



PALLET RACKING SALES FUNNEL MARKETING CAMPAIGN

Project Plan

- TMHNC Pallet Racking Sales Funnel Project Scope of Work
- TMHNC Pallet Racking Sales Funnel Project Timeline

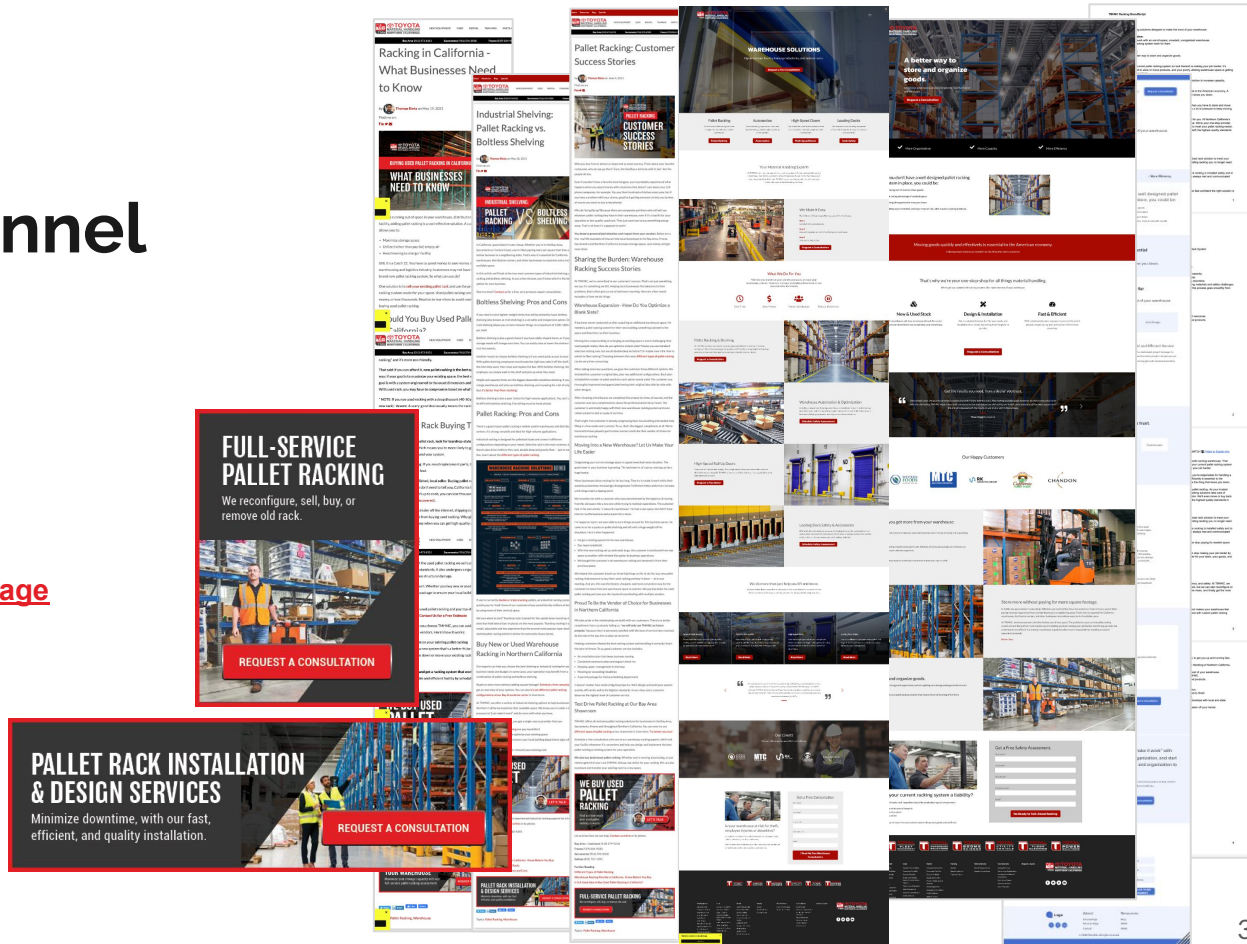
TMHNC PALLET RACKING SALES FUNNEL TIMELINE			April 19-23	April 26-30	May 3-7	May 10-14	May 17-21	May 24-28	May 31-Jun 4	June 7-11	June 14-18	June 21-25	June 28-Jul 2	FUTURE
CAMPAIGN DELIVERABLES			CONVERTING / PRODUCTION											
ADDITIONAL INFO			WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	PROMOTION	REPORTING
Pre-Planning/Strategy														
Review/Write Landing Page	Highlight page for the next few meetings & determine meeting goals	<input checked="" type="checkbox"/>												
Meeting #1 Messaging Framework Strategy	2-hr meeting. Request testimonials, brand script & value proposition	<input checked="" type="checkbox"/>	4/19/21											
Request Testimonials/Customer Stories	Request testimonials/customer stories to show authority	<input checked="" type="checkbox"/>	4/19/21											
Public Facing Sales Funnel Copywriting														
Writing	Jessie writes the messaging framework DRAFT v1	<input checked="" type="checkbox"/>	4/19 - 4/23											
DELIVERABLE: Messaging Framework	Jessie delivers the messaging framework DRAFT v1	<input checked="" type="checkbox"/>		4/26/21										
Internal Review	Jade reviews Messaging Framework DRAFT v1	<input checked="" type="checkbox"/>		4/27/21										
Client Review	TMHNC reviews Messaging Framework DRAFT v1	<input checked="" type="checkbox"/>		4/28/21										
Client Edits	TMHNC sends edits/instructions to highlight	<input checked="" type="checkbox"/>		4/29/21										
Revisions	Jessie makes necessary revisions	<input checked="" type="checkbox"/>		5/3 - 5/7										
Client Delivers Testimonials/Customer Stories	TMHNC delivers testimonials/customer stories to highlight	<input checked="" type="checkbox"/>		5/4/21										
Writing	Jessie writes the Brand Narrative, Elevator Pitch, Hero Statements	<input checked="" type="checkbox"/>		5/10 - 5/17										
Graphic: Existing Brand Racking Content	Megan/Renee pulls existing joint racking content and creates a content map	<input checked="" type="checkbox"/>		5/10 - 5/17										
DELIVERABLE: Brand Messaging	Jessie delivers the Brand Narrative, Elevator Pitch, Hero Statements DRAFT v1	<input checked="" type="checkbox"/>		5/10/21										
Internal Review	Jade reviews Brand Narrative, Elevator Pitch, Hero Statements DRAFT v1	<input checked="" type="checkbox"/>		5/11/21										
Client Review	TMHNC reviews Brand Narrative, Elevator Pitch, Hero Statements DRAFT v1	<input checked="" type="checkbox"/>		5/12/21										
Client Edits	TMHNC sends edits/instructions to highlight	<input checked="" type="checkbox"/>		5/12/21										
Revisions	Jessie makes necessary revisions	<input checked="" type="checkbox"/>		5/11 - 5/21										
