Channel and Response Management are not included in the initial phase 1 of this plan, they are of vital importance to a successful program over the long term.



# Brand Management

NPC's growth and acquisitions create a significant marketing challenge that needs to be solved today and be extensible into the future. The acquisitions of Dallas Compressor and Cochrane Compressor, encompassing different product lines and vertical market emphasis, are probably only the beginning of a growth strategy that can lead to market and brand conflict. Developing a brand strategy that allows for the unification of separate and established brands into a larger and more encompassing whole is important.

We have provided two options for NPC to select from. Each will create alignment and clarity in messaging but only the first, the MarketSense **Brand Persuasive Process** can truly deliver a differentiating brand platform. While option two can deliver some clarity and alignment, we will be effectively curing the symptom and not the real problem.

Option 1: The Persuasive Process is built from the ground up to quickly and effectively deliver a differentiated and powerful messaging platform for ongoing marketing and sales programs. The process includes primary and secondary research that helps us deliver key insights into your customers, markets and competition. This phase includes a discovery process with key members of your management team, sales people and customers from each of your verticals.

From there, we develop a strategic brand definition and architecture for your organization. This is the "flag on the horizon" for your brand — the target at which all messaging should aim. We will then show you distinct creative ways your brand message can be brought to life. Each path is different, but each accomplishes the same strategic objective.





*You will find an example of  
The Persuasive Process in  
the Appendix.*

## **Components of The Persuasive Process include:**

### **Stakeholders Questionnaire**

We ask key members of your team to complete this comprehensive questionnaire. The answers give us insight into your long term goals, competitive position, and key differentiators.

### **Primary Research**

Getting an outside customer perspective adds a critical balance to internal perspectives. The research is not done under your name, so recipients will not view it as a sales tactic. We recommend e-surveys as the best and most cost-effective method for establishing the baseline for awareness and perceptions.

### **Competitive Research**

A thorough audit of your competitors will help us gauge your position in the marketplace and messages you can “own”.

### **One-on-One Interviews**

MarketSense will conduct telephone interviews with key constituents such as customers, sales people, prospects, distributors and other influencers you designate.

### **Consensus Meeting**

Following completion of the research, questionnaires and interviews, the MarketSense and stakeholders teams will meet to review and discuss the results, balance the internal perspective with the external research, and come to agreement on the core underpinnings of the brand strategy.

### **Brand Definition**

Using the strategic foundation agreed to in the consensus meeting, MarketSense develops a unique brand definition that includes Brand Promise, Position and Character.

### **Brand Concepts Presentation**

Using the approved Brand Definition as our flag on the horizon, MarketSense develops creative executions that show how the brand definition can be brought to life in the real world of websites, logos, ads, collateral or other media.



Option two: In order to create visual and verbal alignment throughout the year MarketSense will develop a Visual Identity for the various products and services of NPC. The Visual Identity will include a color pallet, typography guidelines, photography styles copy tones and logo and tagline updates.



Fuel



Lubricants



Propane



Chemicals



Green Energy

*By establishing a Visual Identity for Western Petroleum that represents each product category, we create awareness around the full product offering and clarity in communication.*

You will find additional examples of Visual Identify elements in the Appendix.

# Database Development and Communications

## Database Development

A database can help drive your sales efforts in timely and meaningful ways, or it can be a big waste of time and money. The difference is in how it's built. Simply buying compiled lists and adding them to your prospect database won't give you the kind of information-rich system you can effectively use for a variety of activities. But a database built with a holistic view of your business and fully aligned with your strategic goals can provide years of brand awareness and sales opportunities.

