

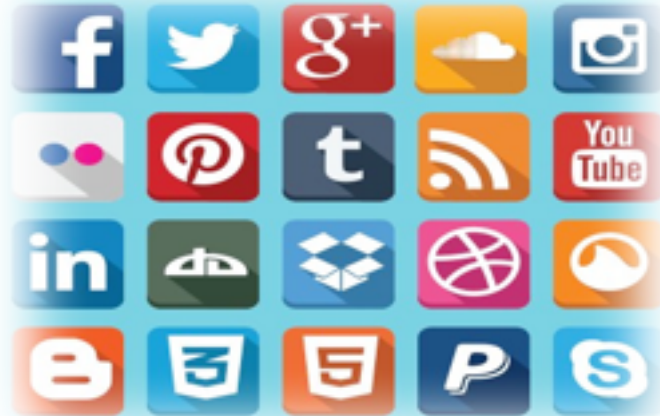


# PennWell®

## MARKETING SOLUTIONS

*Connecting you with Customers*

# Why Your Online Presence Is So Important





I don't know who you are  
I don't know your company  
I don't know your company's products  
I don't know what your company stands for  
I don't know your company's customers  
I don't know your company's record  
I don't know your company's reputation

**Now, what was it you wanted to sell me?**

# Media Fragmentation

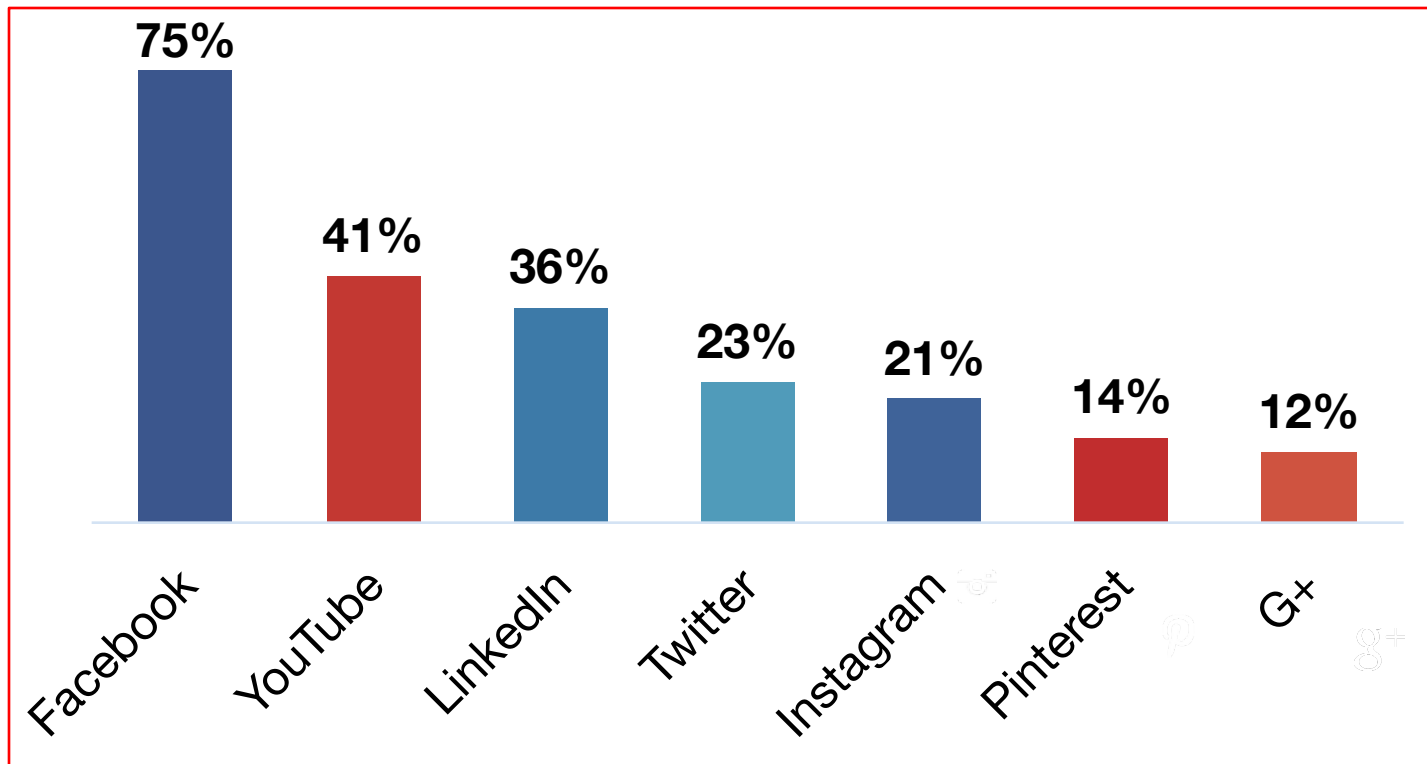




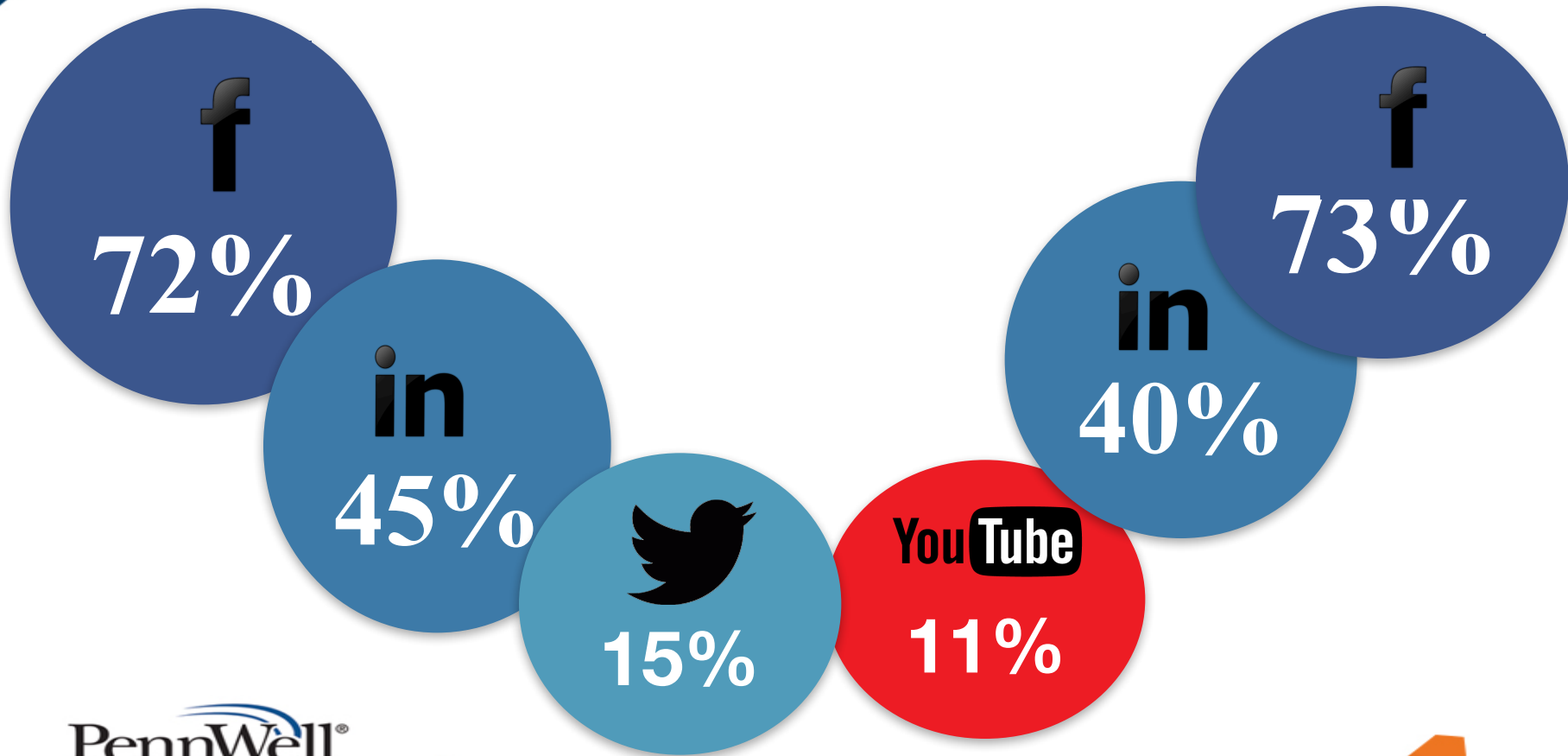
# How Social Media Dominates the Conversations

