

TCM Material Handling

How to (fork) lift your lead gen at events.

Ashley-Kate McCann



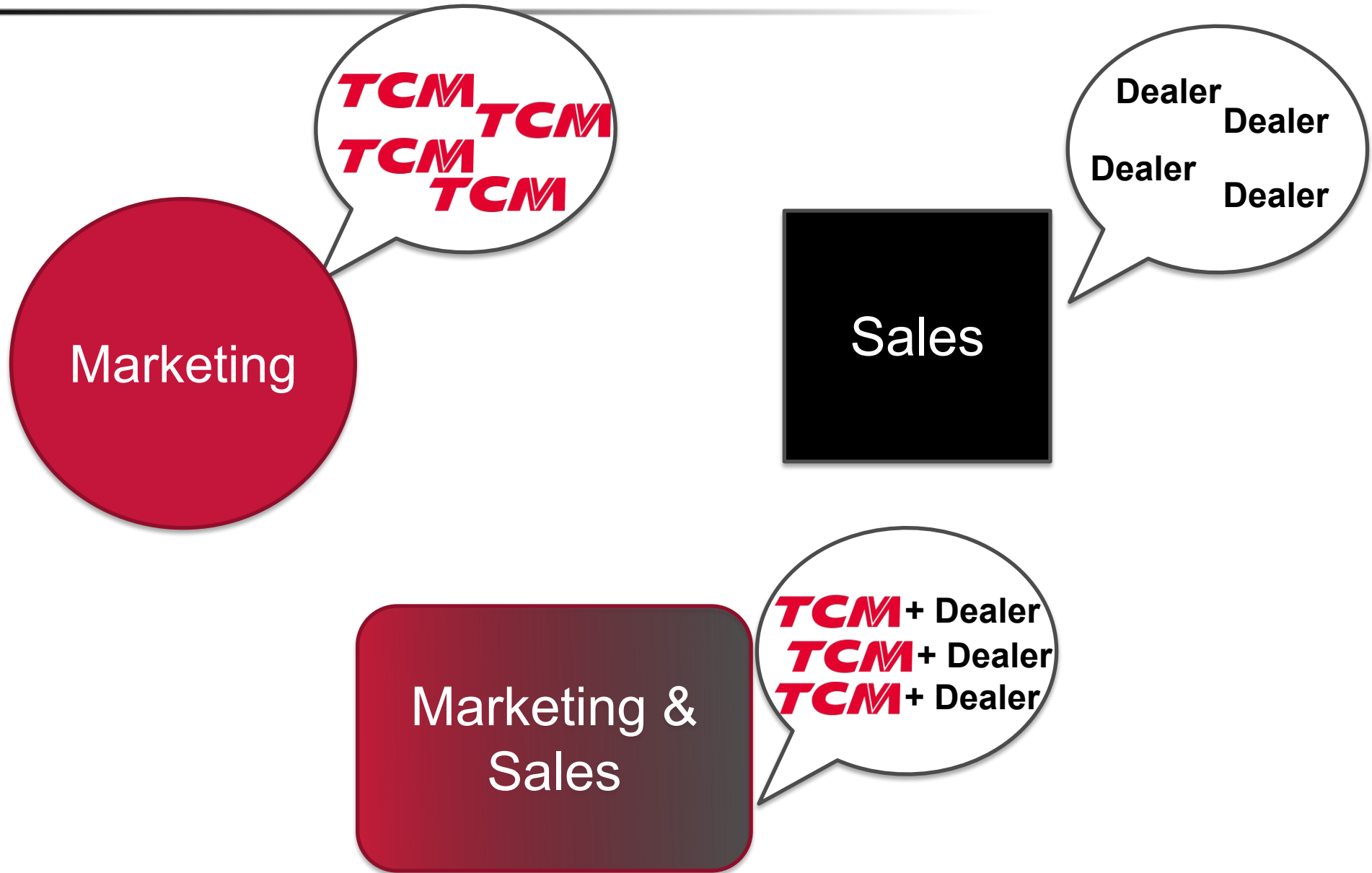
TCM - WTF?



TCM
DEALERS COVER
100% of the
UK

September 2016





Pre-Show



Campaign Meeting With Dealers

- Outlined what our plans were pre-show
- Gave them resources for the campaign
- Outlined what would happen during show & how they could add
- Outlined what we would do after & how they could add
- Social media training
- 1 landing page

Marketing &
Sales



ONE
Landing Page URL
TO
RULE
THEM ALL

Marketing & Sales

3 CTA's

Pre-Sign up for the show offer.