NPC's current database is primarily internal, is decentralized, and has very few standards in place. Our work in this phase of development will include:

- **Analysis & Recommendations:** We review your business objectives and develop a comprehensive strategy for obtaining and consolidating the data necessary to meet them. We identify target markets, geographic territories and regions, and specific audience demographics so we know exactly who to focus on and what actions to take with them.
- **List Sourcing & Procurement:** Using our highly experienced list services team, we source the most targeted and relevant lists to meet your goals. These will typically include vertical industry category, buying preferences, SIC or NAICs codes, and more to further qualify prospects.
- **Telemarketing:** Our expert, in-house telemarketers can find new prospects and further qualify existing ones for a database of fully profiled and "ready-to-sell" leads.
- **Consolidation & Optimization:** In addition to adding data, we produce a clean, dynamic, up-to-date database using our data optimization process.

Once the prospect database is constructed we will consolidate and standardize your existing internal lists (customer and sales force individual databases). We will then match this data against the prospect data to segment out existing customers and add depth to the information we have. The graphic below is a visual representation of this process.

## Data Consolidation



## Database Communications

Once the database is developed, a series of activities can be put in place that includes email, postal direct mail, telemarketing and direct personal sales rep contact. This program initially calls for the design of email "templates" for promotions, brand awareness, and thought leadership type activities. It also includes the actual development and blasting of six (6) such initiatives.

Ultimately, you will want for preset activities to happen "automatically" based on data elements that indicate where a customer or prospect is at in the buying process.

# Website Redesign – Approach and Process

MarketSense takes a comprehensive approach to web design, assuring the development of scalable components that fully activate the brand and meet the needs of the site's most important target audiences.

Our creative, technical and project management resources integrate highly polished design with best practices in usability, search engine optimization and conversion optimization. And our applications development software engineers can bring to life dynamic functionality that helps engage customers, improve work flow and reduce costs.

The process includes checks and balances throughout to ensure a strong strategic foundation and effective, efficient tactical execution. This process is tailored to the specifics of the project and is streamlined as necessary to ensure cost-effective development for smaller sites.

Our full web development process encompasses:

## **Discovery/Strategy**

- Project kick-off meeting
- E-survey to internal stakeholders
- Benchmark site performance metrics
- Define design standards
- SEO strategy development
- Discovery conclusions meeting

Key Outcome: Statement of Work & Concept Summary

## **Architecture and Design**

- Site architecture map
- Directory structure & page summaries
- Multiple design concepts
- Refinements to finalize design
- Style additional pages/templates

Key Outcome: Site Mock-Ups & Design Specifications

## **Content Development**

- Copywriting, incorporating SEO strategy
- Create/source/prep all images
- Compile product database & complete taxonomy tags

Key Outcome: Complete Site Content



## **Technical Development**

- CMS installation & set-up
- Staging environment set-up
- CSS templates
- CMS configuration

Key Outcome: Staged Pages (with dummy content)

## **Content Integration**

- Import product page data
- Input content pages (copy/images)
- Import/upload PDFs
- Complete page aliasing & meta data
- Configure search, site map, forms
- Preliminary proofing
- Build additional functionality

Key Outcome: Complete Site

## **Testing & Go-Live**

- Final proofing
- Cross-browser testing & adjustments
- Hosting configuration
- Performance testing
- Forms testing
- Deployment to production server

Key Outcome: Live Site

## **NPC Website Redesign**

The existing NPC website has a significant amount of usable content, but is lacking in navigation consistency, design aesthetic, technical platform, and marketing search engine optimization. As just one small sample of this last point, we looked at the most basic elements of search optimization and found the following:

Npcrents.com does not leverage optimized tags, using the same title tag for the entire site and using a description tags only on the home page.



URL	Title Tag	Description
http://www.npcrents.com/	National Pump & Compressor	National Pump and Compressor is a leading provider of pumps, compressors, dryers and related equipment for the industry
http://www.npcrents.com/application.html	National Pump and Compressor	
http://www.npcrents.com/aboutus.html	National Pump and Compressor	
http://www.npcrents.com/blowers.html	National Pump and Compressor	
http://www.npcrents.com/compressors.html	National Pump and Compressor	
http://www.npcrents.com/contact_us.html	National Pump and Compressor	

In addition, **Npcrents.com** has low domain authority, with very few inbound links.  
(Domain / page authority are determined by the number and quality of links to the site).

