

Market Behavior and Marketing Plan

June 2016



Marking Services Incorporated

What many think marketing is:

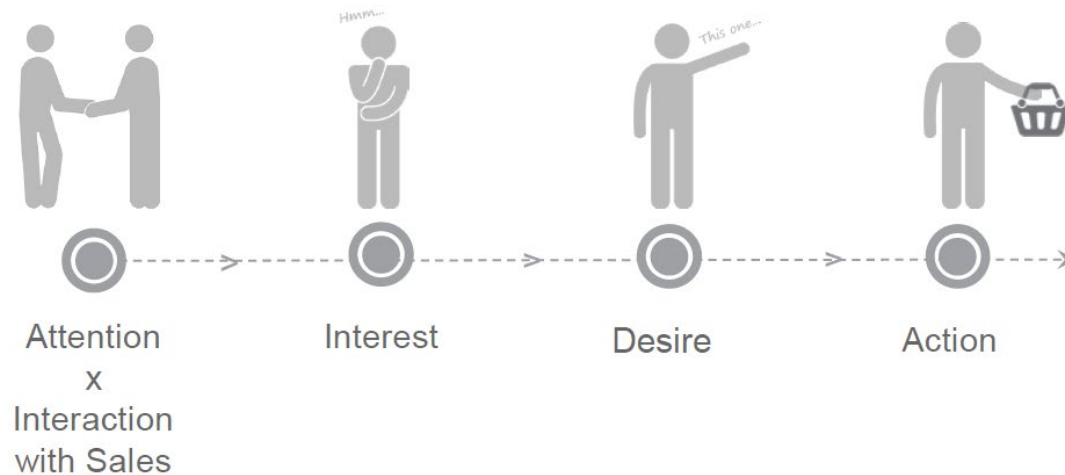




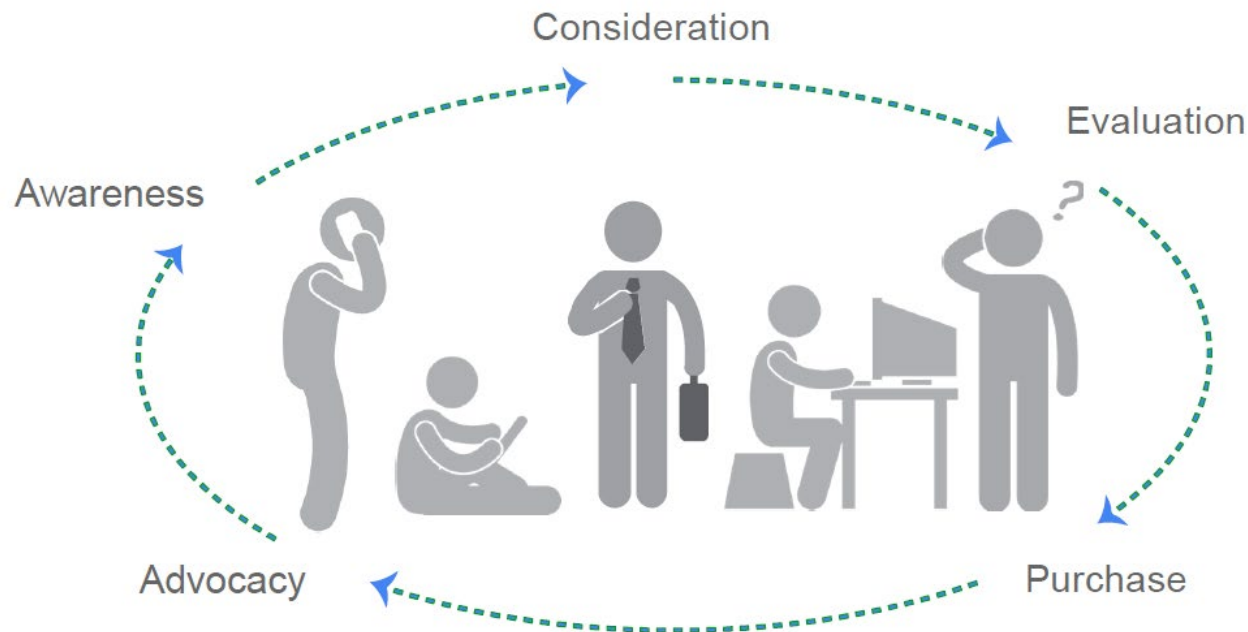
Why is this important?