CTA #1

Pre-Sign Up: Stuff

- Pre-sign up for show
- Reserve your pasty
- Win an iPad Pro
- For your exclusive performance of the 'Ariel Silk Performers'
- To get your giveaway
 - Portable phone chargers
 - Stickems

CTA #2

Pre-Sign Up: Dealer General

- Ideal Dealer Partnership
- A business partnership
- Driving businesses forward
- Highly responsive service
- Not a number, a priority

CTA #2.5

Pre-Sign Up: Dealer Specific

- E.g. Financing options
- To lean about specific services offered
- Case Studies

Content Pre-Show

Don't Visit TCM at IMHX in September.

WRITTEN BY ASHLEY-KATE, 9 AUG, 2016

With a big venue and lots of floor space to cover, here are a few reasons not to visit us at the IMHX in September.



READ MORE

[Tweet](#) [Share](#) 236 [Like](#) [Share](#) 2 [G+](#) 1

What's the difference between a Forklift Dealer & Manufacturer?

WRITTEN BY GRAHAM JONES, 12 JUL, 2016



Social Media - Pre- Show

Twitter

- Update bio with URL & CTA
- Use the hashtag bank when tweeting



TCM Forklifts
@TCMForklifts FOLLOW YOU

TWEETS 57 FOLLOWING 27 FOLLOWERS 65 LIKES 67

Following

Tweets Tweets & replies Media

Pinned Tweet

Who to follow · Refresh · View all

Post Study @PostStudy ×

Social Media

LinkedIn Company Page

- Update bio with URL & CTA

JOIN TCM AT IMHX™
13TH - 16TH SEPTEMBER 2016 • NEC, BIRMINGHAM • STAND W45 • HALL 12

WIN AN IPAD PRO EVERY DAY!

Headline Sponsor **Investec IMHX 2016**
www.imhx.biz

Simply reliable. We deliver reliable, economical and easily maintained products through our trusted dealer networks.

Specialties
material handling, business growth, forklift trucks, dealer lead strategy