Domain	Domain Authority	Total Links
npcrents.com	15	34
bakercorp.com	33	512
rentalair.com	15	21
sullairhouston.com	14	11
aggreko.com	50	179

## Advanced SEO Analysis and Keyword Implementation

MarketSense has a proven process for generating increased organic traffic. This process will begin with comprehensive keyword and key term research. By combining this research with a comprehensive competitive review we will produce a Keyword prioritization grid that will identify the optimal terms for NPC based on volume, keyword difficulty and relevance. This will ultimately be worked into a keyword landscape map that will align the key terms with the structure of the various product lines and key vertical industries you serve.

Once approved, we will then write new title tags and meta-descriptions for pages as needed. Additionally, we will create new, keyword-rich content for terms we are pursuing.

URL	Title	Description
Http://www.optimization.us	Industrial Engineering Services & Full Service Automation Solutions by Optimization.us, provider of design and build services for ind	
Http://www.optimization.us/Alliance_new.aspx	Optimization Alliances for Industrial Supp Optimization Alliances offers you Industrial Support Services and Process Control Optimization in Engineering Services. At www.opti	
Http://www.optimization.us/Automation_IntegrationServices.aspx	Automation and System Integration - The Industrial Automation and Systems Integration team at Optimization covers a wide geographic area, with a variety of disciplines.	
Http://www.optimization.us/CoatingTechnologies.aspx	Coating operations expertise includes roll-coating systems, slot die-coating, extrusion coating and metallized film coating.	
Http://www.optimization.us/ConstructionAndMaintenance.aspx	Construction and Maintenance Services Optimization's construction and maintenance team has decades of skilled trades, fabrication, installation, dismantlement and consulta	

Keywords
Industrial Engineering Services, Full Service Automation Solutions, Conceptual Engineering, Engineering Pro
Industrial Support Services, Process Control Optimization, Engineering Services, Engineering Project Manage
Systems Integration, Industrial Automation, Full Service Automation, Process Control, Systems Integration NY
Coating Systems, Web Conveyance, Web Handling Services, Web Coating Services, Extrusion Coating Servi
Industrial Construction Services, Industrial Maintenance Services, Industrial Pipe Maintenance, Industrial Med
Construction Services, Engineering Project Management, Procurement Services, Relocation Services, Indust

Http://www.optimization.us/CoatingTechnologies.aspx	Process Control Optimization and Coating Optimization provides Process Control Optimization and Coating Systems for Packaged Goods Industry. You can contact us for our Indu
Http://www.optimization.us/OptimizerPharmaceutical.aspx	Pharmaceuticals Industry Solutions - In Pharmaceuticals Industry Solutions - Industrial Productivity Improvement Services - Optimization.us provides Pharmaceutical Process
Http://www.optimization.us/OptimizationQueryneeds.aspx	Engineering Project Management and Industrial Project Management and Industrial Productivity Improvement Services - Project Query At Optimization Us, you can find any Engineer
Http://www.optimization.us/ProcessImprovement.aspx	Engineering Project Management and Industrial Project Management and Industrial Productivity Improvement Services - Project Query At Optimization Us, you can find any Engineer
Http://www.optimization.us/TestSystems.aspx	Test Systems Integration Services for Industrial Automation Systems Integration - Test Systems Integration Services for Industrial Automation Systems Integration, Optimization's manufacturing test
Http://www.optimization.us/OptimizationAlliance.aspx	Optimization Alliance - Optimization offers Test Systems Integration Services for Industrial Automation Systems Integration, Optimization's manufacturing test
Http://www.optimization.us/Partners_new.aspx	Industrial Support Services for Process Industrial Support Services for Process Control Optimization Solutions. Optimization participates in the industry-leading partner prog
Http://www.optimization.us/IndustrialServices.aspx	Riskaverse Information Resources Partner Riskaverse Information Resources Partner Manufacturing & Automation Resources - Optimization has a affiliation with Riskaverse Pma

Above: Competitive review of title tags, meta descriptions, link data, etc. of major competitors.

