

*blair austin*

Marketing Director | ILM0 Products Company

Show & Tell :  
Examples of Content  
Marketing that connect to  
the bottom line

#mediarelations13

@fromBlair

a quick case study of one industrial B2B marketer's  
*Content marketing*

How to break through with little money, an irrelevant subject matter, and an industry that doesn't support marketing.

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# the case

DATE 100th Day, 100th Year **1913**



**ILMO**  
products company

**\$ 100.00**

Pay to the Order of **EVERY ILMO EMPLOYEE** \_\_\_\_\_ DOLLARS

*One Hundred* \_\_\_\_\_

For Your Dedication to Great Chemistry!

**ILMO PRODUCTS COMPANY**  
[www.ILMOproducts.com](http://www.ILMOproducts.com)

⑆::0000000000⑆: 0410⑈2013 ⑆:1913

# challenges



What's an ILMO?  
They do *what?*

Marketing Department = 1.



Marketing budget

**1.2%**

Annual Revenue

# objectives

National attention for ILMO's 100<sup>th</sup> anniversary

1

Share media attention in existing channels

2

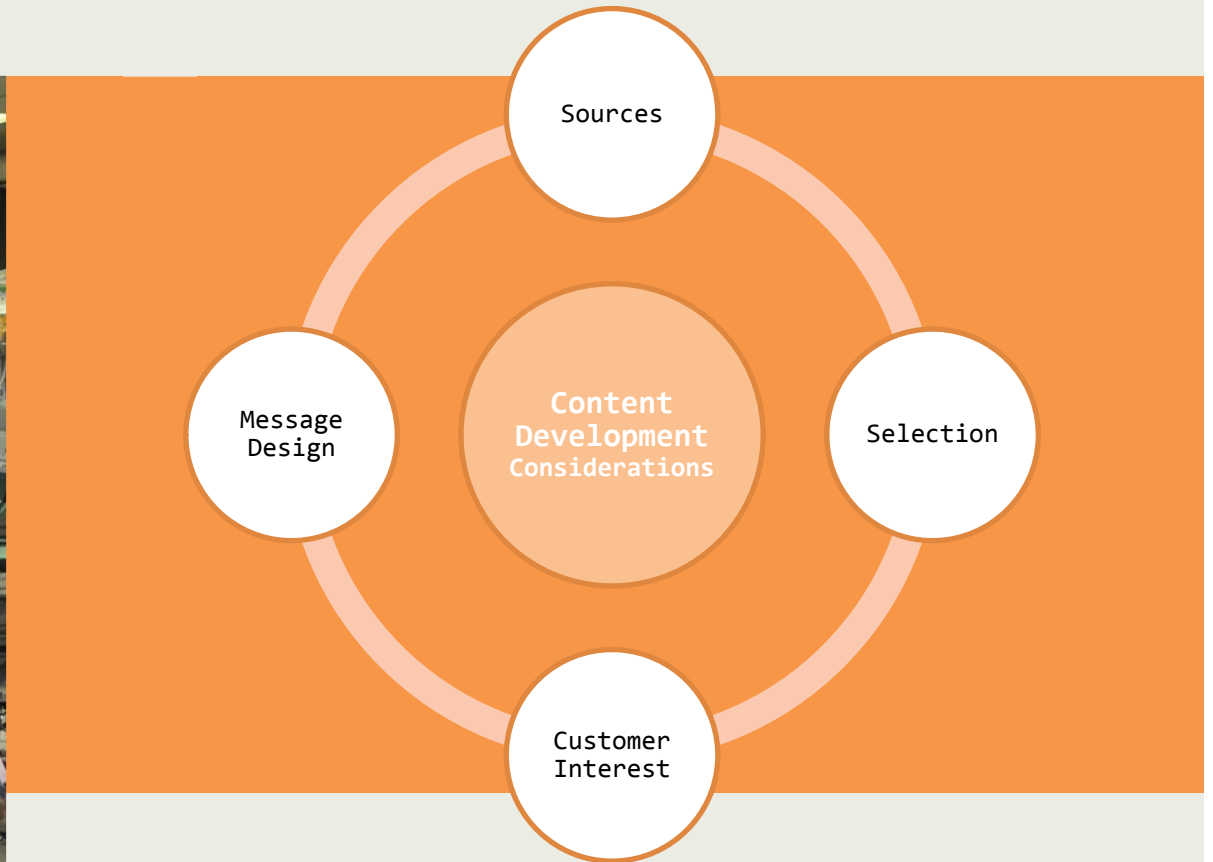
Engage Core Audience + position ILMO as market & community Leader