Writing	Jessie rewrites/creates the Landing Page Wireframe DRAFT v1	<input checked="" type="checkbox"/>		5/11 - 5/21										
DELIVERABLE: Landing Page Wireframe	Jessie delivers the Landing Page Wireframe DRAFT v1	<input checked="" type="checkbox"/>		5/18/21										
Internal Review	Jade reviews Landing Page Wireframe DRAFT v1	<input checked="" type="checkbox"/>		5/18/21										
Client Review	TMHNC reviews Landing Page Wireframe DRAFT v1	<input checked="" type="checkbox"/>		5/19/21										
Client Edits	TMHNC sends edits/instructions to highlight	<input checked="" type="checkbox"/>		5/19/21										
Revisions	Jessie makes necessary revisions	<input checked="" type="checkbox"/>		5/19 - 5/24										
Meeting #2 Pre-Planning/Strategy														
Writing	Jessie is writing the email sequence and making final edits this week	<input checked="" type="checkbox"/>		5/17 - 5/24										
DELIVERABLE: Email Sequence	Jessie delivers the Email Sequence DRAFT v1	<input checked="" type="checkbox"/>		5/21/21										
Internal Review	Jade reviews email sequence DRAFT v1	<input checked="" type="checkbox"/>		5/21/21										
Client Review	TMHNC reviews email sequence DRAFT v1	<input checked="" type="checkbox"/>		5/21/21										
Client Edits	TMHNC sends edits/instructions to highlight	<input checked="" type="checkbox"/>		5/21/21										
Revisions	Jessie makes necessary revisions	<input checked="" type="checkbox"/>		5/19 - 5/26										
CTA Module (To Be Added to Other Website Pages)														
CTA Wireframe/Solutions Module	Choose/create the CTA module HubSpot template	<input checked="" type="checkbox"/>		5/17 - 5/26										
Create CTA Text	Write the CTA copy for the new module	<input checked="" type="checkbox"/>		5/17 - 5/26										
Determine CTA Asset	Determine the image asset needs for CTA module	<input checked="" type="checkbox"/>		5/17 - 5/26										
CTA Graphic Design	Graphic Designer creates asset if needed	<input checked="" type="checkbox"/>		5/17 - 5/26										
Approvals	Get final approvals from TMHNC	<input checked="" type="checkbox"/>		5/17 - 5/26										
Add to Pages When Live	Add CTA module to all relevant website pages (when finalized with launch)	<input checked="" type="checkbox"/>		5/17 - 5/26										
HubSpot Templates														
Create Landing Page Wireframe Template	Build the HubSpot landing page wireframe template on the backend	<input checked="" type="checkbox"/>		5/17 - 5/26										
Create Overview Landing Page Template	Build the HubSpot landing page overview template on the backend	<input checked="" type="checkbox"/>		5/17 - 5/26										
Determine Asset Needs	Once templates are created, determine the assets needed	<input checked="" type="checkbox"/>		5/17 - 5/26										
Create Wireframe/Layout	Before choosing the template, be sure the wireframe is final	<input checked="" type="checkbox"/>		5/17 - 5/26										
Assets														