Website
<http://www.tcm.eu/>

Industry
Logistics and Supply Chain

Type
Privately Held

Company Size
501-1000 employees

^ See less ^

Social Media

LinkedIn Profile

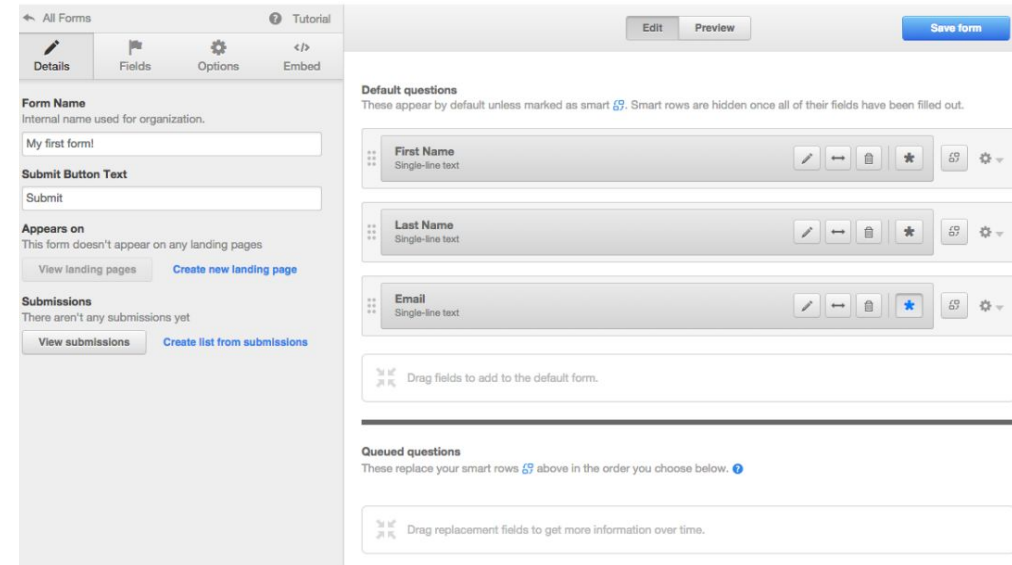
- Update bio - add URL with CTA

The image shows a LinkedIn profile for Ashley-Kate McCann. At the top, a red banner reads "13TH - 16TH SEPTEMBER 2016 • NEC, BIRMINGHAM • STAND W45 • HALL 12". To the left, a dark banner says "WIN AN IPAD PRO EVERY DAY!". To the right, another dark banner says "JOIN TCM AT IMHX". The profile itself includes a profile picture of a woman with long dark hair, a name "Ashley-Kate McCann", and a title "Marketing Executive at TCM | Material Handling". It lists her location as "Oxford, United Kingdom | Marketing and Advertising", previous roles at "Clear & Creative Communications, American Advertising Federation, Oxford University Program, St Bonaventure University", and education at "Queen's University Belfast". There is a "View profile as" button and "500+ connections" shown. Below the profile are sections for "Profile Strength" (All-Star), "Ads You May Be Interested In" (Create Simple Tutorials, Data Science Forum Invite), and a "Contact Info" button. A URL "https://uk.linkedin.com/in/ashleykatemccann" is visible at the bottom left.

Content

Update & Create Blog CTA's

- Add this CTA to past blogs
- Write additional blogs with the IMHX call to action.
- Our blogs will have CTA on them for the event.
- We can provide embed code for online forms.



The screenshot displays a form builder interface with a sidebar on the left and a main configuration area on the right.

Sidebar (Left):

- Navigation: All Forms, Tutorial
- Actions: Details, Fields, Options, Embed
- Form Name:** Internal name used for organization. Input: My first form!
- Submit Button Text:** Input: Submit
- Appears on:** This form doesn't appear on any landing pages. Buttons: View landing pages, Create new landing page
- Submissions:** There aren't any submissions yet. Buttons: View submissions, Create list from submissions

Main Configuration Area (Right):

- Buttons: Edit, Preview, Save form
- Default questions:** These appear by default unless marked as smart. Smart rows are hidden once all of their fields have been filled out.
 - Field 1: First Name (Single-line text)
 - Field 2: Last Name (Single-line text)
 - Field 3: Email (Single-line text)
- Drag fields to add to the default form.
- Queued questions:** These replace your smart rows above in the order you choose below.
 - Drag replacement fields to get more information over time.

Email

- Email footer, you can add branding or add after your own
- Add the URL to the email footer
- Noticed and clicked!!



JOIN **TCM** AT **IMHX**TM

13TH - 16TH SEPTEMBER 2016 • NEC, BIRMINGHAM • STAND W45 • HALL 12

WIN AN IPAD PRO EVERY DAY!

Investec **IMHX** 2016
www.imhx.biz



The banner features a dark background with a complex geometric pattern. The text is primarily in red and white. A silver TCM forklift is shown on the right side, lifting a wooden pallet. The overall design is industrial and modern.

Email

- Email invite to past & prospective customers
- MailChimp –it’s free
- Add the URL to this email with CTA’s
- Us & Dealers
- Pre-sign up got case studies & local dealer case studies

TCM AT IMHX™
 13TH-16TH SEPTEMBER 2016 • NEC, BIRMINGHAM • STAND W45 • HALL 12

WIN AN IPAD PRO
 EVERY DAY OF THE SHOW
 Enter NOW at tcm.eu

NEW
 TCM
 We'll be unveiling our MARKET LEADING EOS ORDER PICKER!

PLUS
 See a stunning 'Aerial Silk' performer as featured on the BBC

- Talk to our dealers and find out how we can help your business
- Find out how we've helped others drive their businesses forward
- **Register at tcm.eu** and we'll make sure we keep a pasty and refreshments for you