Facebook	FIRE
Firefighter Nation, Fire Engineering	800k+
Fire House	389,000
FireRescue1.com	549,000

# Where They Maintain Active Profiles



# What They Use To Connect For Business



# Social Media As A News Source



59%

You Tube

26%

in

25%



66%

You Tube

42%

in

18%

People are reading more news

Less than 1%



People have more friends

People are following more brands

# Facebook is Pay to Play

- By interest
- By behavior
- Geography based
- .35-.50 per like

The collage illustrates Facebook's targeting capabilities through several interface elements:

- Create Your Audience:** A window showing various targeting options:
  - Precise Interests:** #Ontario Power Generation, #Bruce Nuclear Generating Station, #Gentilly Nuclear Generating Station, #Carleton Generating Station.
  - Suggested Likes and Interests:** #Facebook (Audience: 492,400,000), #Hydro One (Audience: 1,000), #Bruce Power (Audience: 15,000), #Ontario Hydro (Audience: 1,000).
  - Broad Categories:** Android Owners, Apple iOS Owners, Autos / Vehicles, Books, Business / Finance, Consumer Electronics, Custom Categories, Events.
  - Workplaces:** A field to enter the name of a workplace.
  - Advanced Targeting:** Includes buttons for Connections, Location, Gender and Age, School, Workplace, Languages, and Relationship Status.
- Fire Apparatus & Emergency Equipment Magazine:** A Facebook page for a magazine, showing a post about a link and a photo of a fire truck.
- DC Fire And EMS:** A Facebook page for a fire department, showing a post about a fire and a photo of a firefighter.
- VISITOR POSTS:** A section showing user comments and posts, including one from Timothy Smith and another from Iggy Fernandez.

Twitter	FIRE
Firefighter Nation, Fire Engineering, Fire Apparatus Magazine	107,000
FIREHOUSE	42,000
FireRescue1.com	37,000



0

Get Link Metrics with a FREE Moz Comr

MY SUBREDDITS? FRONT ALL RANDOM ASKREDDIT FUNNY VIDEOS WORLDNEWS TODAYILEARNED PICS GIFS NEWS GAMING AWW SHOWERTHOUGHTS MO

comments

This is an archived post. You won't be able to vote or comment.

↑

2

↓

**Favorite Rig Manufacturers?** self.Firefighting  
submitted 8 months ago by Lemons\_Huh NY VFF

My department is in the process of replacing a couple of engines, and we plan on replacing our tower ladder next. All 3 are getting old, and we are looking for the best replacement. I was assigned to the apparatus committee, so I was wondering what you guys think of the different manufacturers, like Seagrave, Pierce, KME, HME, Smeal, Spartan, Sutphen and so on?

21 comments

sorted by: **best** =

↑

[-] VVangChung

Yellow Trucks Are Best Trucks

7 points 8 months ago

↓

Oshkosh is the best. Which includes Pierce trucks.

[permalink](#)
[embed](#)

↑

[-] KarnaughAtlas

VT POC LT

3 points 8 months ago\*

↓

I think you'll find that what you get out of a piece of apparatus is what you're willing to put in.

We have two Sutphen pumpers and one Sutphen tower ladder. We bought the tower ladder and one engine new, and both of those trucks are dead reliable. No show-stopping issues with either one. All of our trucks get regular scheduled maintenance and any service that is needed is scheduled immediately, no exceptions. My department isn't perfect but we take good care of our equipment.

We got the other engine secondhand for dirt cheap and it's pretty obvious that it did not receive the care that our other apparatus have. It has been nothing but a headache. Electrical problems, rebuilt the transmission twice, starter, bizarre pump configuration (custom) that needs to be rebuilt but no one will do it, did I mention electrical gremlins?

Personally, I am partial to Sutphens but that is probably because that's what I'm most familiar with. One neighboring department uses Pierce and wow - gorgeous trucks. I've never seen a Seagrave in person.

Neighboring departments use E-One pretty extensively and it seems like at least one is always out for maintenance, but that might just be because there are so many of them. And it probably also goes back to preventative maintenance.

# Mobile has Converged with Social Media



# 93%

of the fire audience already  
owns a smartphone – ensure  
you have a mobile plan.

