

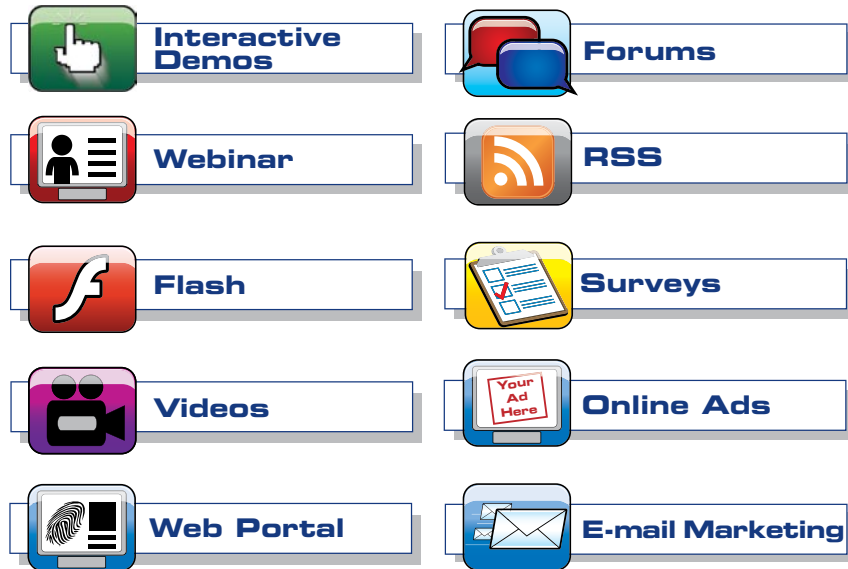
ELECTRONIC COMMUNICATIONS, TRAINING & MARKETING



www.growwithbmg.com/emarketing

Electronic Communications, Training and Marketing

In this day and age, technological advancements have opened an entirely new avenue for reaching out to potential customers and improving communication capabilities within your company. To remain ahead of the curve, an organization must continually evolve with the changing marketplace or deal with the consequences. Today, a company can electronically utilize online advertising, e-mail marketing, surveys, Web portals, forums, feeds, videos, webinars and interactive design elements to amplify customer loyalty, improve marketing programs, enhance customer service and support, increase efficiency and reduce overall costs.



It is true that simple text and pictures still have their place as useful marketing and training tools, but we often see that to trigger a response from the audience, an effective mix of audio and visual information is now necessary. Electronic training and marketing has the potential to save you and your company a lot of time and money.

The challenge most companies have is choosing the right technology and methods in which to communicate at the level that is required today. Read on to see how BMG can help you take these tools and transform them into something that is meaningful to your company.

Interactive Demonstrations



What Is An Interactive Product Demonstration?

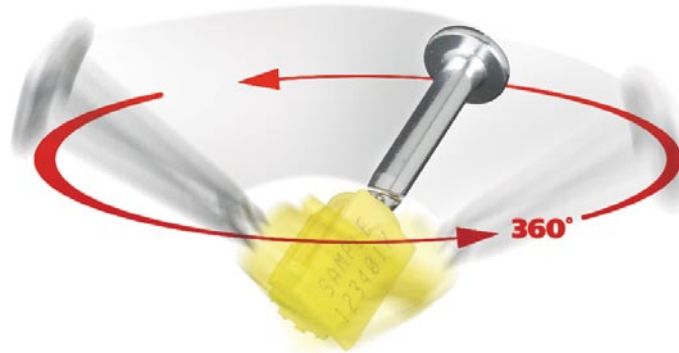
An interactive product demonstration is a creative graphical medium in which products can be viewed and educational opportunities enhanced through user exploration. Products can be viewed in full 360° rotation and serve as an interactive visual. Typically navigational aids—such as buttons and arrows—allow the user to view products and information at their own pace.

How Can It Be Used?

Interactive product demonstrations can be utilized on a Web site, CD or any type of electronic medium. They are ideal for training, helping the sales process or on a CD as a leave-behind.

How Can My Company Benefit?