B2B Buying Process is evolving

What the buying process looked like 10 years ago...



What the buying process looks like today...



The average B2B buyer is **57%** of the way through the purchase decision before even engaging with a sales rep.

82%

of B2B buyers
are utilizing
more info sources

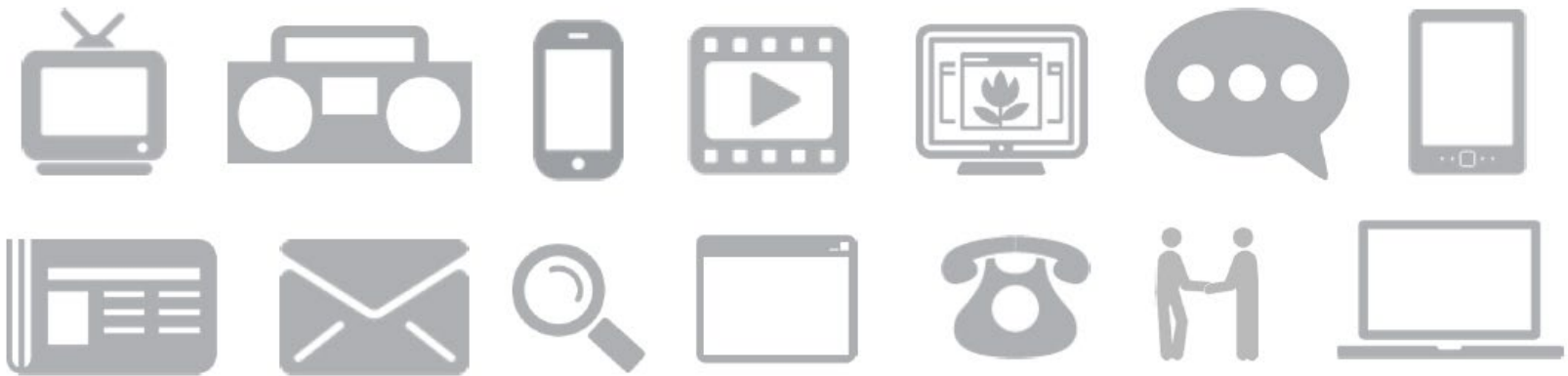
80%

are spending
more time
researching

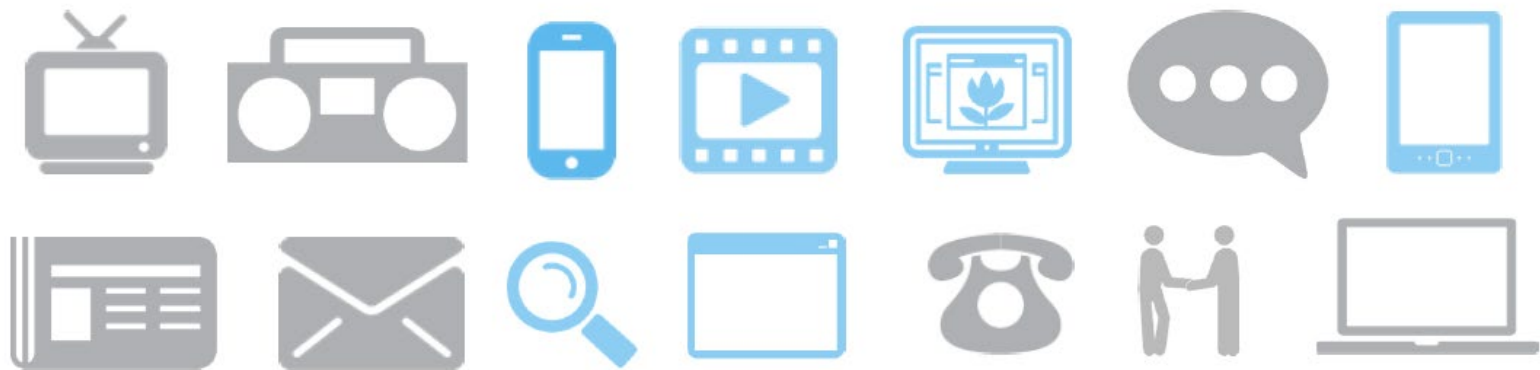
43%

are reporting
more decision
makers are involved