Below: Keyword priority analysis.

Keyword	Priority	Keyword Difficulty	Monthly Search Volume - U.S. Exact	Monthly Search Volume - Global Exact	Monthly Search Volume - U.S. Broad	Monthly Search Volume - Global Broad	Main Category	Sub-Category
engineering services	1	42%	880	5400	60,500	301,000	general	
process engineering	1	55%	1,000	5,400	49,500	201,000	general	
engineering services	1	37%	143	590	1,400	8,600	general	

Priority	Keyword Difficulty	Monthly Search Volume - U.S. Exact	Monthly Search Volume - Global Exact	Monthly Search Volume - U.S. Broad	Monthly Search Volume - Global Broad			
engineering project management	2	43%	390	1,600	4,400	22,200	general	
system integrators	2	56%	390	1,300	12,100	40,500	general	
automation companies	2	52%	91	1,000	3,600	27,100	general	
industrial solutions	2	43%	390	880	12,100	27,100	general	
global engineering	2	49%	720	1,600	6,600	22,200	general	
integration engineering	2	42%	36	110	2,900	9900	general	
automation company	2	44%	46	390	9,900	40,500	general	
process improvement consulting	2	46%	91	210	390	1,300	general	
industrial engineering services	2	34%	46	170	390	1,600	general	
performance improvement consulting	2	36%	46	170	170	720	general	
selective catalytic reduction	2	44%	720	1,900	1,900	5,400	industries	chemical
chemical automation	2	29%	22	36	110	720	industries	chemical
chemical industry consultants	2	30%	12	28	36	173	industries	chemical
chemical consulting	2	37%	26	320	1,600	5,400	industries	chemical
fluid engineering	2	57%	880	2,900	22,200	60,500	industries	fluid

### **Linking Strategy and Implementation**

Google looks at links from authoritative domains as recognition of an authoritative site. That said, the more links you have from any sites affiliated to the industry (suppliers, publications, trade associations, etc.) the more authority your site carries. MarketSense will analyze and map the space around your key terms to identify opportunities for link building. Once these sites are approved by NPC we will contact the various sites and attempt to get links to the NPC site.

## **Social Media – Approach and Process**

Combining social media expertise, content development resources, a deep knowledge of B2B marketing, and our clients' business dynamics, MarketSense helps companies obtain real value from social channels. We have helped clients with a wide range of social media projects from optimization of profiles and social media advertising to the development and management of comprehensive programs.

Our approach to social media is built around helping clients:

- Seize the thought leadership mantle
- Engage customer and prospect audiences across the sales cycle
- Drive targeted traffic
- Drive inbound links to support search visibility

We also know that our clients' thought leaders don't have time to manage social media, so we are leading the way with new processes that tap their in-house knowledge assets without draining their resources.

Our social media team works with clients to:

- Identify and mobilize thought leadership teams
- Develop and manage editorial calendars
- Map and follow relevant industry conversations
- Create, edit and distribute content
- Monitor ongoing progress and key performance indicators