Interactive product demonstrations can be used as an extremely beneficial tool in the sales process. A potential user generally must see, feel and use the product before a sale is complete. Sometimes all of these buying senses can't be addressed, but through technology and interactive product demonstrations, a user can get a better understanding of its use, performance and unique features.



"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."

Lee Iacocca





Webinars



What Is A Webinar?

A webinar is a Web-based meeting that gives you the ability to reach a diverse audience. Webinar meetings are particularly useful when sharing ideas or concepts that need collaboration from parties that may not be able to gather in person. Live presenters facilitate the webinar to ensure your message is properly communicated. Participants are able to ask questions to the presenter which can be addressed immediately to all in attendance.

“What is the shortest word in the English language that contains the letters: abcdef? Answer: feedback. Don’t forget that feedback is one of the essential elements of good communication.”

Source Unknown



How Can It Be Used?

Webinars are ideal when holding a product introduction for dealer networks, monthly sales meetings with outside sales personnel, and training and customer service presentations. Holding a webinar is a great way to introduce new products in a live format or a webinar can be recorded for future use.

How Can My Company Benefit?

Webinars allow you to organize a meeting much easier and faster than you could for a traditional meeting. Travel is no longer necessary so training, product introductions and sales meetings are much more affordable. The ability to reach a larger audience is much easier. Your company may also want to consider recording your webinar presentations for future viewing, saving time and money.

Features of webinars:

- Slide presentations
- Live video
- VoIP – Real time audio communication via headphones and speakers
- Web tours
- Recording
- Whiteboard with annotation – allows presenter and/or attendees to highlight or mark items on the slide presentation or simply make notes on a blank whiteboard
- Text chat
- Polls and surveys – permits the presenter to conduct questions with multiple choice answers directed to the audience
- Desktop and application sharing – participants can view anything the presenter has shown on their screen



Flash

What Is Flash?

Flash is a popular design tool used to create animation and greater interaction for Web sites and other forms of electronic communication. Flash “movies” as they are called, can be anything from simple animated clips or Web site menus, to full interactive displays that allow the user to participate and navigate within the “movie”.

How Can It Be Used?

Flash can be used as a means of improving your electronic communication capabilities—as it relates to your Web site, online advertising, and sales and training presentations—providing a more engaging overall experience for your audience. It also provides an opportunity to better enhance promotional efforts for your company and its products.

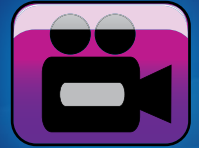
How Can My Company Benefit?

Flash allows you to provide your audience with a more dynamic and eye-catching experience that text and pictures alone often fail to communicate. It gives your Web site and presentations more pizzazz by adding visual impact to the message you are trying to convey.

“Communication works for those who work at it.”

John Powell





Why A Video?

Video is powerful in the mind of the viewer because it's demonstrative, clearly depicting procedures, techniques or other visual information. A Web page or brochure can require a lot of text and eat up a lot of space to explain a procedure or concept, where a video can show the same information quickly and easily. Video is also retained longer because it provides a mental picture to go with the copy.

How Can It Be Used?

Product and company footage can be combined with other types of mediums to create an engaging video which demonstrates your products, details your services and portrays the culture of your company. Video can be utilized in many different ways, including the sales process, training activities and at trade shows, to name a few.

How Can My Company Benefit?

There are many benefits of using a video to deliver a message. Depending on the purpose, a video has a long shelf-life and can be utilized on the Web, on CD's and DVD's or podcasts. A well-constructed video can:

- Generate leads and help increase sales
- Make your Web site a repeat destination for the audience
- Educate your audience
- Be used in directories such as YouTube to drive customers to your Web site
- Be used to further qualify leads on your Web site
- Help close the sale for online orders
- Act as a PR vehicle for video news and announcements

"It would take all day to explain it, let me just show you."

Source Unknown





Forums



What Is A Forum?

Forums are an electronic meeting place that allow for the open discussion of a wide variety of topics. They provide a direct method of interacting with your audience and allow them to respond with their own questions, answers, opinions and thoughts on a given topic.