3

\$1,000 marketing budget + employee gift

4

# execution: content



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# execution: the pitch

Strategy  
Distribution  
Foster engagement  
Brand retention

# the pitch

Personal email to  
all media

Phone calls to TV  
and national print,  
web

Self-push on web

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

#mediarelations13

## Blair Austin

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**From:** Blair Austin  
**Sent:** Tuesday, April 09, 2013 9:20 PM  
**To:** Karen Collier  
**Subject:** FW: Press Release & Invitation: Need an inspiring business news story about the 100th day of the year?

Hi Karen,  
ILMO Products Company is celebrating its 100<sup>th</sup> Anniversary this year, and Wednesday, April 10<sup>th</sup> is the 100<sup>th</sup> Day of 2013. To celebrate this, we are **SURPRISING** all 97 of our employees with **\$100 cash** each, hand-delivered to each of them at our 10 stores and offices throughout Illinois and Missouri. They have no idea!

YOU ARE INVITED TO JOIN US at our **Mattoon store**, 213 North 14th St., at 10am to capture this exciting moment as your help sharing this with the community is greatly appreciated and we believe will be well received as a goodwill, small business success story that we believe your viewers will enjoy hearing about. If 8am doesn't work for you – call me and I'll make sure you get an interview and pictures so you can still cover the story as you see fit.

To help build on the fun, we'll have a **4-foot giant check** at each location for the employee to interact with, which we hope you think will make **great pictures for you!** In total, **ILMO will give away over \$12,000** (since we're paying for their taxes, too) in a few hours just to say thanks to our employees for their dedication to helping us build *A Century of Great Chemistry!*

If you plan to attend, please call or text me at my cell number below. Our president and owners are available for interview and I'm happy to answer any questions.

Thank you for helping us share this with our communities, customers, and our employees' families and friends.

**Blair Dial Austin**  
ILMO Products Company, Marketing Director  
Cell: 217-371-6783  
Web: [www.ilmoproducts.com](http://www.ilmoproducts.com)

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Throughout Illinois and Missouri, ILMO is a family-owned distributor of industrial, specialty, and medical gases in bulk, micro-bulk, and cylinder solutions, as well as retail sales of welding and safety equipment, accessories, rentals, and welder repair services. ILMO Specialty Gases' ISO/IEC 17025:2005 Accredited Gas Laboratory serves customers across the U.S., Canada, and South America, while ILMO Medical Gases provides medical and device gases and gas systems for all related industries.

Learn more about us at [www.ILMOproducts.com](http://www.ILMOproducts.com), [www.ILMOmedicalgases.com](http://www.ILMOmedicalgases.com), [www.ILMOspecgas.com](http://www.ILMOspecgas.com), and [www.ILMOpropane.com](http://www.ILMOpropane.com) – and definitely stop by to see how excited our employees are going to be on the 10<sup>th</sup>! Thank you.



www.yahoo.com

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## Company Surprises Employees With \$100 Bills For 100th Anniversary

Posted on: 12:44 pm, April 10, 2013, by Kim Hudson, updated on: 01:48pm, April 12, 2013

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**Company's generous act on 100th anniversary**  
The owners of ILMO Products in Illinois felt strongly about recognizing the hard work of their employees. [Even handled taxes >](#) 36 - 40 of 85 II

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Home / News / ILMO gives workers \$100 bills on 100th day of 100th anniversary!

### Press Release: ILMO Marks 100th day of year with surprise for employees

Jacksonville, IL – ILMO Products Company is celebrating their 100<sup>th</sup> Anniversary throughout 2013 with several activities, most recently surprising all 97 employees with \$100 on the 100<sup>th</sup> day of the year, totaling a giveaway of more than \$12,000 including taxes.