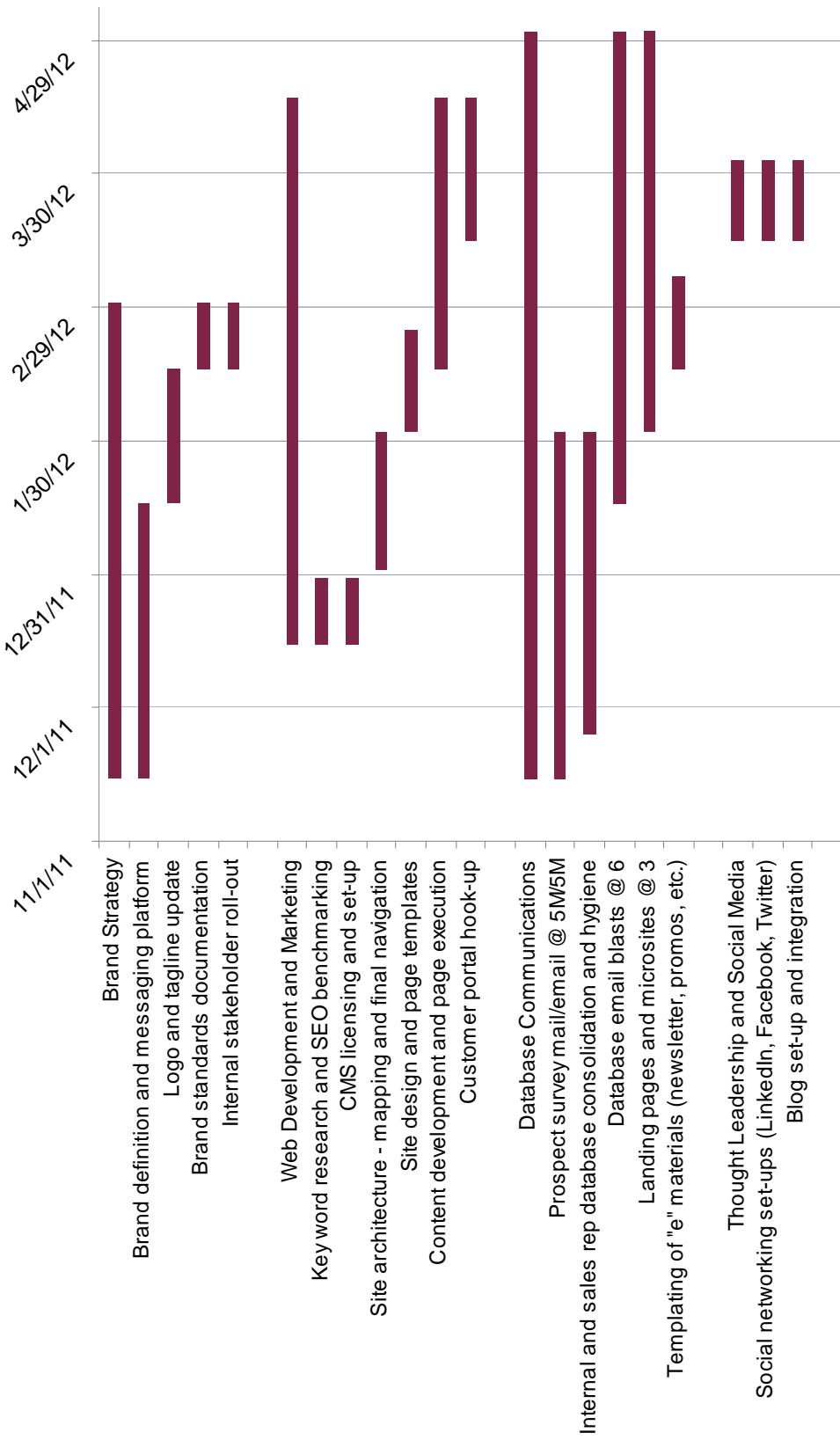
While social media in your markets has yet to fully develop, it is only a matter of time before it becomes a significant part of your customer engagement efforts. This initial program calls for the establishment of appropriate presences on LinkedIn and Twitter, as well as a review of your existing Facebook page and strategy. We will also build the outline of how to best leverage the combined presence to drive thought leadership, web activity and sales lead conversions.