B2B buyers are now are using
10+ touch points on the path to purchase



9 out of 10 B2B buyers are
using **digital** throughout their
path to purchase



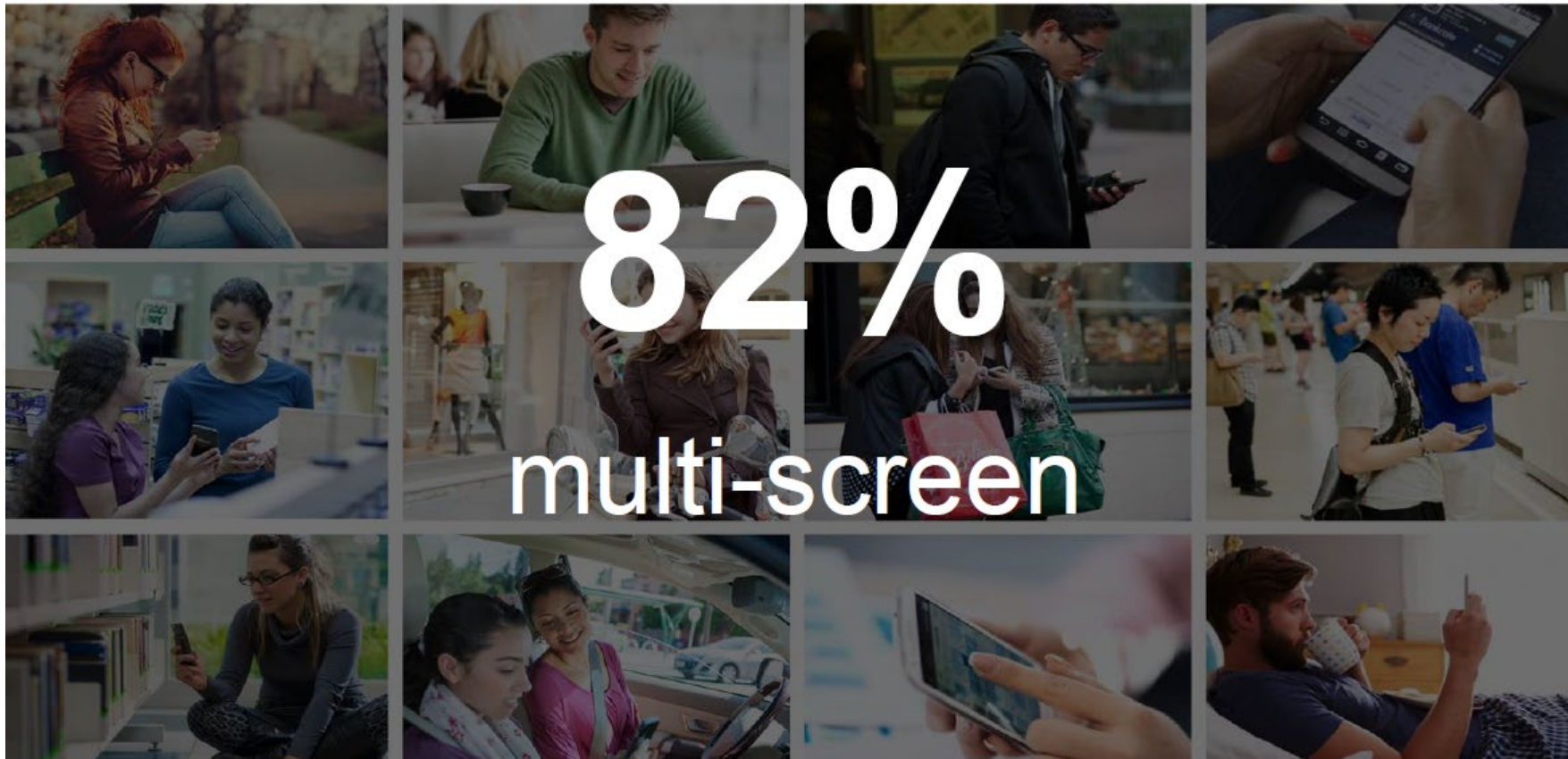
90% search engines

47% social networking

78% OEM websites

43% video sharing sites

We live in a multi-screen world



Micro-moment

A moment we **reflexively** turn to a device to act on a need we have **in that moment** –to learn, discover, find or buy something.

