



**EMPOWERING BRANDS™**

**EMPOWERING PUMPS™**  
**EMPOWERING VALVES™**  
**EMPOWERING MOTORS™**  
**EMPOWERING COMPRESSORS™**



**EMPOWERING PUMPS™**  
**EMPOWERING VALVES™**  
**EMPOWERING MOTORS™**  
**EMPOWERING COMPRESSORS™**

“ Empowering Brands is a digital media company that has created several platforms to connect a diverse group of industrial professionals through a digital network of websites, eNewsletters, and social media channels; enabling industrial professionals to exchange ideas, news stories, product information, case studies, videos, event information, and so much more. ”

CHARLI K. MATTHEWS, PRESIDENT & FOUNDER



### Manufacturers & Service Providers

partner with us to distribute value-added cross-channel content to our audience



### Industrial Professionals

consider us the “go-to” place for industrial articles, news, products, videos, event info, and q&a forum



### Industry Leading Organizations

work with us to share best practices and opportunities for continuing education



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

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

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

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

## Reach Your Audience

Since 2011, EmpoweringPumps.com has become an industry-leading online resource - the first in a family of platforms designed to connect our clients with our diverse industrial audience across multiple market segments.



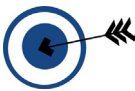
**1 M** SOCIAL MEDIA  
IMPRESSIONS  
PER MONTH



**16k+** NEWSLETTER  
SUBSCRIBERS



**17k+** UNIQUE MONTHLY  
SITE VISITORS



**200,000+**  
REMARKETING AUDIENCE

## Social Reach



FOLLOWERS  
**5500+**  
**1300+**



CONNECTIONS  
**1900+**  
**50+**



FANS  
**980+**  
**59+**

**EMPOWERING PUMPS™**

Connecting the Pump Systems Community



FOLLOWERS  
**200+**

**EMPOWERING VALVES™**

Connecting the Global Valve Industry



FOLLOWERS  
**490+**  
**40+**

**EMPOWERING MOTORS™**

\*NEW\* EmpoweringMotors.com launches Q1 2017!

**EMPOWERING COMPRESSORS™**

\*NEW\* EmpoweringCompressors.com launches Q1 2017!

\*Monthly website stats were calculated as of August 2016.

## MEET OUR TEAM



**Charli K. Matthews**

President & Founder

205-391-8422

charli@empoweringpumps.com



**Carter Matthews**

VP, Sales & Marketing

205-792-2778

carter@empoweringpumps.com

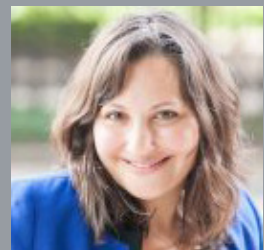


**Stewart Moore**

Director, Sales & Marketing

205-427-9742

stewart@empoweringpumps.com



**Ciana Detloff**

Content Manager

773-733-2082

ciana@empoweringpumps.com

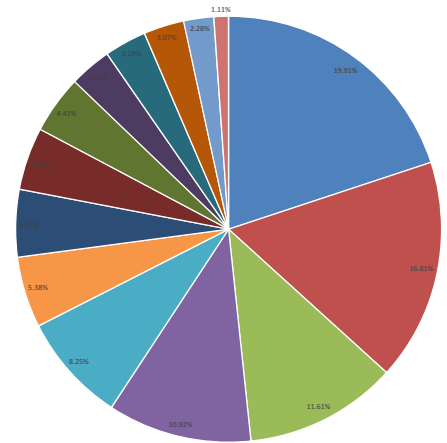
## Our Audience

Empowering Brands enables industrial B2B marketers to put their content, in the blink of an eye, in front of their target audience – whether that audience is on their desktop computer, tablet, or mobile phone.