How Can It Be Used?

A forum can be utilized internally with a sales team or externally as a customer meeting place and discussion group. You may be able to obtain information regarding street-level research, the economy, the competition and new products. Forums can be easily maintained by the company with little effort.

How Can My Company Benefit?

A forum puts information directly at your fingertips and can provide you with pertinent information that can help you make important business decisions. They allow everyone to join in conversations and add their experience or knowledge to a given topic.

"When we have the courage to speak out—to break our silence—we inspire the rest of our communities to speak up and voice their views."

Sharon Schuster

The screenshot shows the BMG Forum website interface. At the top, there is a navigation bar with links for FAQ, Search, Memberlist, Usergroups, Profile, and a message notification. Below the navigation bar, there is a table listing various forum topics. The table has columns for Forum, Topics, Posts, and Last Post. The topics are categorized into BMG and Industries.

Forum	Topics	Posts	Last Post
BMG			
General Post general information about BMG and the growth of our company. DO NOT post forum issues in this section.	53	76	Mon Sep 29, 2008 11:34 am View posts
Dealer Channel	3	5	Fri Dec 26, 2008 10:18 am View posts
Forum Questions & Suggestions Please post any questions or suggestions you may have to make the forum easier to use and valuable.	1	2	Thu Jul 30, 2008 9:45 pm View posts
Technology Watch Post new technologies that you've come across that may be useful to our business.	20	20	Fri Oct 03, 2008 4:33 pm View posts
Industries			
Industry Overview This is where general industry comments should appear.	48	94	Fri Oct 31, 2008 3:44 pm View posts
Construction	94	63	Sun Sep 07, 2008 3:13 pm View posts
Agriculture	17	22	Wed Jul 30, 2008 10:50 am View posts
Aggregate	7	7	Tue Oct 02, 2007 5:06 pm View posts
Mining	14	14	Thu Sep 27, 2007 8:18 am View posts
Environmental	4	5	Fri Dec 21, 2007 9:04 pm View posts
Recycling	4	6	Thu Oct 25, 2007 8:29 am View posts
International	16	16	Wed Jun 25, 2008 9:25 am View posts
Material Handling	8	8	Wed Jun 24, 2008 10:41 am View posts



What Is An RSS Feed?

An RSS (Really Simple Syndication) feed is a method of delivering up-to-the-minute headlines and media content directly to anyone that chooses to receive information about your company or its products.

How Can It Be Used?

An RSS feed can be used if your company has a constant stream of communication going to end users or dealers. If a company has news or media that is continually changing or would like to quickly communicate details regarding an ever-changing used equipment inventory, an RSS feed could act as a viable solution.

How Can My Company Benefit?

The benefit of an RSS feed is that the audience can receive up-to-the-minute news and media content about your company and its products. This type of communication establishes trust, reputation and strengthens ongoing relationships with current and prospective customers. Making current information easy to locate and readily available provides value to your company in the mind of the audience.

"Communication is not only the essence of being human, but also a vital property of life."

John A. Piece





Surveys



What Are Electronic Surveys?

An electronic survey is administered through e-mail or on the Web as a cost-effective method to acquire quick market intelligence regarding opinions, trends and the competition. The electronic survey also offers a bias-free method of gauging interest in your products and service offerings and has the potential to generate new customers.

How Can It Be Used?

A survey can be sent directly to your dealers and customers for instant knowledge on topics ranging from industry trends, product and warranty information, customer service and general concerns, just to name a few. This information can then be used to stay ahead of the game, allowing you to adjust your business plan accordingly.

How Can My Company Benefit?

Once an electronic survey is submitted, its content is saved into a database. With this information you will have tangible business intelligence and research that will enable you to better understand exactly what your audience is looking for. This will enable you to make intelligent business decisions based on industry needs and customer aspirations.

“The problem with communication... is the illusion that it has been accomplished.”

George Bernard Shaw

News To Use Survey

*** Required Question(s)**

*** 1. Do you have the option of viewing the graphics, or do you receive a text-only version? Select one.**

I can download the photos
 I receive a text-only version
 I am unsure

Comment:

150 character(s) left.