Intent-rich moment when decisions are being made and preferences are being shaped.

150x
per day



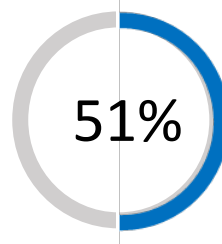
Micro-moments have fragmented the customer journey

People search across screens

90% of people use **multiple** screens to purchase



Many consumers are not brand committed



of users have **discovered a new company or product** when conducting an online search

You get a shot at your competitor's customers

1 in 3



of users have purchased from a company other than they were seeking because of information provided at the **moment they needed it**

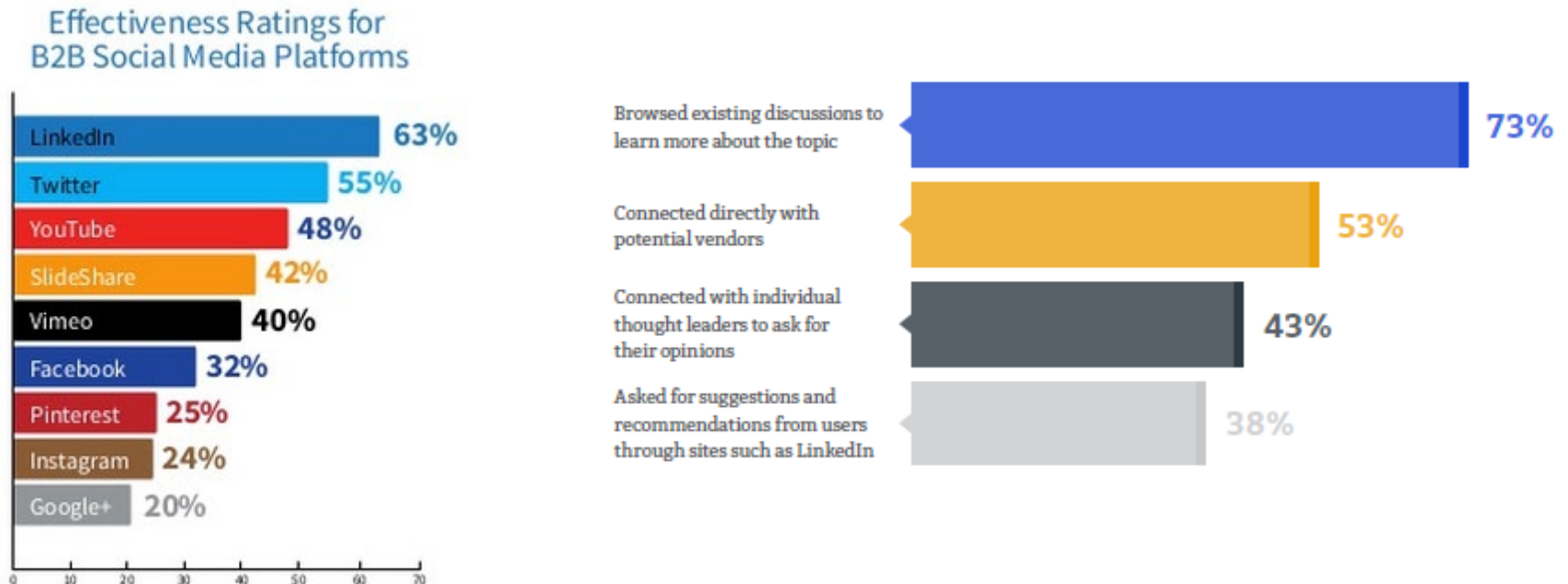
Online is accelerating

2009		2015
1.5B	Internet Users	3.2B
300M	Facebook Users	1.6B
\$200M	B2B ecommerce	\$1T
100M	YouTube users per month	1B+
2.5M	Tweets per day	500M
0	Pinterest unique users	100M

MSI Website: 2013 to 2016
30% increase in monthly traffic (3,531 vs 5,032)

Online is accelerating

More than half of B2B buyers turn to social media



Content Matters

Users are attempting to **solve a problem**

People want to **learn before they buy**, be educated instead of pitched.