Open In A

Racking Sales Funnel

Deliverables

- [Project Plan](#)
- [Messaging Framework](#)
- [Wireframe](#)
- [Pallet Racking Website Page](#)
- [Warehouse Solutions Overview Page](#)
- [Blog Posts](#)
- [CTA Promotional Plan](#)
- [Sales Email Series](#)
- [Testimonial Support](#)
- [Social Media Promotion](#)
- [Blog Posts](#)
- [Campaign Performance](#)





Messaging Framework

TMHNC Messaging Framework

Anytime we talk about Pallet Racking, we run the message through this Brand Filter.

Read this, learn it, memorize it, repeat it. It's the pallet racking "company line."

Download Your Copy [Word File](#) | [PDF](#)

TMHNC Racking BrandScript

Messaging Position:
All-inclusive pallet racking solutions designed to make the most of your warehouse.

Journey of Transformation:
From: Trying to make it work with an out-of-space, crowded, unorganized warehouse.
To: Making their pallet racking system work for them.

Messaging Framework:
Character Wants: A better way to store and organize goods.

Problem:

- **External:** Your current pallet racking system (or lack thereof) is making your job harder. It's becoming difficult to store or move products, and your poorly utilizing warehouse space is getting messy and disorganized.
- **Internal:** You feel overwhelmed and can't ignore you need a solution to increase capacity, efficiency, and safety.
- **Philosophical:** Moving goods quickly and efficiently is essential to the American economy. A messy and disorganized warehouse shouldn't be the thing that slows you down.

Guide:

- **Empathy:** We understand it's hard to keep things organized when you have to store and move more goods without adding more square feet. We know there's a lot of pressure to keep moving and make it work with what you have.
- **Authority:** We believe your pallet racking system should work for you. At Northern California's exclusive Toyota dealership, we don't just help you lift and move. We're your one-stop provider for all material handling solutions. We have inventory on hand to meet your pallet racking needs. Plus, we design and build your system quickly, efficiently, and with the highest quality standards in practice.

[testimonials, big customers, awards, etc.]

Plan: Here's how to get order in your warehouse:

1. **Step One Title:**
The Consultation: - We'll visit you on-site to custom design the best rack solution to meet your needs. We'll even take care of moving, removing, or buying existing racking you no longer need.
2. **Step Two Title:**
The Installation: - Our experienced project managers will ensure racking is installed safely and to code. Schedules, timelines, phases, tasks, and milestones are always met and communicated effectively for a smooth, effortless experience.
3. **Step Three Title:**
The Utilization: - We'll get you up and running quickly so you can feel confident the right solution is in place to operate at maximum capacity safely.