THE **TCM** WAY
 YOUR IDEAL DEALER PARTNERSHIP

VALUED BY 100% OF CUSTOMERS
TCM
 BESPOKE SERVICE

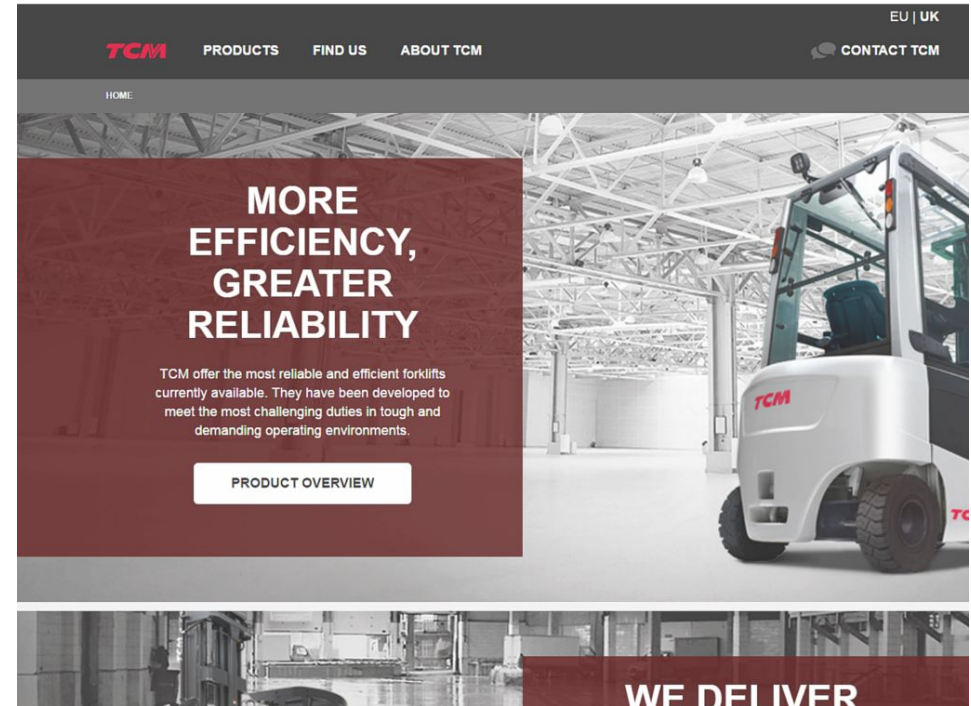
GLOBAL FORKLIFT TOP 3 MANUFACTURER

WAREHOUSE • COUNTERBALANCE • ELECTRIC • LPG • DIESEL **TCM**


IMHX 2016
 TCM JANE MORSEY ROAD, THAME, OXON OX9 3RR
 TEL : 01844 210266
 WWW.TCMFORKLIFTS.CO.UK

Website

- Update Home Page.
- Link the URL to CTA for IMHX show
- Landing page to sign up
- This means we can capture redirected traffic




Adwords & Display Ads



TCM
MATERIAL HANDLING

Pre-Register With Us For IMHX

Sick of dealing with the same companies?



Industry Advertising

- SHD Logistics
- HSS
- Warehouse & Logistics news (fortnightly)
- Logistics Manager
- PR – ad hoc – Ian Parry

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Improve your Inveatex **IMHX 2016**

