



# Content Marketing Challenges for B2B

Maximize, Listen & Be Brave

Chad Melton

Digital Marketing Manager

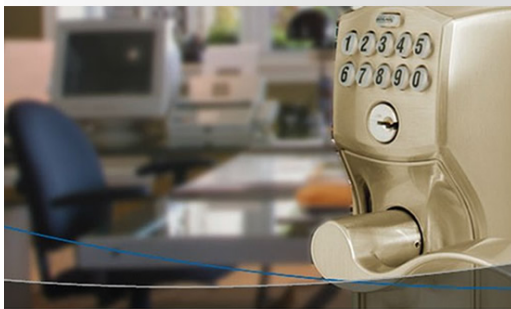
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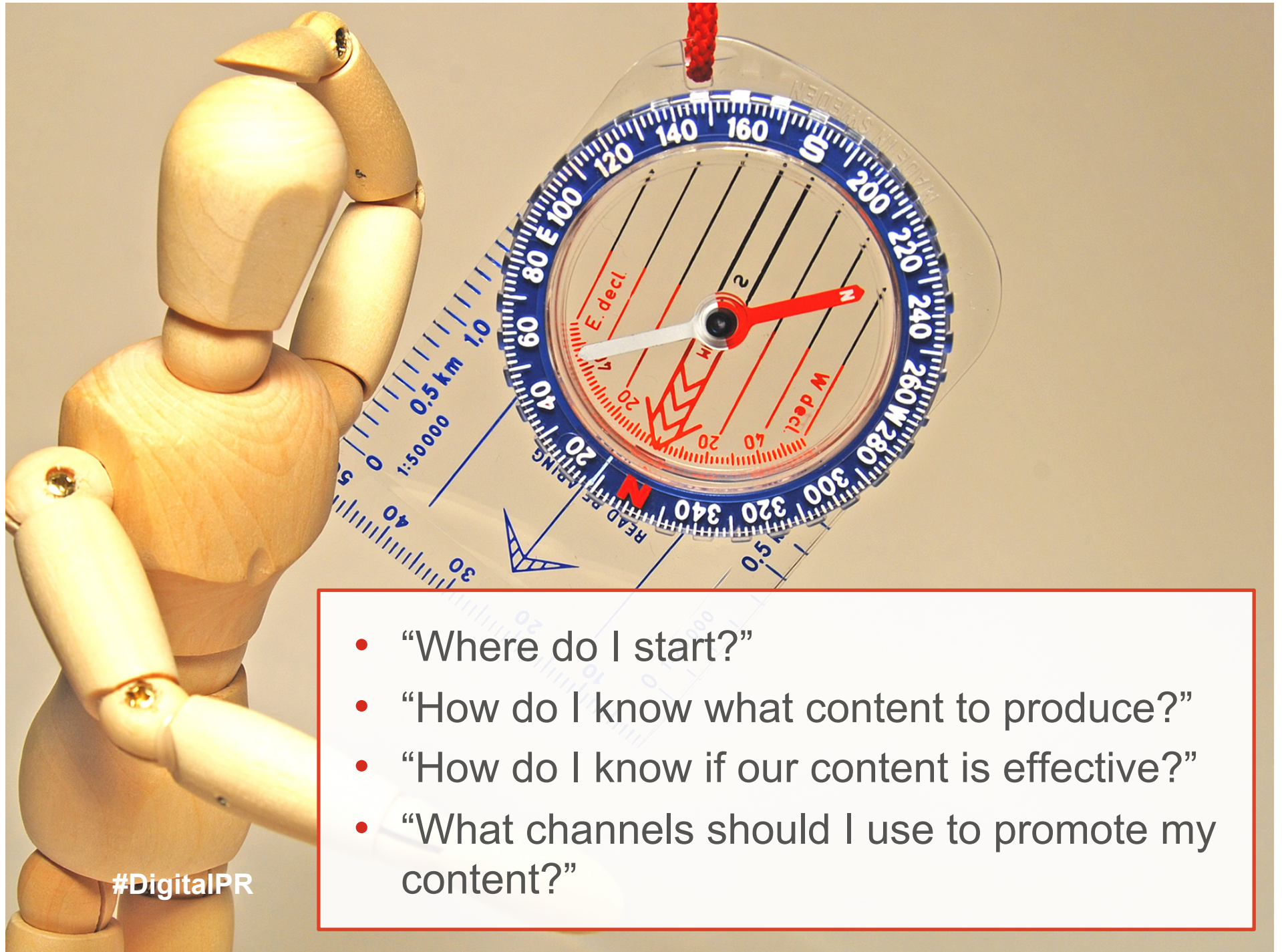
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and Utility Vehicles



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- A \$14 billion diversified industrial company
- 46,000 employees worldwide
- Strategic brands are #1 or #2 in their markets





- “Where do I start?”
- “How do I know what content to produce?”
- “How do I know if our content is effective?”
- “What channels should I use to promote my content?”