Source: 2016 Fire Group Audience Study



**FIRE RESCUE**

**Fire Engineering**

**FIRE FIGHTER NATION**

**Fire Apparatus  
& Emergency Equipment**

**PennWell**

41

## Big Changes In Media Consumption

47%

Videos

45%

Fire Service Media Websites

41%

Search Engines

Source: 2016 Fire Group Audience Study

YouTube

sutphen fire apparatus



Rescue 83 Walk Around



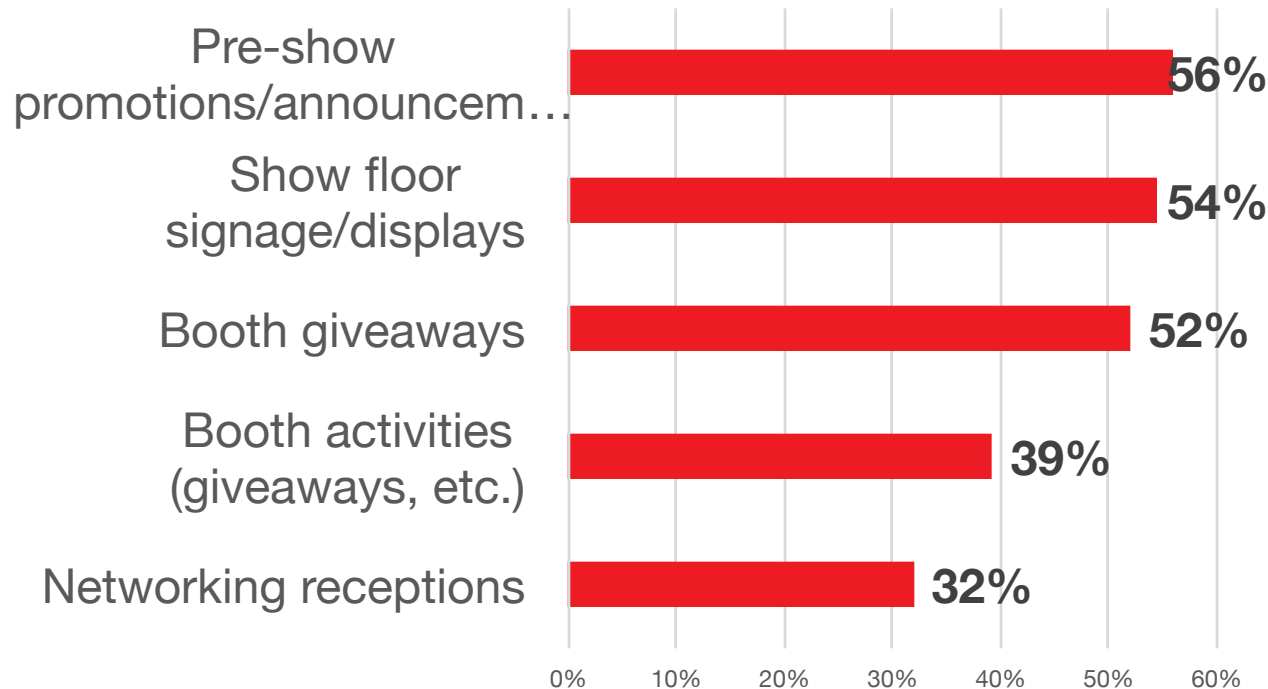
Logan Cadwallader

Subscribe 872

860 views

Take your Online Audience to the Trade Show

# Methods to Capture Their Attention



**68%**  
plan onsite  
exhibitor  
appointments  
2-8 months in  
advance

Source: 2016 Fire Group Audience Study

So, why should “WE” care?

# Brand Retention is More Challenging Than Ever Before

**72%**

**more likely** to  
evaluate products  
and systems from  
**alternative  
vendors,**  
compared to  
last year





# Tips

sutphen fire

Search

[Advanced Search](#)  
[Preferences](#)

94%

strength

0:0

sentiment

97%

passion

2%

reach

1 minutes avg. per mention

last mention 4 minutes ago

1 unique authors

0 retweets

## Sentiment

positive	0
neutral	47
negative	0

## Top Keywords

sutphen	88
engine	32
trucks	11
shield	10

## Mentions about sutphen fire

Sort By:  Results: 

Results 1 - 15 of 47 mentions.