# Budgets & Schedule

<b>Deliverable</b>	<b>Fees</b>	<b>Mat'l</b>	<b>Total</b>
<b>Brand strategy</b>			
A. Brand definition and messaging platform	\$27,500		
B. Logo and tagline update	\$5,000		
C. Brand standards documentation	\$2,500		
D. Internal stakeholder roll-out	\$2,500		
	<hr/>	<hr/>	<hr/>
	\$37,500	\$0	\$37,500
<b>Web development and marketing</b>			
A. Key word research and SEO benchmarking	\$5,500		
B. Site architecture -- mapping and navigation	\$3,500		
C. Site design and page templates	\$5,000		
D. Content development and page execution	\$20,000		
E. Customer portal hook-up	\$1,500		
F. CMS licensing and set-up	\$3,500	\$2,500	
	<hr/>	<hr/>	<hr/>
	\$39,000	\$2,500	\$41,500
<b>Database communications</b>			
A. Internal / rep database consolidation, hygiene	\$15,000		
B. Templating of "e" materials (newsletter, promos)	\$5,000		
C. Database email blasts @ 6	\$10,500		
D. Landing pages and microsites @ 3	\$7,500		
E. Prospect survey mail/email @ 5M/5M	\$8,500	\$5,000	
	<hr/>	<hr/>	<hr/>
	\$46,500	\$5,000	\$51,500
<b>Thought leadership and social media</b>			
A. Social networking set-ups (LI, FB, TWr)	\$5,000		
B. Blog set-up and integration	\$5,000		
	<hr/>	<hr/>	<hr/>
	\$10,000	\$0	\$10,000
<b>Total Program Investment</b>	\$133,000	\$7,500	\$140,500
<b>Terms</b>			
\$22,166 Due upon initiation			
\$22,166 Due monthly thereafter for the next 5 months			
Materials costs due monthly as incurred			

## Full Program Detail



# Our Work

Please visit our portfolio at:

[www.market-sense.com/NPC](http://www.market-sense.com/NPC)



Sealy Global Hospitality  
Lead Generation



Abbott  
Sales Tools



Cision  
Websites



vAuto — The Franchise 2.0  
Advertising, Events, e-  
Marketing, Sales Tools



Certified Collectibles Group  
e-Marketing, Web Applications,  
Websites



ShockWatch — John Grayman  
e-Marketing, Lead Generation



NADA  
Branding



MAVERICK  
Direct Mail



Sealy Hospitality  
PR

# Our People

Should you decide to work with MarketSense, you can count on a superior team of professionals with years of experience solving marketing and sales challenges for a wide variety of industries and clients.



## **Andrew Mahler, CEO & Founder**

Andy co-founded MarketSense in 1989 and has led it to become a consistently profitable organization by providing vision, sales and marketing leadership, and professional discipline. Prior to founding MarketSense, Andy spent eight years in a managerial capacity at Omnidistics Inc., a West Coast marketing services firm. He has provided strategic marketing guidance and management to hundreds of business-to-business companies throughout the US. Andy holds a degree in Business Administration, Marketing, from California State University at Chico, and has served as a faculty member for the Direct Marketing Association's Collegiate Institute, teaching B2B direct marketing methods.



## **Peter C. Wroblewski, Executive Director & Founder**

As co-founder of MarketSense, Pete has provided strategy and leadership in many areas of the organization, including sales and marketing, operations and customer experience, since the company's beginning. Pete and Andy worked together to pioneer many of the concepts that are central to the database and response management services, including the focus on ROI. Life before MarketSense included several senior-level positions with Continental Illinois Bank, Nevada Pay Television and Omnidistics. Pete holds a B.A. in finance from Illinois State University.

**Tim Cook, Co-President & Director Account Services**

Tim has more than 15 years of in-house and agency-side marketing and communications experience for a broad range of companies including Convergys, Intel, SAP, AT&T, Charles Schwab, HP and Sun Microsystems. Tim is responsible for overseeing the MarketSense Account Services department. Prior to joining MarketSense, Tim held senior management positions in corporate marketing, product marketing and corporate communications. Tim completed his BA in English Literature with concentrations in communications and political science from Stonehill College in North Easton, Massachusetts.

**Tom Barg, Co-President & Executive Creative Director**

Tom brings more than 15 years of business-to-business design expertise to the table. He is highly skilled at developing core branding and messaging platforms that produce short term and long term results for clients. Tom oversees the MarketSense Creative Services Department and has been with MarketSense for 10 years. Prior to MarketSense, Tom was director of Creative Services for a major technical publishing house. Tom holds a BA in Fine Arts from Loyola University Chicago and achieved an MFA from Rochester Institute of Technology.