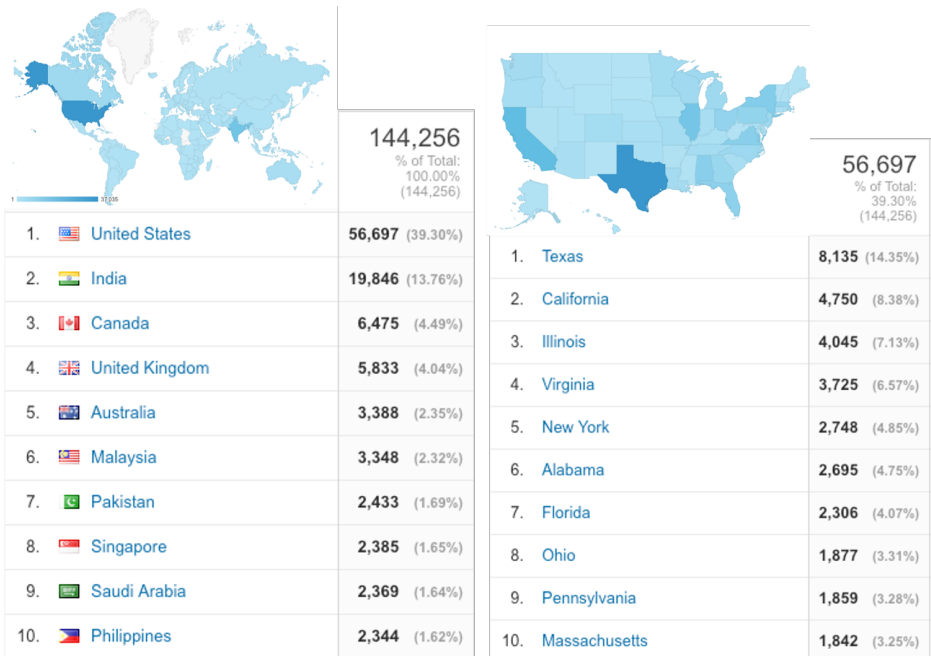
- Engineers
- Owners / End Users
- Operations Personnel
- Maintenance Personnel
- Contractors
- OEMs
- Consultants
- Suppliers

- 19.91% Engineering & Consulting
- 16.81% OEM/Manufacturing
- 11.61% Oil & Gas
- 10.92% Chemical
- 8.25% Construction/ Mining
- 5.38% Government
- 5.12% Utilities: Power & Water
- 4.75% Other
- 4.41% Marketing & Media
- 3.19% Food & Beverage
- 3.19% Consumer & Packaging
- 3.07% Transportation
- 2.28% Biotech & Pharmaceutical
- 1.11% Pulp & Paper



## U.S. & Global Site Traffic

Empowering Brands can help industrial B2B marketers reach their target market in specific regions of North America and around the world.



Source: Google Analytics (August 2015 to July 2016)

**200,000+ Tagged Remarketing Audience**



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## Use Digital Media in Your Marketing Strategy

Businesses now, more than ever, need to engage with their audience online. Content, digital and social media marketing are highly effective tools that should be included in your overall marketing strategy.



## Our Services Fill Your Funnel

Empowering Brands has become the leading online resource for industrial B2B marketers to promote their activities, show their industry leadership, share their technical expertise, and inform the industrial community about the cutting edge technologies and new products that are available.

<i>What Are We Offering?</i>	<i>How Does it Help You?</i>
<b>Partner Program</b>	Our integrated marketing capabilities puts your marketing plan into action.
<b>Targeted Display Advertising</b>	Your audience is online. We can get your message out to the right people.
<b>Newsletter Sponsorship</b>	You have a message to share. We will share your message to the industry every week*.
<b>Content Creation</b>	When you're too busy to tell the world about the valuable service or product you're offering, that's where we come in to get the word out.
<b>Webinar Program</b>	Establish your company as a thought leader and provide training for industrial professionals.
<b>Sponsored Social Media Campaigns</b>	Reach past your audience. Increase Your Exposure. Engage with new potential customers.
<b>Strategic Partner Campaigns</b>	We'll help you plan & execute a tailored marketing campaign and provide a performance report.

“ Empowering Pumps gives us the right exposure to the right contacts.”  
~Gerardo Elias, WEG

“ In this industry, it is important to have a strong platform for communication. Empowering Pumps gives us a stronger voice for the industry.”  
~ Frank Taaning Grundholm, Danfoss

“ Empowering Pumps is the leader in the digital media world for the industry. Empowering Pumps helped our transition from hard copy publication to online smoothly, which has greatly benefitted our company by effectively getting our name out there. Empowering Pumps saw the transition before most and supported our business as we built our online marketing program.”