1

2

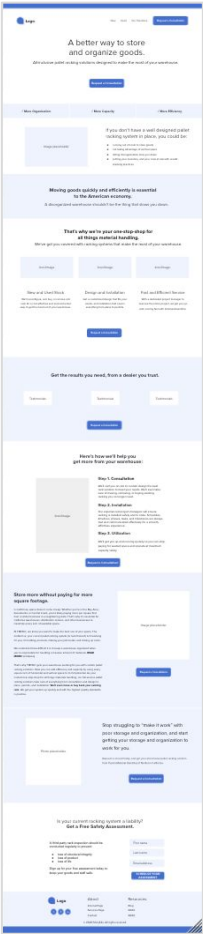
3

4



Wireframe

TMHNC Pallet Racking Web Page Wireframe [PDF](#)

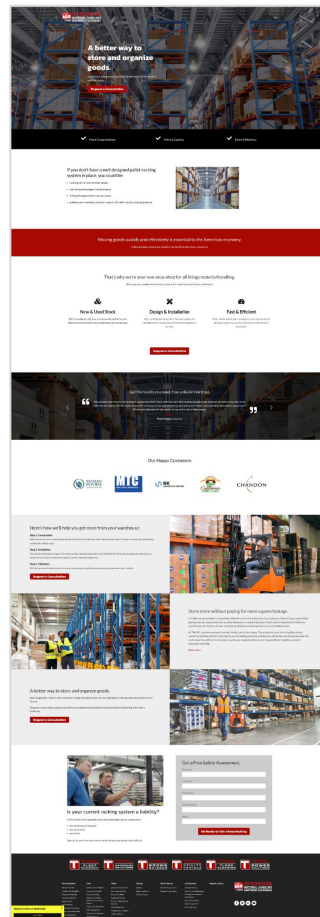
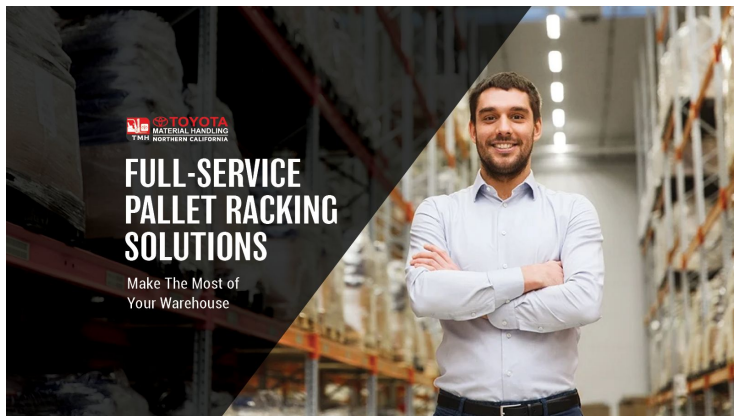


- ← The Header / CTA
- ← 3 One-Line Value Propositions
- ← The Stakes (The Problem)
- ← The Stakes Extended (The Problem)
- ← Authority/Empathy
- ← Testimonials
- ← Authority - Customer Logos
- ← The Plan / How It Works
- ← The Pallet Racking Explained
- ← Authority / TMHNC Is The Solution
- ← Lead Generating Form
- ← Footer

Website Page

Racking Website Landing Page

Racking Lead Gen Form Page



- ← The Header with Video & CTA
- ← 3 One-Line Value Propositions
- ← The Stakes (The Problem)
- ← The Stakes Extended (The Problem)
- ← Authority/Empathy
- ← Testimonials
- ← Authority - Customer Logos
- ← The Plan / How It Works
- ← The Pallet Racking Explained
- ← Authority / TMHNC Is The Solution
- ← Lead Generating Form
- ← Footer