Offer credible information to help solve – rather than sell

- Position the brand as a resource to prove expertise is credible
- Build trust in the product/service
- Attract and retain customers

Content Matters – It's Personal

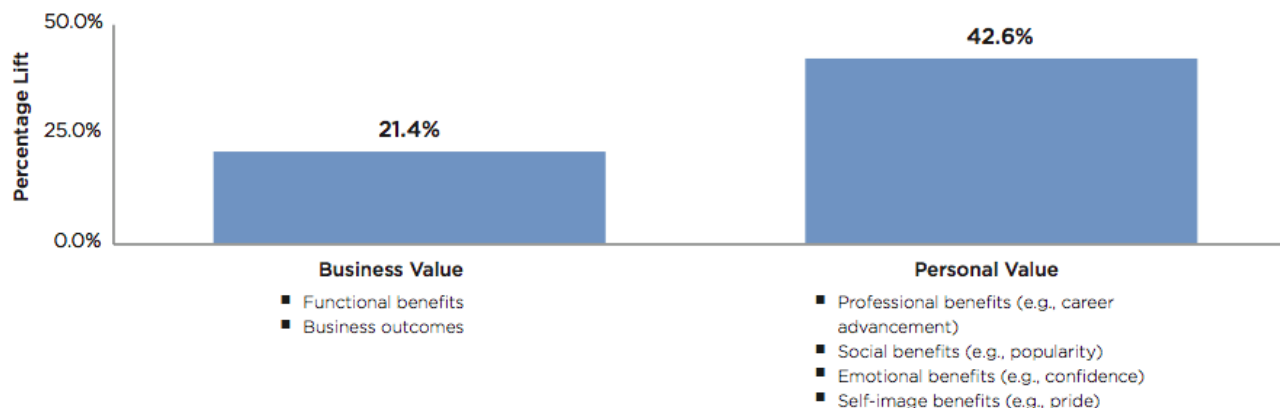
B2B purchasers fear:

Losing time and effort if a purchase decision goes poorly

Losing credibility if they make a recommendation for an unsuccessful purchase

Losing their job if they are responsible for a failed purchase

It's crucial to show that choosing provides personal value, AND eliminates risk.



Content Matters

76%

of B2B buyers are
watching video on
their path to purchase

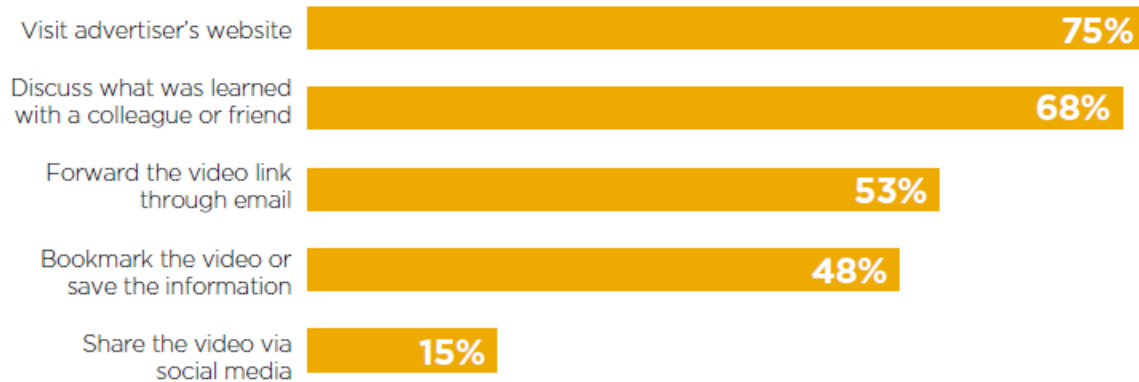
2.2M

Business oriented
searches / week on
YouTube

Product Information
Tutorials
Case Studies

Content Matters

97% of B2B consumers who watch a video take action after viewing.