**Kevin Coe, Vice President of Technology Services**

Kevin brings more than 15 years of business-to-business marketing and technical expertise to MarketSense, providing oversight for the Technology Services Group. Kevin's technical teams develop and implement an extensive array of software and web development projects. Kevin attended the University of Illinois/Champaign-Urbana, receiving his BS in Advertising with a minor in French.



### **Tony Riley, Account Supervisor**

Tony began his career in account services with a three-year stint as the account director for Universal Technical Institute. He then joined the executive management team at PowerChord Inc., where he directed account services and managed accounts in Sweden, Denmark and Norway. He was responsible for the launch of more than 250 web applications outside the U.S. in 2011. At MarketSense, Tony works with clients to understand their businesses and to develop strategies that overcome their challenges. Tony studied marketing at Southeast Missouri State University while working at Red Letter Communications.



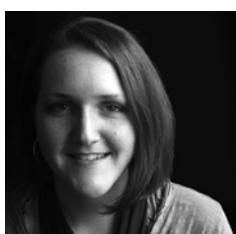
### **Sasha McClendon, Account Manager**

Sasha brings more than 5 years of business-to-business marketing and project management experience to her clients. Prior to MarketSense, she has successfully implemented and executed campaigns and branding exercises at both Porter Novelli, a global marketing agency, and Smurfit-Stone, global packaging container company. Sasha holds dual degrees in media communication and political science from Ohio University in Athens, Ohio.



### **Jennifer Hollmeyer, Senior Copywriter**

Jenn has 10 years of experience in marketing and advertising. She has worked as part of an in-house marketing team, at a boutique agency and for a large business-to-business trade publisher. In her five years at MarketSense, she has developed brands, literature and messaging for many award-winning campaigns. Jenn holds dual degrees in journalism and mass communication and studio art from the University of North Carolina at Chapel Hill.



### **Jen O'Brien, Associate Art Director**

Jen has been a part of the MarketSense team for more than five years. She is an associate art director with a strong focus on web production and user interface design. Before MarketSense, Jen worked as a print and web design freelancer for independent filmmakers and musicians. She has worked for top clients such as Anvil, ShockWatch and Cision. She received her bachelor's degree with a major in art and graphic design from Carthage College.

# About MarketSense

We help B2B companies excite markets, engage audiences and effect sales.

## **Excite.**

Your customers and prospects are overwhelmed with communications. On any given day, they notice only a fraction of the messages directed their way, and they care about less than that. More than ever, persuading people is first about exciting them... about something different. Something simpler. Something made for their challenges.

## **Engage.**

Technology has made it easier than ever to build two-way relationships with your audience. And with the average B2B sales cycle at six months plus, this continual and mutually beneficial contact is critical to the success of business marketing efforts.

At MarketSense, we help B2B companies engage audiences. Developing SEO, SEM and PPC programs to pull prospects in. Creating communities through existing social media or custom sites. Developing dynamic web apps for desktop and mobile devices that embed your company into your customers' workflow. And, implementing CMS solutions that help you continually maintain a fresh and relevant web presence.

## **Effect.**

All good marketing should be measured by one thing: sales results. The smartest communications and the timeliest interactions mean nothing unless they're generating revenue.

## At-A-Glance

Founded  
1989

Number of Employees  
75

Clients  
45

Contact  
7020 High Grove Blvd.  
Burr Ridge, IL 60527  
p. 630-654-0170  
f. 630-654-0302  
w. market-sense.com

## Follow

*Blog:*  
[frontlineperspectives.com](http://frontlineperspectives.com)

*Facebook:*  
[/marketsense7020](https://www.facebook.com/marketsense7020)

*Twitter:*  
[MarketSense7020](https://twitter.com/MarketSense7020)



At MarketSense, we help B2B companies effect sales. Offering a unique set of response management services to capture, qualify, distribute and nurture leads. Running telemarketing and telesales programs that increase your team's capacity to close the loop. And, developing apps, portals and microsites that help you train and manage your sales channels.