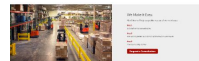
Website Page

Warehouse Solutions Overview Page

Warehouse Solutions CTA to be Added to Homepage



← The Header with video

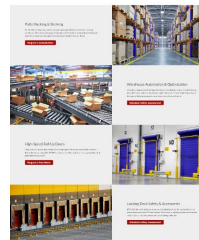


← 4 CTAs



← Short Blurb

← The Plan



← About

← 4 CTAs

- Rack
- Automation
- Doors
- Docks



← Popular Blog Posts



← Authority - Customer Testimonials & Customer Logos



← Lead Generating Form



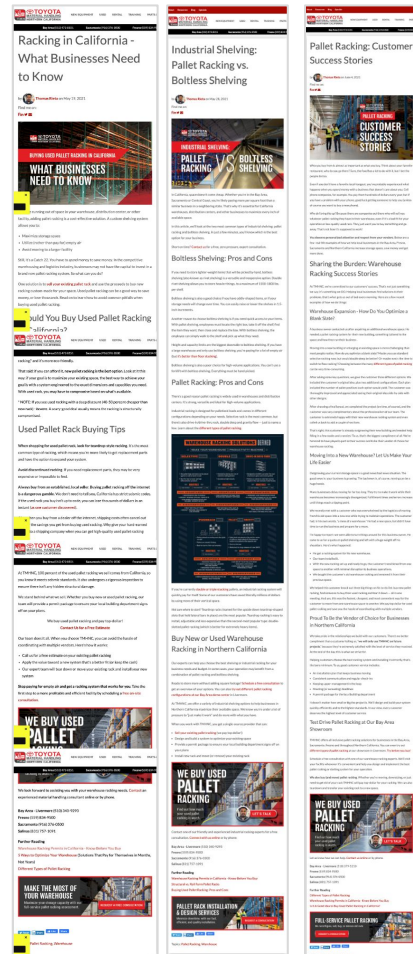
← Footer

New Racking Blog Posts

New Blog #1 - [Buying Used Pallet Racking in California - What Businesses Need to Know](#)

New Blog #2 - [Industrial Shelving: Pallet Racking vs. Boltless Shelving](#)

New Blog #3 - [Pallet Racking: Customer Success Stories](#)





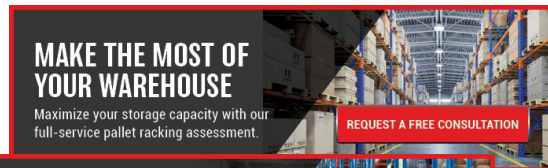
CTA Promotional Plan

CTAs have a 4-way Multivariate Test

CTA has been added to existing and new Blog Posts

Sidebar CTA will be added to Website Pages

Warehouse Solutions CTA to be added to the home page.



MAKE THE MOST OF YOUR WAREHOUSE
Maximize your storage capacity with our full-service pallet racking assessment.

[REQUEST A FREE CONSULTATION](#)



PALLET RACKING SOLUTIONS
Store more without paying for more square footage.

[REQUEST A SAFETY ASSESSMENT](#)



FULL-SERVICE PALLET RACKING
We reconfigure, sell, buy, or remove old rack.

[REQUEST A CONSULTATION](#)



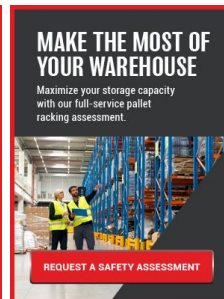
PALLET RACK INSTALLATION & DESIGN SERVICES
Minimize downtime, with our fast, efficient, and quality installation.

[REQUEST A CONSULTATION](#)



FULL-SERVICE PALLET RACKING
We reconfigure, sell, buy, or remove old rack.

[REQUEST A CONSULTATION](#)



MAKE THE MOST OF YOUR WAREHOUSE
Maximize your storage capacity with our full-service pallet racking assessment.

[REQUEST A SAFETY ASSESSMENT](#)



PALLET RACKING SOLUTIONS
Store more without paying for more square footage.

[REQUEST A FREE CONSULTATION](#)



PALLET RACK INSTALLATION & DESIGN SERVICES
Minimize downtime, with our fast, efficient, and quality installation.

[REQUEST A CONSULTATION](#)

Email Series

- [We Buy Used Rack Promo Email](#)
- [Pallet Racking Sales Funnel Promotional Email](#)
- [Email 1 - Problem + Solution \(They don't think they have a problem\)](#)
- [Email 2 - Success Story/Testimonial](#)
- [Email 3 - Overcome an Objection \(price objection\)](#)
- [Email 5 - Paradigm Shift](#)
- [Response to Pallet Racking Interest](#)

Helo there,

Thomas here from Toyota Material Handling of Nor about some information you requested about our pa

Do you have specific questions or needs i can h

You'll find a lot of information about our pallet racking check that out and get back to me with any other qu

I also want to let you know that you can [request a fr](#) team members or i can come out to your warehouse working with and learn how we can help.