*** 2. How relevant is the content of our e-newsletter to your business? Select one.**

Nearly 100% of the content is relevant to my business
 About 75% of the content is relevant to my business
 About 50% of the content is relevant to my business
 About 25% of the content is relevant to my business
 None of the content is relevant to my business

*** 3. What do you like about the e-newsletter? Select all that apply.**

Content
 Design
 Frequency (once per month)
 Links to Internet
 Tradeshow information
 Other

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Nearly 100% of the content is relevant to my business
 About 75% of the content is relevant to my business
 About 50% of the content is relevant to my business
 About 25% of the content is relevant to my business
 None of the content is relevant to my business

*** 3. What do you like about the e-newsletter? Select all that apply.**

Content
 Design
 Frequency (once per month)
 Links to Internet
 Tradeshow information
 Other

4. What topics can we include more often or add to make the e-newsletter more informative for you?

500 character(s) left.

5. Do you have any other comments regarding the e-newsletter?

Online Advertising



What Is Online Advertising?

Online advertising is a form of advertising that uses the Internet/World Wide Web to deliver targeted marketing messages to attract customers. The goal of online advertising is to strategically drive the audience to learn more about your company and/or its products by keeping your company in front of them.

How Can It Be Used?

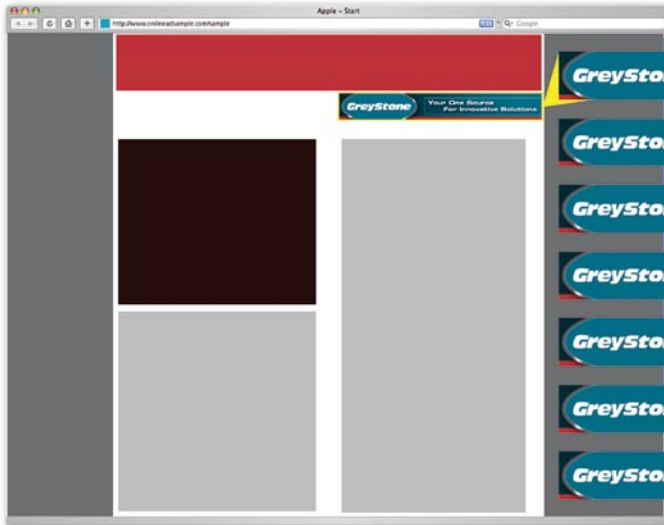
Online advertising allows you to generate targeted and instantaneous publicity for your company and its products. New product information and promotional content can be displayed prominently, giving you another possibility to generate a response from your audience. You can also reach a specific audience that may not be able to find you in print industry publications.

How Can My Company Benefit?

A major result of online advertising is that your content is no longer limited to geography or time. Online advertising also increases name recognition for your company and its products. By strategically placing your advertising on industry publication, association and trade show Web sites, you have the potential to bring customers directly to your Web site, putting you ahead of the competition.

"Much wisdom often goes with fewer words."

Sophocles



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- 1 Your One Source For Innovative Solutions
- 2 Aggre-Dry® FMW Screen
- 3 6' x 12' Dewatering Screen
- 4 8' x 32' Classifying Tank
- 5 Aggre-Spec V6™ Control System
- 6 See us at Booth # C-6735 Central Hall
- 7 www.greystoneinc.com
888-346-WASH (9274)
postmaster@greystoneinc.com



Web Portal



What Is A Web Portal?

A Web portal is a site that provides a single point of access to a large variety of content and core services regarding your company. Portals give you the ability to provide your audience with a managed online experience with information that is specifically relevant to each user.

How Can It Be Used?

Web portals can be designed for employees, dealers and large customers. Content can then be placed within the portal and security criteria can be customized. Web portals can include company discussion groups, announcements, reports, access to sales literature, training information, press releases, and forums as well as bookmarks. By utilizing the portal, information can be easily accessed at the user's convenience and found through the portal.

"Communication leads to community, that is, to understanding, intimacy and mutual valuing."