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# MAXIMIZE & MEASURE

Whitepapers

Interviews

Brochures

WWW

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**Social Media**

**Email Marketing**

**Display Ads**

**PR**

**Blogs**

**HUB**

**Search**

**QR Codes**

**PPC**

**Offline Ads**



**Call to Action**  
**\$**

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# Social Media

Ingersoll Rand  
June 12, 2012

TAKE CARE OF YOUR CORDLESS TOOLS! READ THESE TIPS THE EXPERTS: <http://www.ingersollrandproducts.com/am- en- solutions/ garage- solutions/ maximum- impact- newsletter/ tool- tip- caring- for- your- cordless- impact- tool>

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# Display Ads

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**Let's talk shop.**  
Share your projects, or thoughts. >>>

Ingersoll Rand Americas

Solutions Customer Service Distributors About Us Contact Us

Products & Services

Americas Homepage > Solutions > Garage Solutions > Maximum Impact newsletter > Tool Tips

**Tool Tip: Caring for your Cordless Impact Tool**

**Tool Tip: Lubricating Your Impact Wrench**  
When you make an investment into a new tool, you want to be sure that it's going to last as long as possible and perform well. Part of ensuring your tool performs day in and day out is preventative maintenance. The following is a brief guide to performing preventative maintenance on your cordless impact tool. The type and frequency of maintenance varies by tool and application, so be sure to consult your owner's manual to determine what you need to do, and how often, to keep your tool in tip-top shape.

**Tool Tip: Air Compressor Impact on a Tool's Performance**  
Utilize a pneumatic should be lubricated every few months to (depending on the use) identify areas that you hear from your can remove the hand mechanism and and the performance of in the product itself.

**Tool Tip: Lubricating a Cordless Impact™ and Pressing Battery Life**

**Tool Tip: The Importance of Using Impact Sockets with Impact Wrenches**

**Tool Tip: Choosing the Right Air Compressor: Consider Power and Storage Needs**

**Tool Tip: Caring for your Cordless Impact Tool**

**Tool Tip: Caring for Your MAX Series Die Grinder**

**Tool Tip: A Look at the LS110 20V LED Task Light**

**Tool Tip: How Much Torque Do I Need?**

When you're putting like a specific torque literature figure out

# Blogs

GarageJournal.com About Us

**THE GARAGE JOURNAL**

**The Caretaker**  
Posted on February 15th, 2013 by Ryan  
Filed under: Ingersollrand

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888.289.1952

# Email Marketing

**IR Ingersoll Rand**

**Maximum Impact**  
All the tips, tools and advice you need to get the job done.

Products & Services Customer Service Subscribe

Issue #6 — June 2012

**TECHNICIAN'S CORNER**

**TOOL TIP**

**Caring for Your Cordless Impact Tool**

When you make an investment into a new tool, you want to be sure that it's going to last as long as possible and perform well. Part of ensuring your tool performs day in and day out is preventative maintenance. The following is a brief guide to performing preventative maintenance on your cordless impact tool. The type and frequency of maintenance varies by tool and application, so be sure to consult your owner's manual to determine what you need to do, and how often, to keep your tool in tip-top shape.

[View More >>](#)

**TECH TIP**

**The Importance of Performing an Air Audit**

If you're a shop owner, chances are you perform regular maintenance on the tools and

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**TOOL OF THE MONTH**  
W7150 1/2" 20V High-Torque Impactool™

[Take the Survey >>](#)

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**Newsletter  
Launched**

- 20% Increase in total visits

**New, Relevant  
Content**



**Inbound  
Links**



# LISTEN



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- Who?
- What?
- When?
- Where?
- Why?
- Can?
- How?

- how to oil air impact wrench
- why use impact sockets
- what is reverse torque
- where are ingersoll rand air compressors made
- how to choose air compressor
- how to identify ingersoll rand products
- how to write model number for ingersoll rand pumps
- what is nut busting torque
- what size air compressor do i need
- where to buy ingersoll rand air compressor
- how to choose ingersoll rand air hammer
- what's the difference between impact sockets and regular sockets
- how to rebuild ingersoll rand impact gun
- how to regulate compressed air pressure on a ingersoll rand air compressor
- can i adjust ingersoll rand compressor air pressure
- how to use wire ratchet puller
- what is a pencil grinder used for







**Ingersoll Rand** updated their cover photo.  
January 17

Photos & stories from this photo contest are stored here:  
<http://blog.ingersollrandproducts.com/blog/vintage/ingersoll-rand-family-scrapbook/>. The photo contest ran from Sept 2012-Dec 2012. Every entrant received a t-shirt. Grand prizes for the oldest, operating compressors and tools will be given too!

### Ingersoll Rand Family Scrapbook

Growth is only possible with strong roots.



Like · Comment · Share 6

Noppadon Thananimit, Barbiero Tools s.r.l. and 75 others like this.

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- 118 entries (84 in Americas, 31 in EMEIA, 3 in AP) with 4 videos
- 38,000+ impressions on Twitter
- Facebook audience grew 61+%
- Other Facebook Stats
  - 790+ likes
  - 80+ comments
  - 150+ shares
  - 100,000+ Impressions on scrapbook related posts
  - 54 video views
  - 4,800+ photo views

 Ingersoll Rand added 26 photos to the album Vintage Ingersoll Rand Products. December 31, 2012



Like · Comment · Share 👍 221 💬 10 📄 59

2,147 people saw this post Promote ▼

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# BE BRAVE

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# THUNDER GUN

## Pit Crew Titans

Club Car

IR Ingersoll Rand

SCHLAGE

THERMO KING

TRANE

Available on the  
App Store

ANDROID APP ON  
Google play



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**THUNDER  
GUN**  
Pit Crew Titans

**200,000+ Downloads**  
**in over 160 countries**

Reviews:

*“Great app and addictive!!! I  
can't stop playing this game!!  
I've worked down to 11.071!”*

הכי טוב שיש  
“The Best!”

أ جميلة رائعة  
“Pretty Impressive!”

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Каси Супер!  
“Crazy Super!”

好玩  
“Fun!”

Available on the  
**App Store**

ANDROID APP ON  
**Google play**





- Maximize & measure
- Listen to your audience
- Be brave

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