Does that sound like something you want to get on

Request a Free Cons

Kind regards,
Thomas Rieta
Warehouse Engineer
www.tmhnc.com

Toyota Material Handling Northern California, 6999 Southf Road, Livermore, CA 94551, USA
Thomas.Rieta@tmhnc.com
1-800-527-3746

Get Your Free Consultation

At TMHNC, we believe there's a better way to store and organize goods. Here's how:

Step 1. Consultation
We'll visit you on-site to custom design the best rack solution to meet you. We'll even take care of moving, removing, or buying existing racking you need.

Step 2. Installation
Our experienced project managers will ensure racking is installed safely, code. Schedules, timelines, phases, tasks, and milestones are always in communicated effectively for a smooth, effortless experience.

Step 3. Utilization
Get up and running quickly so you can stop paying for wasted space and maximum capacity safely.

Request a Consult

Stop struggling to "make it work" with poor storage and organization, and getting your storage and organization to work for you.

We've got you covered,
Thomas Rieta
Warehouse Engineer Manager
www.tmhnc.com

P.S. Is your current racking system a liability? [Get a Free Safety Assess](#) and keep your goods and staff safe.

Helo there,

In the warehouses, time is money.

The faster you get something through your warehouse and to your customer, the more profit you make.

But if your warehouse is cluttered with stacks of pallets and inventory scattered on every surface, your crew will:

- Waste time looking for what they need.
- Make it worse by not having a clear plan on where to store new stock.

In California, space doesn't come cheap.

At TMHNC we know you want the best use out of your limited space to increase probability and profit.

The problem is, your current pallet racking system (or lack thereof) isn't working for you. It's holding you back, making your job harder, and dring up costs.

Let TMHNC get your warehouse working for you with [custom pallet racking solutions](#).

Get a Free Consultation

Add efficiency and capacity by using every square inch of horizontal and vertical space to its full potential.

As your trusted one-stop-shop for all things materials handling, our full-service pallet racking solutions take care of everything:

- Consultation and design
- Plans and permits
- Installation

We'll even move or buy back your existing rack.

Learn More About Our Racking Systems

We'll get your system up quickly and with the highest quality standards in practice. We can help. Just reach out to our team to [get a free consultation](#).

To productivity and profit,
Thomas Rieta
Warehouse Engineering Manager
www.tmhnc.com

P.S. Schedule your free safety assessment from TMHNC [here](#) to keep your goods and your crew safe.

You need simpler solutions when it comes to is.

-service pallet racking systems to the line-up of warehouse. Now, you can rely on us as your one-stop needs.

pallet racking solutions here!

about:

ized area for greater storage capacity rack
city without adding square footage
use without downsizing the amount of materials you

our team to [get a free consultation](#).

rd capacity by using every square inch of horizontal tential.

er. [Learn more here.](#)

All the best,
Thomas Rieta
Warehouse Engineering Manager
www.tmhnc.com

re had a racking system safety assessment? If you ably duty. For a limited time, we're offering them for

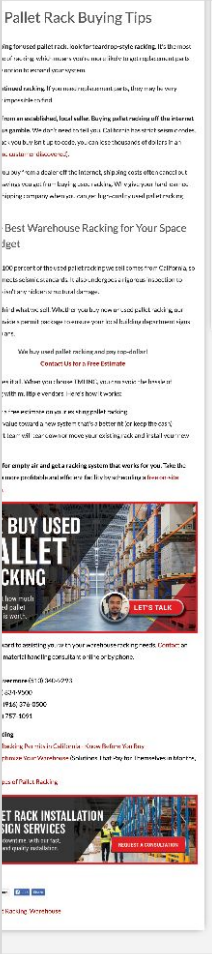
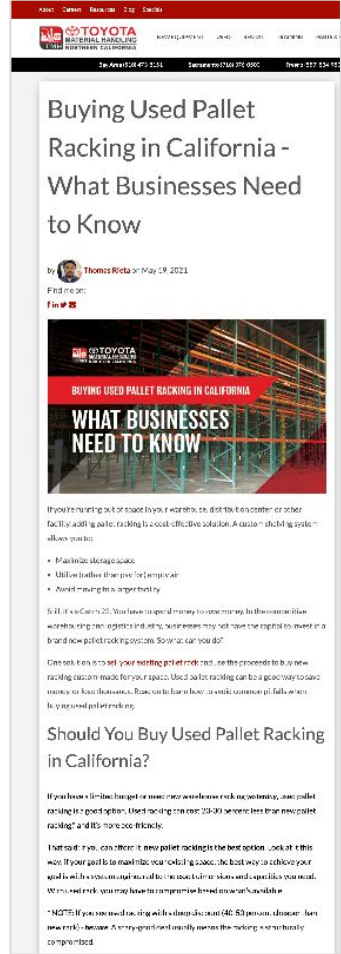
g? Have you thought of system?
IPLE vendors.
racking ter fit (or keep the
ating rack and install
t works for you. Take y scheduling a [free on-](#)

