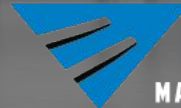


INDUSTRIAL CLEANING EQUIPMENT SALES FUNNEL MARKETING CAMPAIGN



MID COLUMBIA
FORKLIFT



MIDCO
MATERIAL HANDLING

Industrial Cleaning Equipment Sales Funnel

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Industrial Cleaning Equipment Sales Funnel

This sales funnel shows how we have:

1. Identified the product to promote
2. Discussed customer problems in our message filter workshop
3. Created a brand script that informs what sales and marketing say
4. A website page that follows our proven storytelling framework.
5. A lead gen PDF/ eBook for the shopper
6. Blogs to send traffic to the web pg.
7. Promotion and Follow-up emails
8. Social media posts
9. **NOW it's time to promote!**



Messaging Framework

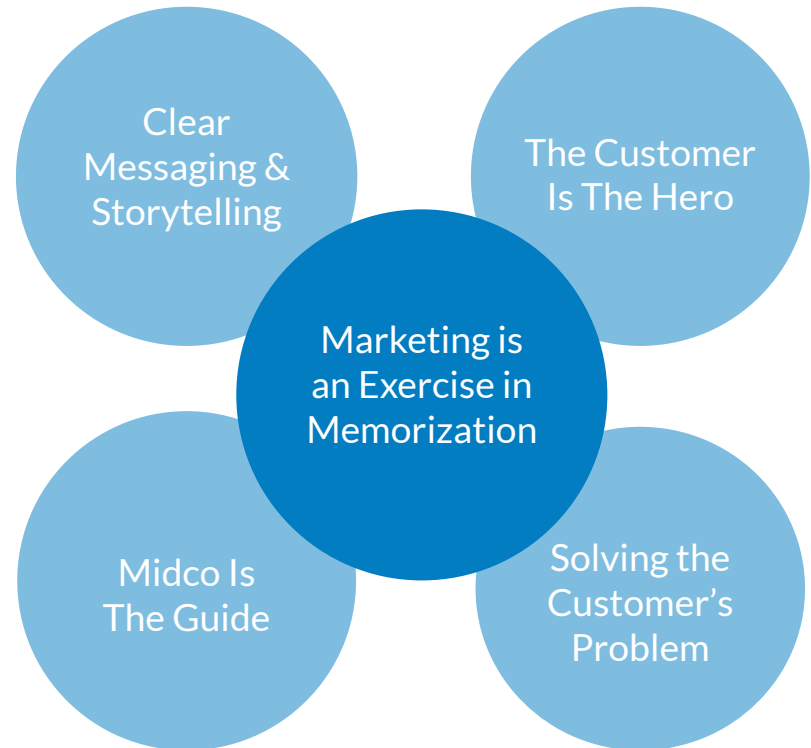
Midco Industrial Cleaning Equipment Messaging Framework

To understand the problems your brand is solving, we kicked-off our project with a 2-hour Messaging Workshop.

From there, the BrandScript was created. Use this script every time you mention Industrial Cleaning Equipment.

Read it, learn it, memorize it, repeat it.

[Download Your Copy PDF](#)



BRANDSCRIPT NARRATIVE: ONE-MINUTE SCRIPT

We know you work hard, and the harder you work, the dirtier your floors get. The problem is, dirty floors cause serious issues, such as slip and fall accidents, equipment breakdowns, violations, fines, and low morale. The bottom line is, dirty floors create unnecessary risk.

At MidCo, we believe a clean facility means a ***clean safety record***.

Here's how we are committed to you and your floors:

- **Solid Expertise** — Since 1978 we've helped businesses across Washington state boost their safety record, improve operations, and increase productivity.
- **Free Assessment** — We want to save you time, money, and headaches so we offer a free on-site assessment to be sure you get the right solution for your operation.
- **Free Demonstration** — We will bring our best recommendation to your facility so you can see it in action and test drive it for yourself.
- **Free Training** — We will host a class to train your team how to safely and efficiently operate your new machine at your facility.
- **Satisfaction Guarantee** — Your satisfaction is our guarantee. We'll do anything to make you happy if any problems arise.

Complete the form to schedule a free site survey. We'll come out to your facility and provide custom recommendations. Then, we bring equipment to your facility so you test drive it yourself. And finally, when we deliver your industrial floor cleaning machine, we'll host a class to train your team.