~Zeke Bochenek, Metraflex

# Become a Partner

Partner with us to position your company as a thought leader. Use our platforms to educate and influence the industry with unlimited content distribution across multiple market platforms.

**COMPANY PROFILES**

**Schneider Electric**

From the most basic pumping application to the most complex project, Schneider Electric is committed to your success. To meet your toughest challenges in today's challenging marketplace, you need more than just an equipment supplier but a trusted and reliable partner who can help you solve your most complex energy management challenges. We are dedicated to helping your company stay at the edge in the market, whether you're focused on water/wastewater, commercial and industrial building, industry, irrigation, or residential. Put the right pump equipment solution and our technical expertise to work for you!

**RECENT ARTICLES**

- Schneider Electric and Applied Instrument Technologies Form Alliance**  
Schneider Electric, a global specialist in energy management and automation, has formed a strategic alliance with Applied Instrument Technologies, Inc. (AIT), a leading provider of process analyzers for online and real-time process analysis in hydropower, chemical, pharmaceutical and steel-making industries. The new partnership extends the capabilities of both companies to provide...
- Schneider Electric Becomes the First Manufacturer to Receive AHRU Standard 1210 Certification for Variable Frequency Drives (VFDs)**  
Schneider Electric, a global specialist in energy management, today announced that it has received certification from the Air-Conditioning, Heating, Refrigeration Institute (AHRI), for performance excellence as recognized in Standard 1210. The Standard 1210 Certification is the first independent nationally recognized performance standard in the industry. Certified products include the ActiVox 212...
- Schneider Electric announces winners of the Global System Integrator Excellence Awards for Industry**  
Schneider Electric, the global specialist in energy management and automation, today announced the winners of the Global System Integrator Excellence Awards for industry. These awards distinguish our dedicated partners responsible for the innovations, achievements and great service that help our industrial and infrastructure customers meet their technical and business challenges...

**PRODUCTS**

Sensors, Control and Signaling  
Variable Speed Drives and Soft Starters  
ActiVox 212  
Schneider Electric Expands ActiVox 212 and S-Plus Variable Speed Drives

**WHITE PAPERS**

- ATFAB Case Study
- Roman Engineering Case Study
- HyFlex Case Study
- Kingsley Case Study
- Three Steps for Reducing Total Cost of Ownership (TCO) in Pumping Systems

**Company Information Request**

Name \*

Email \*

Participation in our comprehensive Partner Program drives attention and priority to your business initiatives through networking and outreach.

## Our Partner Program includes:

- Unlimited Content Distribution through our platform(s)
- Company Profile Page on Empowering website(s)
- Priority Content Placement in e-Newsletter & on website(s)
- Weekly Social Media Creation & Engagement
- Trade Show and Event Social Media Coverage
- Promotion of Events and Trainings
- Access to #PumpTalk LinkedIn Group
- 5 hours of Consulting

When you become a Partner, we create a Company Profile Page in our Partner Directory. This page is full of inbound links to your company website, which can improve your company's search engine rankings.

Features of the Company Profile Page (left):

A – 500-word Description of your Company

B – Company Logo with up to 12 customized links to your website

C – Links to your Company's Published Articles

D – Social Media Integration (customized for you!)

D.1 – Facebook    D.2 – LinkedIn

D.3 – Twitter    D.4 – Google+

(\*additional social channels can be added)

E – Your Company Product Photos

F – We promote your form-gated White Paper downloads on the Empowering website and in the e-Newsletter

G – Company info request form generates actionable sales leads

**Our Partner Program is \$10,000 Annually Per Platform**  
*(billed quarterly, annually or semi-annually)*



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## Content Creation Services

Don't have time? Can't pick a topic?  
Let us help you create content.

We know developing content can be challenging. Your company's professionals are hard at work serving your customers - that is why we have created a team of content creation specialists to help you generate the news that needs to be shared with other pump industry professionals.

We'll do the work for you! When you request support to develop Featured Content, our content generation specialist will conduct phone interviews with your industry professionals and create text content that is optimized for search engines.