ed Racking
[look time on my](#)
anager
Livermore, CA 94551, USA
ismisment / if you offering them for
Livermore, CA 94551, USA

California, 6999 Southfront Rd., Livermore, CA 94551, USA
Thomas.Rieta@tmhnc.com
1-800-527-3746

Blog Posts

- [4 Ways to Protect Your Pallet Racking](#)
- [Structural vs. Roll Form Pallet Racks](#)
- [Different Types of Pallet Racks for Warehouse Storage](#)
- [Warehouse Racking Permits in California - Know Before You Buy](#)
- [Industrial Shelving: Pallet Racking vs. Boltless Shelving](#)
- [Pallet Racking: Customer Success Stories](#)
- [Top 7 Signs Your Pallet Racking May Fail](#)
- [Pallet Rack Versus Floor Stacking](#)
- [Buying Used Pallet Racking in California - What Businesses Need to Know](#)



Testimonial Support

We created a testimonial questionnaire and options for Thomas to use. Lastly, we composited the final ETR testimonial and added it to the page.

"After experiencing a lack of communication from other vendors, we turned to TMHNC for our warehouse needs. As a forklift customer, I knew we would receive the same level of value. Overall, the TMHNC crew is the best in the area. You can expect exceptional customer service. TMHNC goes above and beyond all expectations."

- Luis Mendoza, Facilities Coordinator, ETR

1. Who are you and what does your company do?

Luis Mendoza the Facilities Coordinator for ETR. We are a non-profit helping youth, families, and communities improve the

2. What problem(s) did you face?

Lack of communication from vendors in contrast to other larger companies.

3. Why did you choose our product/service?

As a former client, I knew the

4. What made our product/service stand out?

The customer service is exceptional.

5. Specifically, what was the best part?

The communication

6. How do you use our product/service?

We have a scheduled PM service.

7. How was our product/service used?

The customer service goes above and beyond.

8. What results did you achieve?

No issues with equipment as of yet.

9. Would you recommend us to others?

Yes, the pricing and service is excellent.

10. Is there anything else you would like to add?

Overall, the TMH crew is the best in the area.

11. Do we have permission to use your testimonial on our website?

Yes, you have permission, and we appreciate the testimonial.

TMHNC

Pallet Racking Sales Funnel Customer Testimonials

TESTIMONIAL 1

Option 1: TMHNC understood us. They know it's hard to keep things organized when you have to store and move more goods without adding more square footage. They understand the pressure we have to keep moving and make it work, using what we have. Thankfully, TMHNC installed our new custom racking system. We said goodbye to the messy and disorganized warehouse that was holding us back.

Option 2: We expanded into a larger warehouse and weren't sure how to make the best use of the new space without using multiple vendors. TMHNC was the only vendor we needed for the entire warehouse. We were presented 3 options, which was amazing. We want to thank TMHNC for the exceptional level of service, communication, and professionalism throughout the project. We will continue to use TMHNC for all of our future warehouse needs.

TESTIMONIAL 2

Option 1: Our messy and disorganized warehouse was slowing us down. We weren't able to move our goods quickly and efficiently. We felt overwhelmed. We didn't have a solution to increase capacity until TMHNC stepped in. Our new customized racking design has turned our disorderly warehouse into a productivity machine. Thanks, TMHNC!