[Sutphen Fire Engine](#)

Sutphen Fire Engine - e33-left.jpg  
[s1141.photobucket.com/albums/n599/eddy\\_eddy87/Emergency Services/?action=view%3FimageId=e33-left.jpg](http://s1141.photobucket.com/albums/n599/eddy_eddy87/Emergency%20Services/?action=view%3FimageId=e33-left.jpg)  
 4 minutes ago - by eddy\_eddy87 on [photobucket](#)

[Sutphen Fire Engine](#)

Sutphen Fire Engine - recentdelivery-photo-125.jpg  
[s1141.photobucket.com/albums/n599/eddy\\_eddy87/?action=view%3FimageId=recentdelivery-photo-125.jpg](http://s1141.photobucket.com/albums/n599/eddy_eddy87/?action=view%3FimageId=recentdelivery-photo-125.jpg)  
 4 minutes ago - by eddy\_eddy87 on [photobucket](#)

[Sutphen Fire Engine](#)

Sutphen Fire Engine - recentdelivery-photo-96.jpg  
[s1141.photobucket.com/albums/n599/eddy\\_eddy87/?action=view%3FimageId=recentdelivery-photo-96.jpg](http://s1141.photobucket.com/albums/n599/eddy_eddy87/?action=view%3FimageId=recentdelivery-photo-96.jpg)  
 4 minutes ago - by eddy\_eddy87 on [photobucket](#)

[Sutphen Fire Engine](#)

Sutphen Fire Engine - engine-11-1-os.jpg  
[s1141.photobucket.com/albums/n599/eddy\\_eddy87/?action=view%3FimageId=engine-11-1-os.jpg](http://s1141.photobucket.com/albums/n599/eddy_eddy87/?action=view%3FimageId=engine-11-1-os.jpg)  
 4 minutes ago - by eddy\_eddy87 on [photobucket](#)

[Sutphen Fire Engine](#)

# Think Visually

## Don't Tell Me, Show Me



## Tips

- › Make sure all your messaging is “shareable”
- › Ask people to share
- › Use Hoot Suite for planned postings
- › Use your keywords when you can
- › Use icons on your biz card, email signatures
- › Keep tweets very short so others can re-tweet

**Think Mobile!**

# Hijack the Event Message

The screenshot shows a web browser displaying the PennWell Marketing Solutions website. The URL in the address bar is [pennwellmarketing.com/events/ems-world](http://pennwellmarketing.com/events/ems-world). The website has a blue and orange color scheme. The PennWell logo is at the top left, with the tagline "MARKETING SOLUTIONS Connecting you with Customers". A navigation bar at the top right includes links for Home, About, Industries, Our Work, What We Do, and Contact, along with a search icon. A phone number, 240-595-2352, is also displayed. The main content area features the "EMS WORLD" event information, including the dates "Sept 14-17 - Las Vegas" and the "EMSWORLD EXPO" logo. A paragraph of text describes the event's focus on innovative education and dynamic education. Below this, a section titled "SCHEDULE A MEETING AT THE SHOW:" contains a form with fields for "Your First Name\*", "Your Last Name\*", "Your Title\*", "Your Email\*", "Company", "Phone", and "Your Website\*". The form is partially filled with test data.

EMS WORLD  
Sept 14-17 - Las Vegas

**EMSWORLD EXPO**

EMS World Expo offers innovative and dynamic education at a price that works for any budget. Our goal is simple: Make superior education and learning accessible and affordable to the greatest number of EMS providers. With the current changes in healthcare reform and the provision of public safety and EMS being held under closer scrutiny by both the public and politicians, the need for you to be prepared to meet the challenges ahead is more important than ever before.

**SCHEDULE A MEETING AT THE SHOW:**

Your First Name\*

Your Last Name\*

Your Title\*

Your Email\*

Company

Phone

Your Website\*

# The Hall of Shame

- ✓ Not using event calendars
- ✓ No event page meeting forms
- ✓ Exclusive use of pdfs
- ✓ Open up other browser windows
- ✓ Use more human faces in imagery
- ✓ Voice of the Customer



- ✓ Little use of videos
- ✓ Tag your YouTube videos
- ✓ Video descriptions
- ✓ Create Playlists on YouTube
- ✓ Video only on website
- ✓ About us sections not using keywords

No, it's not a fad...

## Pew Research 2015

92% of teens report going online daily: including 24% who say they go online “almost constantly”

91% of Teens Use the Internet on a Mobile Device

81% of Teens Have Access to Gaming Consoles

A Typical Teen Sends and Receives 30 Texts a Day



**Half of American Teens Use Instagram**

**A Typical Facebook User Has 145 Facebook Friends**

**41% of Teens are Snap Chat Users**

**24% of American Teens Use Vine**



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