Once you schedule a free site survey, you're on your way to getting your facility clean and keeping it that way. In the meantime, check out *our industrial floor cleaning ROI calculator* to find out how an industrial floor cleaning machine can pay for itself [link to eBook lead gen], so you can finally get the dirt off your floors for good.

FULL ELEVATOR PITCH

Dirty floors put your safety record at risk and cause other issues in your facility. That's why **MidCo helps you find the right industrial cleaning equipment to keep dirt off your floors for good.** With MidCo's expert guidance and service, you get a simple, effective way to keep your floors clean and your employees safe.

SHORT ELEVATOR PITCH

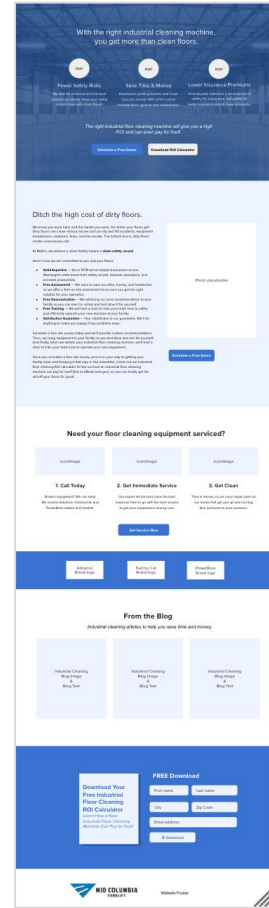
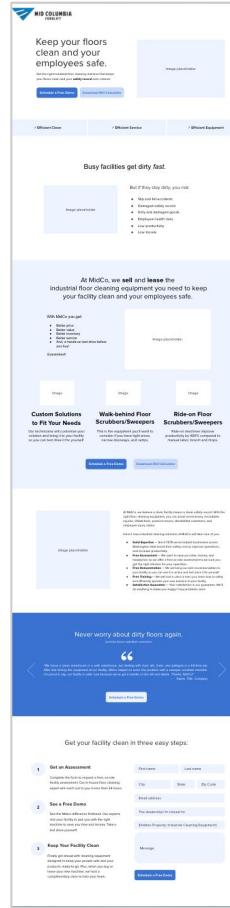
Dirty floors put your safety record at risk. With MidCo's expert guidance and service, you get a simple, effective way to keep your floors clean and your employees safe.

ONE-LINER / HOOK PITCH

Dirty floors put your safety record at risk. That's why MidCo matches you with a simple, effective way to keep your floors clean and your employees safe.

Wireframe Draft

Midco Industrial Cleaning Equipment
Website Page Wireframe Draft [PDF](#)



← Header/CTA

← Value Statements

← Stakes

← Solution

← Product Solutions

← Authority

← Testimonial

← The Plan
How to get Started

← Value Statements

← CTAs

← Brandscript &
Value Statements

← Service

← Brand Logos

← Blog Posts

← Lead gen

Website Page

Industrial Cleaning Equipment Landing Page

Keep your floors *clean* and employees *safe*.
Get the right industrial floor cleaning machine that keeps your floors clean and your safety record even cleaner.

Efficient Clean Efficient Service Efficient Equipment

Busy facilities get dirty *fast*.

But if they stay dirty, you risk:

- Flawed performance
- Longer safety record
- Costly and damaged assets
- Employee health risks
- Contamination
- Low morale

At MidCo, we sell and lease the industrial floor cleaning equipment you need to keep your facility clean and your employees safe.

With Midco you get:

- Better price
- Better value
- Better inventory
- Better service
- And, a 10-year on-track drive track record!

Custom Solutions to Fit Your Needs

Walk Behind Floor Sweepers & Scrubbers

Ride-On Floor Sweepers & Scrubbers

Thinking about buying or leasing industrial floor cleaning equipment?

Download our **Industrial Buyer's Guide to Industrial Cleaning Equipment**. From the most advanced equipment to the most rugged floor cleaning machines.

Don't let your safety record with a clean slip!

INDUSTRIAL FLOOR BUYER'S GUIDE

Never worry about dirty floors again.
Just fix the verified customer.

At MidCo, we believe a clean facility means a clean safety record. With the right floor cleaning equipment, you can avoid unnecessary recordable injuries, OSHA fines, product returns, dissatisfied customers, and employee injury claims.