Pre-Show



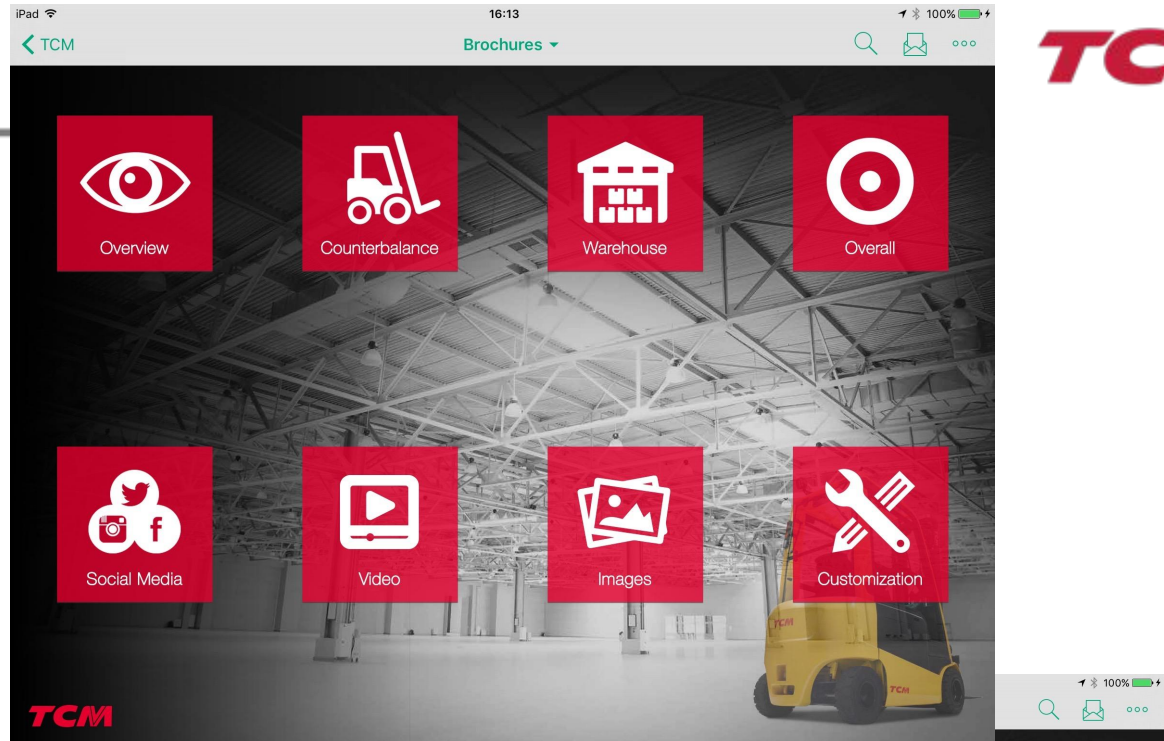
Sales Team Training

- Teaching them about Inbound Selling, consultative rather than sales
- Got all of the dealers to talk about TCM Dealer Network - stronger together
- Provided them with Lead Generation Tool
- Asked them to interact online (when they had a minute)


For the show Sales Tool

- Can send from the app, if no wifi, will send when reconnected.
- Can categorise leads & send reminders
- Can track engagement to help sales tailor their message.

Marketing
& Sales



TCM

The background of the image is a dark, high-contrast photograph of a tractor's operator's cab. It shows the steering wheel, a digital display screen on the right, and the operator's seat. The text 'During The Show' is overlaid in large white font.

During The Show



TCM Forklifts @TCMForklifts · 12 Sep 2016

The stand is coming along nicely! Visit us StandW45, Hall12!
#IMHX2016





TCM Forklifts @TCMForklifts · 12 Sep 2016

Why Visit TCM At IMHX:

youtu.be/HJZhmkDq-JY?a via @YouTube



Why Visit TCM At IMHX

Contact your local dealer today! <http://pages.tcm.eu/i-want-to-talk-to-my-...>
[youtube.com](https://www.youtube.com)





LIVE on [#Periscope](#) : Check out our new EOH order picker [#IMHX2016](#)



hmkDq-JY?a



ENDED 129 Viewers



TCM Forklifts @TCMForklifts

Check out our new EOH order picker [#IMHX2016](#) @TCMForklifts



Barek Lift Trucks @BarekLiftTrucks · 13 Sep 2016

Great 1st day at #IMHX2016 Visit us for free pasties, win an iPad Pro & watch the aerial silks perform @TCMForklifts



0:10

TCM at IMHX - What makes us different to other Forklift Suppliers?

WRITTEN BY GRAHAM JONES, 20 SEP, 2016



September 2016



Post Show



We all hope you had a chance to catch us at IMHX last week.

Content Follow Up




Remember this fantastic stand?



Adwords & Display Ads


- Remarketing - did you see us & email data base.



TCM
MATERIAL HANDLING

Pre-Register With Us For IMHX

Sick of dealing with the same companies?



Marketing

Email Follow Up

Hi ,

I just wanted to say, on behalf of all of us, we're glad you came to our stand.

We really enjoyed meeting everyone - maybe we'll see you again in 2019!



If it's ok with you, we'd like to send you quality content and updates.

Hi ,

We've Amvar, you're local TCM Network Dealer.



Here's a little bit about us.

We're owner managed.

As an 'owner managed' business, we are passionate about looking after our customers and delivering that personal touch which is so important in



Sales

Lead Follow Up

- Segmented leads
- Training meant sales team felt like a team & treated each lead as if one of their own
- Motivated & can use, you may have seen us at....

Results

- Positioning - brands coming to talk to us
- Big competitor fired their dancers!!
- Dealer engagement pre-during-post show very high
- Target 80 leads. Achieved 250+ from the campaign. High quality & high forklift usage.
- Sales team more training with product
- Dealer network united
- Social media usage increased

Future Leverage

- Collected data to nurture. Emails names & understood when people are in the market & fleet size.
- Sharable content
- Video content we can repurpose
- Google Ads & website remarking list
- Blog sign up with clear opt out option
- Dealer network united can position as national & local player