Even if you don't think you have news to share, our content specialist will help you brainstorm to find interesting topics that can be developed into engaging content to share with your existing customers and potential new customers.

Whether you need a technical article or case study, blog post or white paper, we're here to support you!



## Webinars & Online Training

Our Webinar Program is a professionally-moderated, expertly-promoted live event built around a 4-week marketing campaign across multiple media channels that establishes your company as the educational expert on the topic you choose.



### What We Do For You:

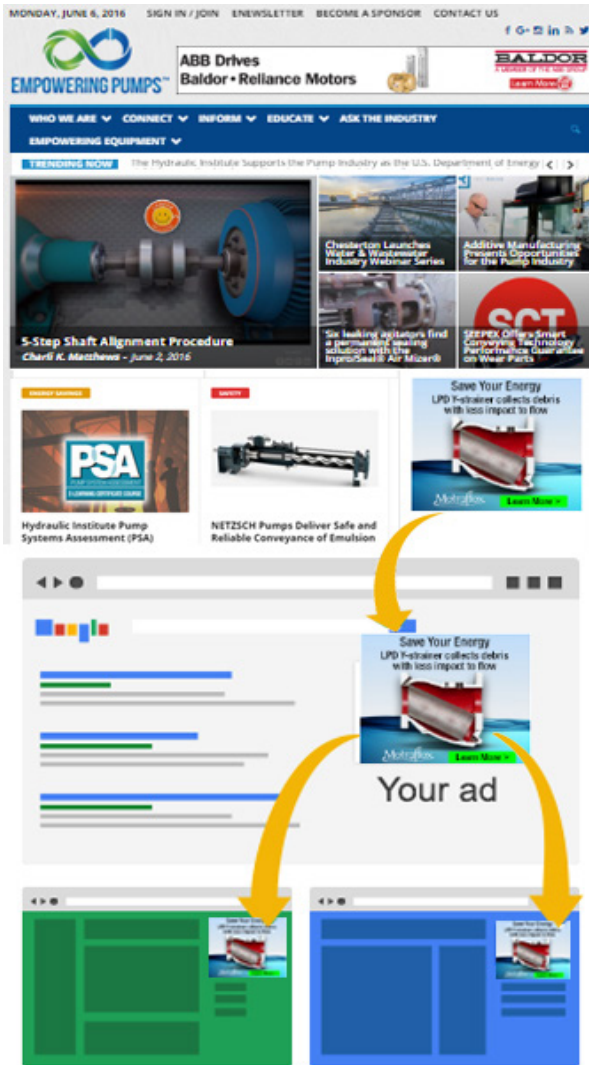
- Prominent exposure on Empowering site homepage
- Landing Page on Empowering site; describing and promoting the event
- Promotion in e-Newsletter
- Promotion on LinkedIn, Facebook, & Twitter
- Trade show promotion (\*when schedule permits)
- Direct e-blasts to email subscribers
- Professionally-written promotional materials
- Introduction and Q&A facilitation from industry professional
- High-quality leads and contact information of all registered participants
- Archive of event on Empowering website
- Set-up, coordination and management of event with cooperation of Webinar Provider

Article ( <i>*ask about our special rates for 4x &amp; 6x</i> )	\$1000
Blog Post	\$1.50 / word
White Paper / Case Study	\$1500
Webinar Program	\$6000 / 4 weeks

## Targeted Display Advertising

Empowering Brands Targeted Display Advertising Program displays your banner ads to visitors on our websites. Your banners are also displayed to over **200,000+** tagged site visitors across thousands of websites within the Google Ad Display Network.

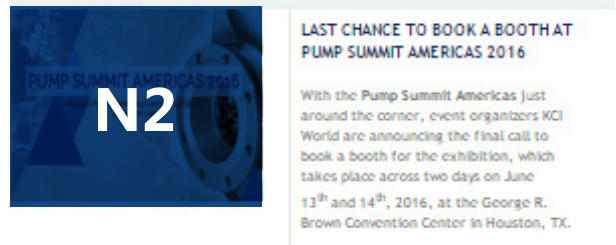
This exponentially increases your banner impressions while delivering guaranteed click-through-traffic to your website.