Here's what you'll get from MidCo:

- Robust Equipment** - Shop with our top-quality equipment that's built to last. We have the industry's most advanced equipment available.
- Reliability** - Our equipment is built to last. We have the industry's most advanced equipment available.
- Proven Performance** - Our equipment is built to last. We have the industry's most advanced equipment available.
- Proven Training** - Our equipment is built to last. We have the industry's most advanced equipment available.

Get your facility clean in three easy steps:

- Get a Free Assessment**
- See a Demo**
- Keep Your Facility Clean**

4. **Lower Safety Risks**

5. **Save Time & Money**

6. **Lower Insurance Premiums**

The right industrial floor cleaning machine will give you a high ROI and can even pay for itself.

Need your floor cleaning equipment serviced?
We'll get your equipment up and running in no time.

- Get In Touch**
- Get Immediate Service**
- Get Clean**

MidColumbia Forklift Blog

Commercial cleaning equipment articles to help answer the questions you have about sweepers and scrubbers.

3 REASONS WHY INDUSTRIAL FLOOR SWEEPERS

3 REASONS WHY INDUSTRIAL FLOOR SCRUBBERS

3 REASONS WHY INDUSTRIAL FLOOR SWEEPERS

3 REASONS WHY INDUSTRIAL FLOOR SCRUBBERS

Thinking about buying or leasing industrial floor cleaning equipment?

Download our **Industrial Buyer's Guide to Industrial Cleaning Equipment**. From the most advanced equipment to the most rugged floor cleaning machines.

Don't let your safety record with a clean slip!

INDUSTRIAL FLOOR BUYER'S GUIDE

Website Page Featured Image

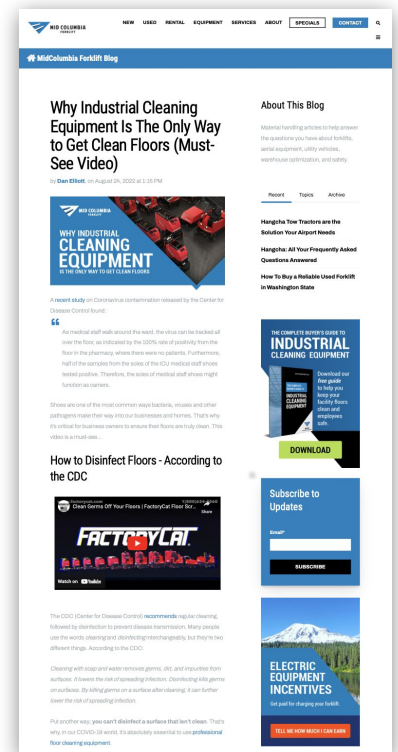
Landing Page Featured Image
Graphic



Industrial Cleaning Equipment Blog Posts

This Sales Funnel includes the following blogs:

- Blog #1 - [When to Buy Walk-Behind Vs. Ride-On Industrial Cleaning Equipment](#)**
- Blog #2 - [Why Industrial Cleaning Equipment Is The Only Way to Get Clean Floors \(Must-See Video\)](#)**
- Blog #3 - [3 Reasons Why Sweepers Are Better Than Scrubbers for Your Warehouse](#)**
- Blog #4 - [Choose the Best Industrial Floor Scrubber for Your Operation](#)**
- Blog #5 - [Why Does My Warehouse Need A Cleaning Plan?](#)**
- Blog #6 - [Factory Cat GTR: Heavy Duty Industrial Floor Cleaning Machine](#)**
- Blog #7 - [Warehouse Floor Disinfection Solutions to Combat COVID-19](#)**
- Blog #8 - [Clean and Sanitize Your Floors with FactoryCat Zer03 Floor Scrubbers](#)**
- Blog #9 - [Keep Your Warehouse Floors Clean With Powerboss' Armadillo 9X and Nautilus](#)**
- Blog #10 - [3 Reasons Why Scrubbers Are Better Than Sweepers for Your Warehouse](#)**
- Blog #11 - [Keep My Workers Safe With Industrial Floor Cleaning Machines](#)**
- Blog #12 - [3 Reasons Wholesale Stores Need Floor Sweeper Scrubbers](#)**



CTA Promotional Plan

CTAs Will Have a 2-way Multivariate Test

A CTA has been added to existing industrial cleaning blog posts and it will be added to new industrial cleaning blog posts moving forward.