Option 2: We wanted a fast and convenient solution, but didn't know where to start. New racking sounded good, however, we didn't know what to do with the old racking. TMHNC made it easy with a proposal to buy and remove our old racking and install a new system to utilize every square inch! We are very pleased with the results. It was truly a worry-free process.

TESTIMONIAL 3

Option 1: Our facility was a mess and it could no longer be ignored. We were out-of-space in a crowded warehouse and we needed a solution to increase productivity. In a short period of time, TMHNC designed and built the racking solution we needed to move our product quickly and efficiently. During the installation, they made sure to minimize our downtime. Their experts transformed our space and we are now working more efficiently than we ever imagined possible.

"After experiencing a lack of communication from other vendors, we turned to TMHNC for our warehouse needs. As a forklift customer, I knew we would receive the same level of value. Overall, the TMHNC crew is the best in the area. You can expect exceptional customer service. TMHNC goes above and beyond all expectations."

Luis Mendoza Facilities Coordinator, ETR

Social Media Promotion



Toyota Material Handling Northern California

1,451 followers
2w

Sometimes when I'm writing a bid for used pallet racking, I see some pretty iffy

rack setups (yes, unfocused). "how long it's been there." Maybe it's a jump out.

We also offer similar business in warehouses, distribution centers, and other businesses in California, space doesn't come cheap. Whether you're in the Bay Area, Sacramento or Central Coast, you're likely paying more per square foot than a similar business in a neighboring state. That's why it's essential for California warehouses, distribution centers, and other businesses to maximize every inch of available space. #PalletRacking #Warehouse

Top 7 Sign



Toyota Material Handling Northern California

1,451 followers
2w



Toyota Material Handling Northern California

201-500 employees
4w

Have you ever felt overwhelmed by the logistics of another?

For one of our customers, we were able to relocate their facility with minimal disruption and downtime. Read the post below to find out. #PalletRacking

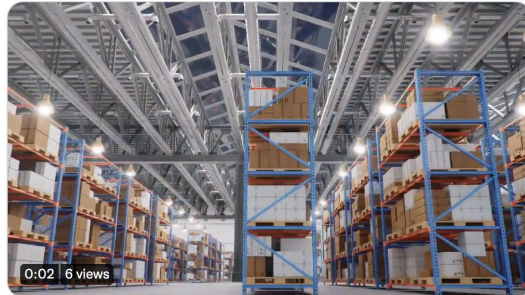
Pallet Racking: Customer Success Stories



TMHNC @TMHNC · Jul 29

Moving goods quickly and efficiently is essential to the American economy. We offer all-inclusive pallet racking solutions designed to make the most of your warehouse. #PalletRacking #Warehouse

hubs.li/HOT94cl0



0:02 6 views



Toyota Material Handling Northern California

October 21 at 11:06 AM · 🌐

Sometimes when I'm writing a bid for used pallet racking, I see some pretty iffy



Toyota Material Handling Northern California

October 20 at 9:34 AM · 🌐

In California, space doesn't come cheap. Whether you're in the Bay Area, Sacramento or Central Coast, you're likely paying more per square foot than a similar business in a neighboring state. That's why it's essential for California warehouses, distribution centers, and other businesses to maximize every inch of available space. #PalletRacking #Warehouse



Toyota Material Handling Northern California

October 6 at 11:10 AM · 🌐

You deserve personalized attention and respect from your vendors. Read this post for a few real-life examples of how we help local businesses in



Toyota Material Handling Northern California

September 22 · 🌐

We offer free pallet racking safety inspections to help you uncover



Toyota Material Handling Northern California

September 21 · 🌐

In California, space doesn't come cheap. Whether you're in the Bay Area, Sacramento or Central Coast, you're likely paying more per square foot than a similar business in a neighboring state. That's why it's essential for California warehouses, distribution centers, and other businesses to maximize every inch of available space. #PalletRacking #Warehouse



ing: Pallet Racking vs. Boltless Shelving

storage space? Read when to use industrial racking vs...



Top 7 Sign

tmhnc.com

Campaign Performance

- **Start Date:** July 1, 2021
- **Closed Deals:** 20
- **Influenced Revenue:** \$419,079.00
- **Deals Quoted:** \$187,400
- **Page Views:** 314
- **Form Submissions:** 13
- **Conversion Rate:** 24.15%
- **Quoted ROI:** 245%