## Newsletter Sponsorship

Empowering Brands' e-Newsletters are sent to over **16,000+** Industrial Professionals.

You can place banner ads in specific issues or you can take advantage of our comprehensive Partner Program, where we promote your company in **EVERY WEEKLY ISSUE** of our e-newsletter.



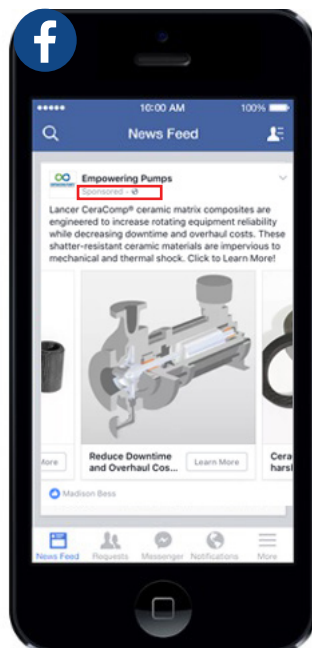
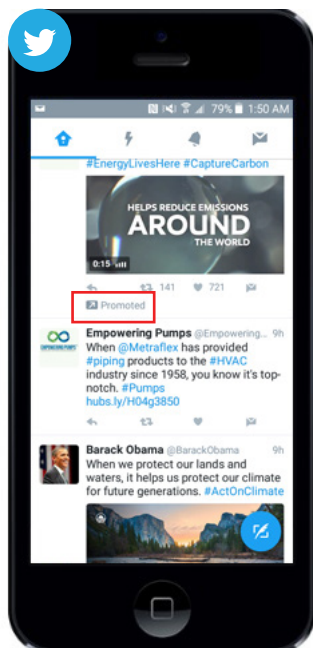
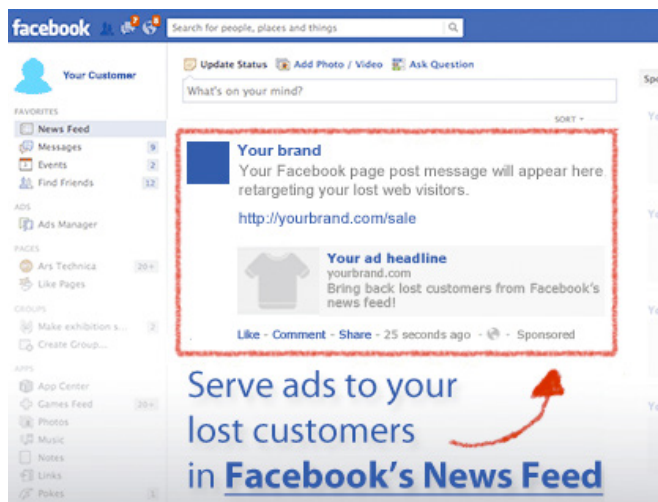
B1 (Headline Banner 728 x 90) & B2 (Square Banner 300 x 250)	\$1500 - \$2500 / month
N1 - Headline Banner (in e-Newsletter; 600 x 90)	\$1500 / month
N2 & N3 - Featured Content	\$800 / issue
N4 - Square Ad	\$1500 / month
N5 - Footer Banner	\$1000/month



## Sponsored Social Campaigns

Reach past your own audience! As social networks modify their algorithms, organic reach for companies is affected. Don't be limited to only the people following you.

You can reach our audience through Empowering Brands' social media platforms using **Sponsored Posts**, **Sponsored Videos**, and **Video Pre-Roll** - just ask us how.



## Strategic Partner Campaigns

Whether your goal is to increase awareness or generate leads, Empowering Brands can tailor a quarterly campaign to support your marketing needs.

While specific campaign deliverables vary between programs, we provide detailed monthly or quarterly reports so you can see how your campaigns perform.