On Wednesday, April 10, ILMO's owners and directors visited all ten ILMO locations to personally present each employee with a \$100 bill and lunch for their team, and to express their appreciation for their dedication to ILMO's success and the success of our customers. Accompanied by banners with the ILMO anniversary logo and a giant check, employees posed for pictures to commemorate the event and talk lightheartedly about their spending plans.

Fourth-generation owners, Brad Floeth, President, and Linda Standley, CEO, agreed that honoring ILMO's employees was the most important first step in the anniversary celebration. "Being in business for 100 years says a lot about a business' values, how well they serve their customers and support their community, and their ability to adapt," states Standley. "At the core of those factors, there must always be great people working together as an even greater team, and we think our employees are excellent at what they do every day, so we chose to thank them for helping ILMO reach this rare milestone."



Like ILMO's year-long 100<sup>th</sup> Anniversary celebration, the \$100 fun didn't end after the 100<sup>th</sup> day. "Our story is receiving thousands of comments from people who simply want to congratulate ILMO for rewarding its employees," said Blair Austin, Marketing Director at ILMO Products Company. "Our employees and customers are thrilled to see our name in national news, and it's building a new energy inside the company, in addition to what we experienced Wednesday. It's chemistry."

Earlier this year, ILMO unveiled an anniversary logo and slogan – A Century of Great Chemistry – and will be celebrating in many other ways to thank their customers, employees, vendors, and community for their help in ILMO's success over the past 100 years and through the next century. Additionally, an historical website will be launched in mid-2013 on [www.ilmo.com](http://www.ilmo.com).

About ILMO Products Company: Since 1913, ILMO Products Company has been a family-owned distributor of industrial, specialty, and medical gases in bulk, micro-bulk, and cylinder solutions, as well as retail sales of welding and safety equipment, accessories, rentals, and welder repair services. ILMO Specialty Gases' ISO/IEC 17025:2005 Accredited Gas Laboratory serves customers across the U.S., Canada, and South America, while ILMO Medical Gases provides medical and device gases and gas systems for all related industries. ILMO has over 100 employees across 10 locations in Illinois and Missouri. For more information, visit [www.ilmo.com](http://www.ilmo.com) or connect with us on [www.facebook.com/ILMOProducts](http://www.facebook.com/ILMOProducts) to see photos from our 100<sup>th</sup> day celebration.

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### ILMO employee celebration week a success

9 Oct 2013 | By Rob Cockrell

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ILMO Products Company continued its year-long 100<sup>th</sup> Anniversary celebrations with an Employee Appreciation party on September 13-14, 2013 in St. Louis, MO.

Staff designated the week leading up to the event as 'ILMO Week' and employees at all 10 locations participated in company spirit and community-building activities.

All of which culminated with a half-day on the Friday to allow all employees to travel to the Busch Stadium for a St. Louis Cardinals game and night out in St. Louis.

In previous months this year, ILMO has celebrated its 100<sup>th</sup> Anniversary with a commemorative logo, kick-off pep rally, employee lunches, historical data-gathering in preparation for a book, hosting an open house in its newest store location, and even gained national coverage for its popular \$100 giveaway on the 100<sup>th</sup> day of the year to all employees.

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ILMO marks 100th day of year with surprise for employees 28 May 2013

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## Company gives each worker \$100 to celebrate 100 years in business

4/12/2013



These days, most folks who have jobs are just thankful to have jobs. Bonuses? Only if you're on Wall Street. Honoring and celebrating labor? Where are we, Soviet Russia? But an Illinois medical and industrial gas company decided to celebrate its employees. On Wednesday, when workers arrived for a surprise. To celebrate the company's 100<sup>th</sup> anniversary, the company gave each employee \$100 as a gift of cash, which the company said was meant to [Source]

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# results

Tied to ROI

Saved \$

Customer conversations

Customer satisfaction

AVE = \$480,000

Online engagement

# new outcomes



2014 Marketing Budget

Sales team support

Competitive visibility

# key takeaways

Goodwill = good start to gain buy-in for future content marketing support and funding

Your pitch needs a marketing strategy

Marketing strategy must guide communications

Do! Do! Do!



*blair austin*

Marketing Director | ILMO Products Company

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 **/blairaustin**

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Thank you!