**Building an agency to excite, engage & effect.**

Founded in 1989 by Andrew Mahler and Pete Wroblewski, MarketSense was originally named Tritech Marketing, with an initial focus on B2B lead generation through direct mail and public relations.

In 1991, we developed one of the first lead management services to be offered by a comprehensive B2B marketing firm. The insight into lead activity and campaign effectiveness was unprecedented, and provided our clients with significant advantages toward managing their marketing messages and sales channels. The 90s was marked by continual growth and expansion of services, including web development, telemarketing, database optimization and fulfillment.

In 2003, Tritech Marketing became MarketSense. The move represented our now comprehensive marketing services, our founding results-focused philosophy, our ability to develop complex web-based applications and our award-winning creative capabilities. Today, we continue to evolve our services, offering relevant B2B perspectives on social media, inbound marketing and mobile solutions. Yet through all the evolution, we have never lost sight of our foundation in providing measurable results.

# Our References

## **MAVERICK Technologies**

### **Paul Galeski**

CEO and Founder  
265 Admiral Trost Road  
Columbia, IL 62236  
618-281-1301  
[Paul.Galeski@mavtechglobal.com](mailto:Paul.Galeski@mavtechglobal.com)

A client since 2002, MAVERICK Technologies is one of the largest Manufacturing Technology companies in the country. The company was originally founded by Paul Galeski in 1999 and quickly grew to become the largest independent systems integrator in the U.S. Today MAVERICK provides Enterprise Integration, Industrial Automation, and Sustaining Services in over 45 countries helping manufacturers in the Food and Beverage, Fuel and Chemical, Oil and Gas, Pulp and Paper, and Power and Utilities industries reach their full potential. MarketSense provides full service capabilities to MAVERICK including branding, maintaining and optimizing the website, social networking, developing collateral and creating marketing strategy for the company and its products.

## **Anvil International**

### **Arlene Sante Fe**

Marketing Manager  
110 Corporate Drive, Suite 10  
Portsmouth, NH 03801  
603-422-8028  
[asantafe@anvilintl.com](mailto:asantafe@anvilintl.com)

A client since 2002, Anvil International is the largest manufacturer of pipe fittings, pipe hangers and piping support systems in the world. MarketSense built Anvil's industry-leading website and continues to evolve the company's digital resources to engage product distributors and end users across the value chain. The site includes tools that help engineers design piping systems and easily generate submittal documentation that incorporates Anvil's products. In addition to website strategy and software development, MarketSense handles email marketing, public relations, lead generation, lead management, and trade show logistics for them.

**Vesta****Jim Fitzgerald**

Executive Vice President  
5400 W. Franklin Drive  
Franklin, WI 53132  
Executive Vice President, Sales and Marketing  
414-423-0550  
[jfitzgerald@vestainc.com](mailto:jfitzgerald@vestainc.com)

A client since 1991 (they are #3 in our accounting system), Vesta is a leading global manufacturer of silicone extruded and molded products for the medical industry. Privately held, they have grown from \$3,000,000 to \$60,000,000 in sales currently. MarketSense initially started working with Vesta on lead generation and PR. Through the years this has grown into a full service program including web design and development, brand strategy, collateral material, merger and acquisition support, marketing database development trade show booth design and support, and lead management services.

**ShockWatch****Jeff Kilpatrick**

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ShockWatch is a leading global manufacturer of damage prevention and detection products. Their line of impact and environmental indicators, monitors and recorders monitors handling and conditions of products during storage, distribution, use and operation. ShockWatch began working with MarketSense in 2005, starting with a small telemarketing lead generation program. Over the past 6 years, the relationship has grown into a full agency of record program. MarketSense supports ShockWatch in brand development, collateral and sales tools, lead generation, web development, sales support, literature fulfillment, and lead management activities.



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