Rollo May



How Can My Company Benefit?

Web portals can be a great asset to your company because they offer measurable, user-specific and customizable views and are a reliable source of information. For example, your company's Web portal could offer customized, specific content available to your audience based on their roles (e.g., customer, dealer, sales representative). You can then create further, more specific content by selecting from personalized material and services, thus making the portal work the way you do.





E-mail Marketing

What Is E-mail Marketing?

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating with your audience. These e-mails are sent with the purpose of enhancing the relationship with the recipient and encouraging loyalty and repeat business with your company.

How Can It Be Used?

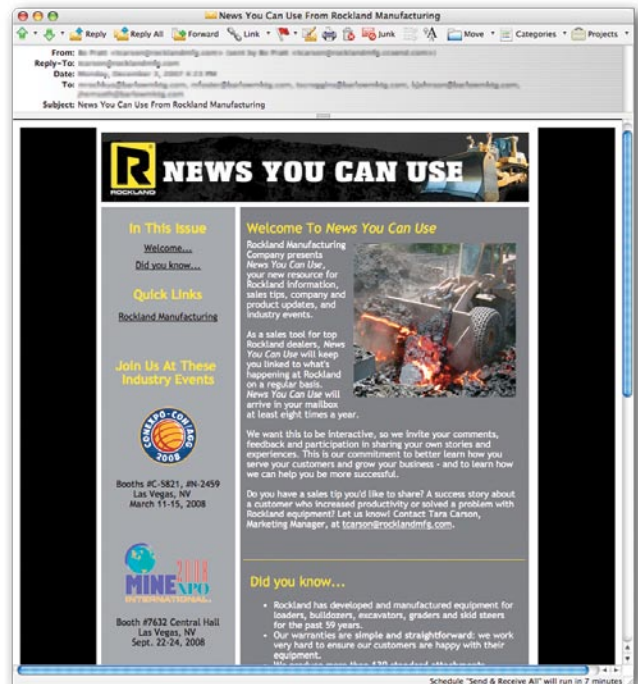
E-mail marketing is a great way to reach current and potential customers with newsworthy information about your company and its products. For example, many utilize e-mail marketing to promote new products or for pre-show advertising. Used correctly, this medium is a great resource to get your name in front of potential customers and enhance their knowledge regarding your products and services.

How Can My Company Benefit?

Your company can benefit from e-mail marketing by releasing information regarding new products, company news and promotional announcements. This information can be sent to a wide range of specific, potential customers and dealers at a relatively low cost. Additional benefits of e-mail marketing are that it is measurable and the delivery time is instantaneous.

"The advent of electronic mail is fostering a revival of the 'familiar letter'."

Source Unknown



What's Next?

Choosing The Right Type Of Electronic Communication Technology For Your Company

The advantage of electronic communication, training and marketing is that it has enhanced the ability for you to **reach your target market**. It is **cost-effective** compared to other marketing options with studies showing that electronic e-mail is 50% cheaper than having a marketing piece printed and mailed. Your **reach is much wider** ranging from local to international in scope depending on your intent. It offers a **quick** alternative for your audience with e-mail marketing materials that can be designed, put together and sent directly to them. We encourage you to take advantage of this easy and cost-effective way to market your business.

Now that you have a better understanding of what electronic communication, training and marketing options BMG can offer, you might be interested in learning more about how we can help you find those that can be the most beneficial to your company.

For more information about working with BMG for your electronic communication, training and marketing needs, please call BMG at 260.422.7100 or e-mail jclark@growwithbmg.com.

www.growwithbmg.com/emarketing



Six Critical Components To Growth

When you bring BMG on board, we talk about your business and solutions from day one. Because we are 100% construction, mining & aggregate, environmental & recycling equipment focused, we more than likely already have a basic knowledge of your technology, equipment and services. We understand what is driving your markets, customers, sales channels and competition today, and where the opportunities exist for growth. Even more importantly, we know how to take you there, especially under challenging market conditions in North America and around the world.

With our extensive capabilities and multi-disciplined staff, BMG offers you a professional group of services that will help grow your business.

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