Video is a key component is the selling/branding effort:

Along the customer journey, B2B consumers found video highly helpful at different stages of the process:



State of the Department - Current

- Brand Development
- Updated Text Website (2013)
- Ecommerce Website
- Sell Sheets by Product
- Services Brochures
- Email Marketing
- Social Media Sites
- Web Link Building
- Tradeshow Graphics/Support
- Videos



Marketing Manager

Marketing Plan – Three Key Components

- Traditional Marketing Materials
- Digital Marketing
- Market Profiles

Traditional Marketing Materials

- Sell Sheets
 - Tags, signs, new products
- Tip Sheets
 - Top reasons to mark (create multiple based on audience – contractor, end user, etc.)
 - Benefits to Take-off Service, Components of Take-off Service
 - Pipe Marker Comparison (Chart, Industry Recommendations, etc.)
 - Components of an Identification Plan
 - Benefits to up to date P&IDs, drawings, plans, etc.
 - “How to” guide for updating P&IDs
 - Think outside stock products, how custom info on identification can benefit
 - Hire Install vs Install Yourself
- Case Studies
- Videos
 - New Products, Market profiles, TBD (based on above)
- Brochures
 - Engineers and Architects Brochure
 - Solar Market Brochure

Enhance Digital Marketing

- PPC (Pay per click) advertising
- Re-marketing and Shopping ads (Google and Bing)
- SEO enhancements to website
- Email Marketing
 - List Development
 - New Products, Services, Etc. (ties to web ordering)
 - New Tip Sheets/Market Info
- Video* and social media engagement
- Strategic web/mobile placement ads
- Blog Content Creation

*Video is something we'll need to take slowly and figure out the most cost-effective solution for getting to our viewers.

Market Profiles

- Segmentation splits buyers into groups with similar needs and wants to best utilize a firm's finite resources through buyer based marketing.
 - Segment
 - Identify and classify companies/contacts into homogeneous groups based on geographic, demographic, psychographic, behavioral characteristics
 - Target
 - Develop measure of segment attractiveness
 - Determine which segments are viable target markets
 - Position
 - Key Positioning Messages that resonate within a specific customer segment
 - Develop Marketing Mix for each segment