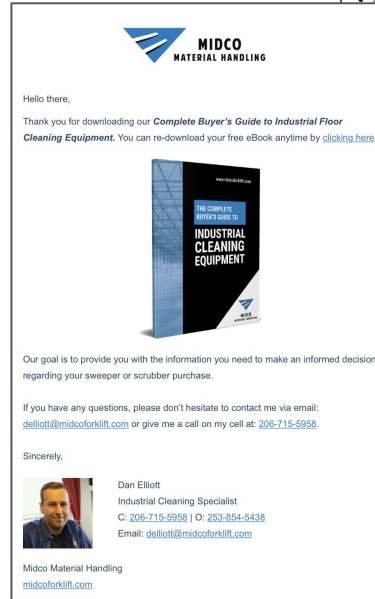
Blog posts will be promoted on social media.


Running an A/B test to see which button (orange or green) gets the most clicks.



Email Series


- **Email 1:** [Download the eBook](#)
- **Email 2:** [Problem + Solution](#)
- **Email 3:** [Overcome an Objection](#)
- **Email 4:** [Testimonial](#)
- **Email 5:** [Sales Letter](#)
- **Follow-Up Email:** [Service Maintenance Request](#)
- **Follow-Up Email:** [Free Demo Request](#)





Hello there,


Thank you for downloading our *Complete Buyer's Guide to Industrial Floor Cleaning Equipment*. You can re-download your free eBook anytime by [clicking here](#).



Our goal is to provide you with the information you need to make an informed decision regarding your sweeper or scrubber purchase.

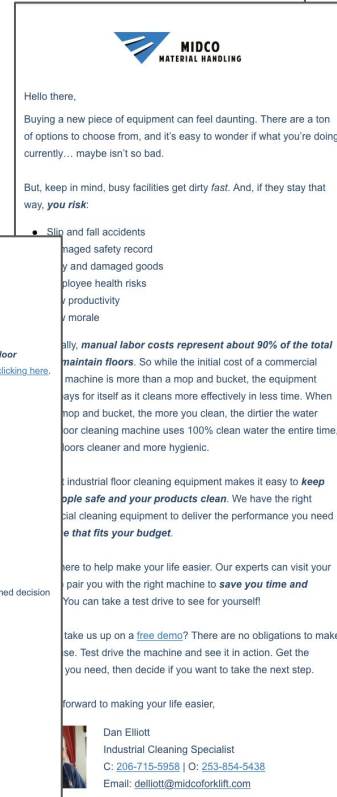
If you have any questions, please don't hesitate to contact me via email: delliott@midcoforklift.com or give me a call on my cell at: 206-715-5958.


Sincerely,



Dan Elliott
 Industrial Cleaning Specialist
 C: 206-715-5958 | O: 253-854-5438
 Email: delliott@midcoforklift.com

Midco Material Handling
midcoforklift.com





Hello there,

Buying a new piece of equipment can feel daunting. There are a ton of options to choose from, and it's easy to wonder if what you're doing currently... maybe isn't so bad.

But, keep in mind, busy facilities get dirty *fast*. And, if they stay that way, **you risk**:

- Slip and fall accidents
- Damaged safety record
- Property and damaged goods
- Employee health risks
- Decreased productivity
- Low morale


Typically, **manual labor costs represent about 90% of the total maintain floors**. So while the initial cost of a commercial machine is more than a mop and bucket, the equipment pays for itself as it cleans more effectively in less time. When you mop and bucket, the more you clean, the dirtier the water your cleaning machine uses 100% clean water the entire time, floors cleaner and more hygienic.

Industrial floor cleaning equipment makes it easy to **keep people safe and your products clean**. We have the right industrial cleaning equipment to deliver the performance you need **that fits your budget**.