### Gold Campaign

- Content Creation Services (2-3x)
- eNewsletter Advertising (3x)
- Targeted Display Advertising (3x)\*
- YouTube Pre-Roll Video Mkt (3x)\*
- Sponsored Social Campaigns (3x)\*
- 6 hours of campaign consulting

### Silver Campaign

- Content Services (1-2x)
- eNewsletter Advertising (1x)
- Targeted Display Advertising (3x)\*
- Sponsored Social Campaigns (3x)\*
- 3 hours of campaign consulting

### Bronze Campaign

- Content Services (1x)
- Targeted Display Advertising (3x)\*
- Sponsored Social Campaigns (3x)\*
- 2 hours of campaign consulting

Gold Campaign	\$18,000
Silver Campaign	\$12,000
Bronze Campaign	\$9,000
Sponsored Social Media Campaigns	<i>*starting at \$1500 per month</i>

## CAMPAIGN CALENDAR

Q4 2016		Campaigns	Events	Industry Focus	Special Promotion
	<b>October</b>	Maintenance & Reliability, Sealing	ASPE, FSA, HI, VMA	HVAC	Infrastructure, Aging Workforce, Manufacturing
	<b>November</b>	Standards & Regulations, Maintenance & Reliability	Valve World, PACK Expo	Environmental	Infrastructure, Aging Workforce, Manufacturing
	<b>December</b>	Energy Savings, Maintenance & Reliability	WorkBoat, PowerGen, IMC	Power Generation	Infrastructure, Aging Workforce, Manufacturing

Q1 2017		Campaigns	Events	Industry Focus	Special Promotion
	<b>January</b>	Energy Savings, Maintenance & Reliability	AHR Expo, ASHRAE	HVAC	Engineering
	<b>February</b>	Safety, Maintenance & Reliability	NFPA	Fluid Power, Mining	Engineering
	<b>March</b>	Safety, Maintenance & Reliability	Con/Expo IFPE, Hydraulic Institute 100th Anniversary	Construction	Engineering

Q2 2017		Campaigns	Events	Industry Focus	Special Promotion
	<b>April</b>	Sealing, Maintenance & Reliability	Electric Power, FSA	Alternative Power	Safety
	<b>May</b>	Energy Savings, Maintenance & Reliability	OTC	Oil & Gas	Safety
	<b>June</b>	Standards & Regulations, Maintenance & Reliability	AWWA-ACE/EASA, ASHRAE	Clean Water	Water

Q3 2017		Campaigns	Events	Industry Focus	Special Promotion
	<b>July</b>	Sealing, Maintenance & Reliability	Valve World America, SWPA	Environmental	Water
	<b>August</b>	Standards & Regulations, Maintenance & Reliability	HI Outlook	OEM	Water
	<b>September</b>	Energy Savings, Maintenance & Reliability	TPS, ASHRAE	Oil & Gas	Infrastructure, Aging Workforce, Manufacturing

Q4 2017		Campaigns	Events	Industry Focus	Special Promotion
	<b>October</b>	Safety, Sealing, Energy Savings, Maintenance & Reliability	WEFTEC, FSA, HI	Wastewater	Infrastructure, Aging Workforce, Manufacturing
	<b>November</b>	Safety, Maintenance & Reliability	Chem Show	Chemical	Infrastructure, Aging Workforce, Manufacturing
	<b>December</b>	Energy Savings, Maintenance & Reliability	Power Gen	Power Generation	Infrastructure, Aging Workforce, Manufacturing

## CONTRIBUTORS



**Henri Azibert**

Innovation and  
Technology Consultant



**William C. Livoti**

Power Generation,  
Business Development Manager



**Mark Sullivan**

Director of Education & Training,  
Pump Systems Matter



**Cam Mackey**

Senior Vice President,  
MAPI's Marketing Council



**Robert Perez**

Senior Staff,  
Reliability Engineer



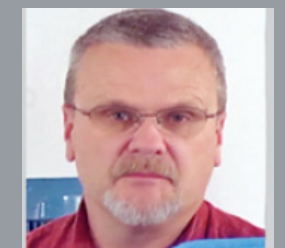
**Anand Gnamoorthy**

Industry Manager,  
Frost & Sullivan



**Randal Ferman**

Consulting Engineer



**Stan Riddle**

Technical Trainer



Please contact Charli Matthews at [charli@empoweringpumps.com](mailto:charli@empoweringpumps.com) with any questions regarding this campaign calendar.

Please contact Charli Matthews at [charli@empoweringpumps.com](mailto:charli@empoweringpumps.com) if you are interested in becoming a contributor.



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