Market Profiles

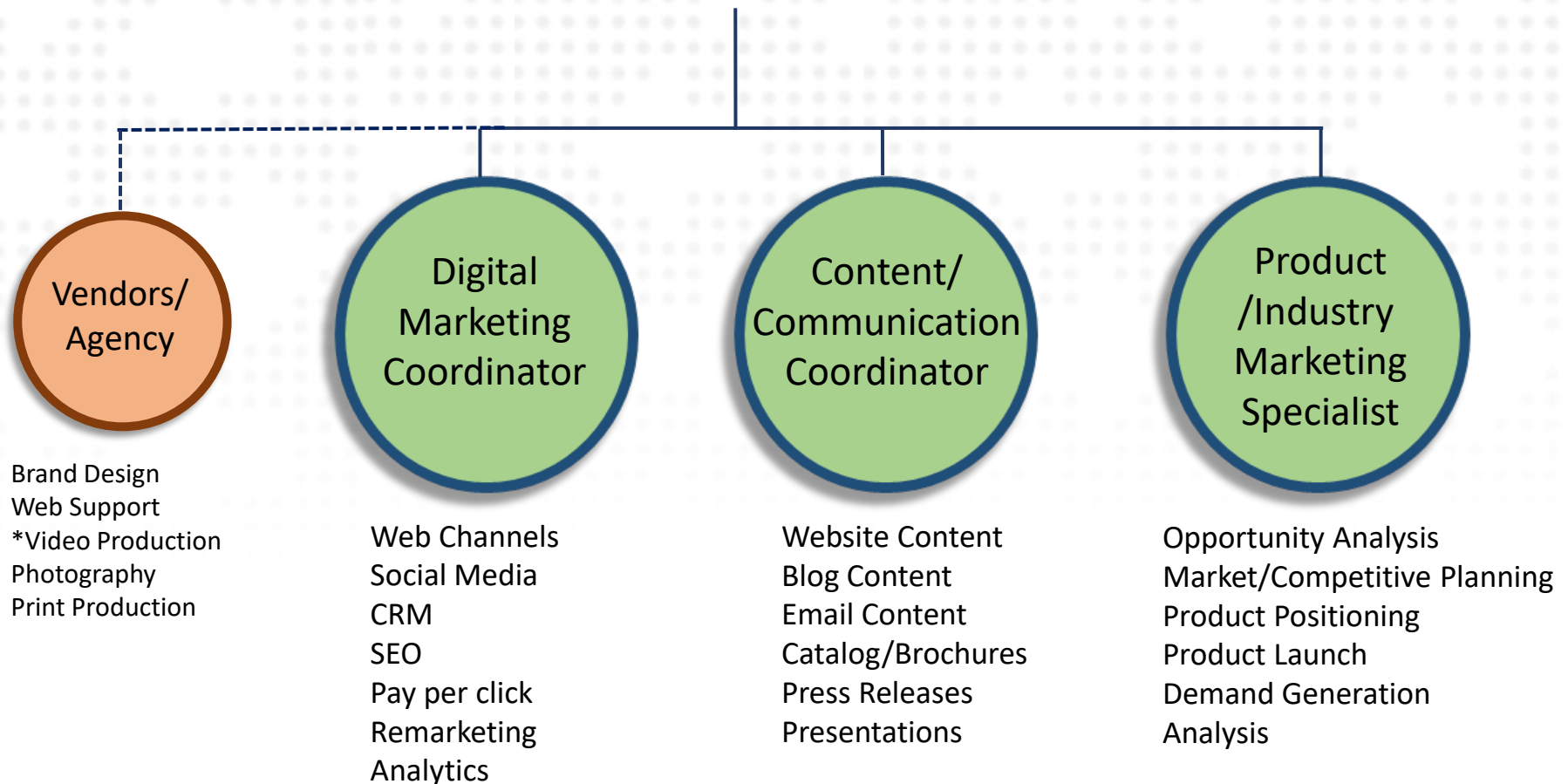
- Develop baseline market profile plan/research components
 - Interview key sales leaders, customer service and related internal personnel
 - Customer Survey
 - Data Analysis – Internal and External Sources
 - Market Conditions, size, opportunity
 - Customers and Prospects
 - Product and Services
 - Sales Cycle and Channels
 - Competitors
 - Other - TBD

Develop Market Profiles

- Key Deliverables
 - Segmentation of markets based on customer behavior
 - Specific message(s) tailored to customers
 - Detailed marketing plan to impact customer segments
 - Sales Tools to rapidly identify high potential targets by product/service category
 - Marketing Programs for major opportunity segments that accelerate getting the right messages to the right decision makers
 - Rationalization of resource allocation



Marketing Director



*Video will need to be evaluated as a longer term potential in-house person.

Expected Outcomes

- 20% increase in on-line leads through PPC ads and Re-marketing
- Website traffic up 15% through SEO and fresh content
- 5% increase website leads by through placement ads
- 5-7% increase in open and click rates for our email campaigns
 - Bounce rate will remain under 8%
 - Expected conversion rates near 5% of all email activities
- Evaluation of conversion rates, cost per click, cost per campaign, and click through rate
- Segmentation study of the contractor market based on customer behavior
 - Key messages to our differing audiences
 - Sales tools and market materials for high value market segments
 - Sales training on which customers belong in given segments & selling efforts for each
- Engineers and Architects campaign with ads, brochure, digital marketing & email
- Increase hit ratio for new products through sell sheets and videos
- Updated, innovative marketing literature and sales tools
- Recognition of MSI's global brand will be prominent in the marketplace
- Quality leads will have been obtained through our exhibits at trade shows

The background of the slide features a repeating pattern of faint, light gray stars. These stars are of varying sizes and are arranged in a way that creates a subtle, textured effect across the entire white background.

Thank You