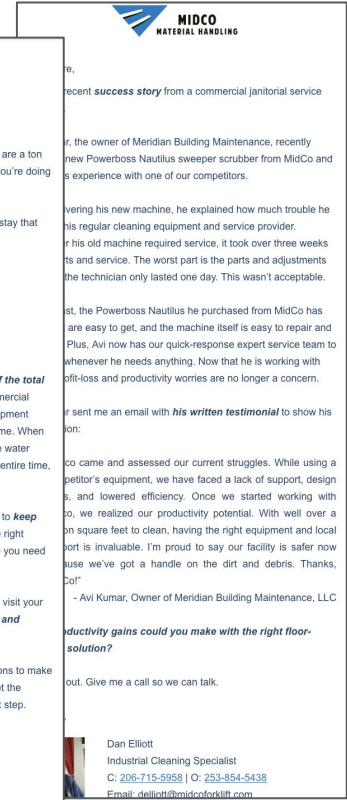
Let us help make your life easier. Our experts can visit your facility to pair you with the right machine to **save you time and money**. You can take a test drive to see for yourself!


Interested in taking us up on a [free demo](#)? There are no obligations to make a purchase. Test drive the machine and see it in action. Get the equipment you need, then decide if you want to take the next step.

Let us help you move forward to making your life easier,



Dan Elliott
 Industrial Cleaning Specialist
 C: 206-715-5958 | O: 253-854-5438
 Email: delliott@midcoforklift.com





Hello there,

Thank you for your recent **success story** from a commercial janitorial service provider. We're glad to hear that your new Powerboss Nautilus sweeper scrubber from MidCo and your experience with one of our competitors.

When purchasing your new machine, he explained how much trouble he had with his regular cleaning equipment and service provider. Your new machine required service, it took over three weeks to get parts and service. The worst part is the parts and adjustments the technician only lasted one day. This wasn't acceptable.

With your new Powerboss Nautilus, the Powerboss Nautilus he purchased from MidCo has been easy to get, and the machine itself is easy to repair and maintain. Plus, Avi now has our quick-response expert service team to help whenever he needs anything. Now that he is working with us, downtime, profit-loss and productivity worries are no longer a concern.


Thank you for sending me an email with **his written testimonial** to show his appreciation for our equipment. We're glad to hear that.

MidCo came and assessed our current struggles. While using a competitor's equipment, we have faced a lack of support, design issues, and lowered efficiency. Once we started working with MidCo, we realized our productivity potential. With well over a million square feet to clean, having the right equipment and local support is invaluable. I'm proud to say our facility is safer now because we've got a handle on the dirt and debris. Thanks, Dan!

- Avi Kumar, Owner of Meridian Building Maintenance, LLC

Productivity gains could you make with the right floor-cleaning solution?

Let us help you. Give me a call so we can talk.



Dan Elliott
 Industrial Cleaning Specialist
 C: 206-715-5958 | O: 253-854-5438
 Email: delliott@midcoforklift.com

Promo Emails

- **Email 1: Safety Focused | 1st Send**
- **Email 2: Safety Focused | 2nd Send**
- **Email 3: Cost Focused | 1st Send**
- **Email 4: Demo | 1st Send**

Social Media Promotion

Social Media Graphics.



Mid Columbia Forklift
363 followers
1w · 🌐

Before you buy industrial floor cleaning equipment, be sure to download our FREE guide! You'll learn how industrial floor cleaning equipment can quickly pay for itself and improve overall safety. Our free guide will also answer burning questions like:

- ✓ Why should I invest in industrial floor cleaning equipment?
- ✓ How will it fit into my budget and specific operational needs?
- ✓ How does a machine improve my workplace safety record?
- ✓ Why should I ditch the mop & bucket if it's working for me?
- ✓ What are the types of industrial floor cleaning machines?
- ✓ Should I buy, rent, or lease equipment?
- ✓ How do I keep the equipment running smoothly?
- ✓ How and where do I get parts and services?
- ✓ Can I see a live demonstration of how it works and take a test drive?

Buyer's Guide To Industrial Cleaning Equipment
<https://hubs.ly/Q01C78Bt0>



**THE COMPLETE
INDUSTRIAL
CLEANING EQUIPMENT
BUYER'S GUIDE**

Campaign Performance

Campaign in HubSpot: [LINK](#)

- Start Date: Jan 18, 2023
- Landing Page Views: 1,220
- Form Submissions: 30
- Sessions: 498
- Influenced Contacts: 1,573
- Closed Deals: 2
- Influenced Revenue: \$170,000.00
- Email Views: 16,938
- Blog Views: 4,318
- **data above taken on 8/11/2024*

