

PREPARED FOR



PINESPIRE

June 1, 2023



Reach More Businesses & Grow Your Client List

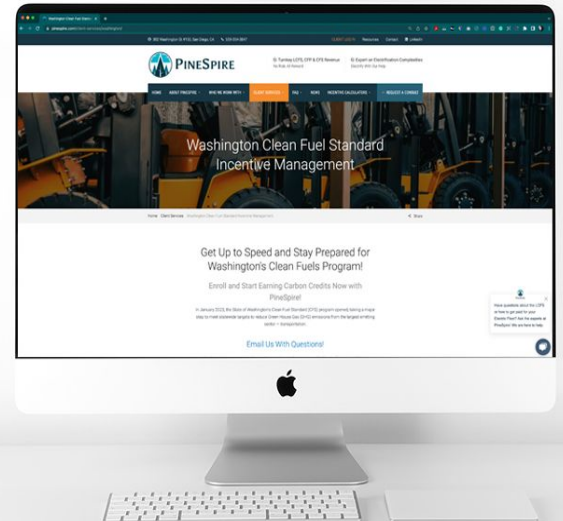
✓ Attract More Leads

✓ Gain More Clients

✓ Grow Your Audience

At HighViz Marketing, we know you want to:

- ✓ Attract more qualified leads
- ✓ Increase public awareness
- ✓ Grow your audience
- ✓ Exceed your goals
- ✓ Make a difference
- ✓ Gain client retention
- ✓ Grow your client list
- ✓ Create healthier air quality
- ✓ Support the environment

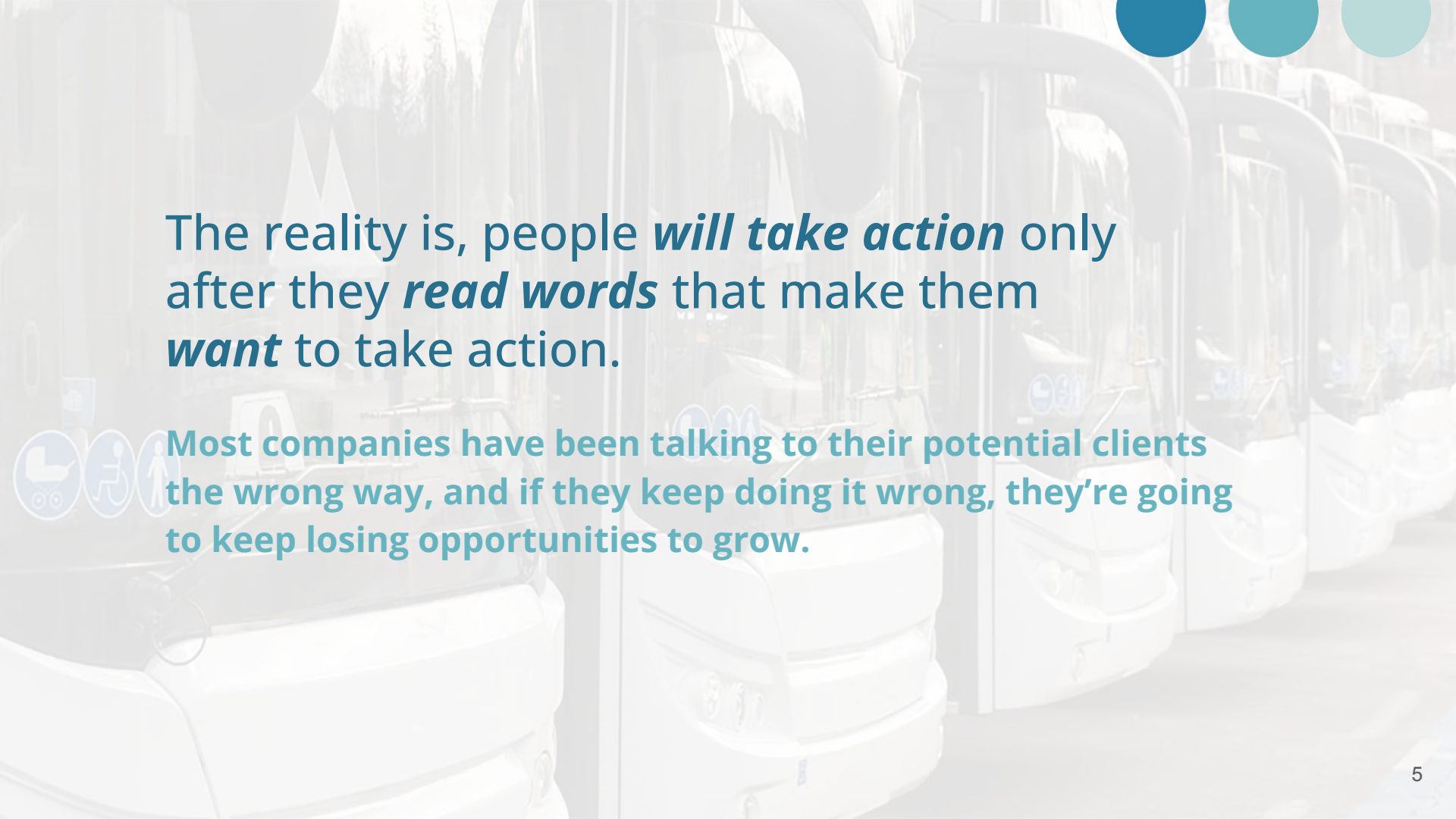




The problem is, without a *clear* & *compelling* marketing strategy, you risk:



- Paying for expensive leads because your website does not generate organic traffic.
- Inability to attract qualified leads.
- Frustration with unmet sales goals.
- Too many leads falling through the cracks.
- Lack of a clear plan for how to close deals.
- A website that doesn't convert leads into loyal clients who advocate your business.
- Missing a strong brand identity that doesn't differentiate from your competitors'.
- Confusing potential clients with complicated lingo.



The reality is, people ***will take action*** only after they ***read words*** that make them ***want*** to take action.

Most companies have been talking to their potential clients the wrong way, and if they keep doing it wrong, they're going to keep losing opportunities to grow.



HighViz Marketing uses a proven framework that helps businesses like yours ***clarify*** their marketing message, so potential clients ***listen***.

This proven framework will definitely change the way you talk about PineSpire and your services, and it might even change the way you actually do business.



To understand the framework, we need to first understand how the human brain works.

The human brain is designed to do two things:

1. **Survive & Thrive**
2. **Conserve Calories**



If you confuse, you'll lose.

Your brand message needs to explain how you can help your prospective potential client **survive** and **thrive**.



Because the brain works this way, storytelling is the most powerful tool available to compel a human brain. Story formulas teach us how to position products and services so people pay attention.



Storytelling has captivated people for thousands of years and allows you to better connect with your audience on a deep *philosophical* level.

We use storytelling in marketing to:

- **Capture Attention:** Compelling narratives draw your audience in and prospective leads will pay attention to your message and engage.
- **Build Emotional Connection:** Stories that resonate with your audience can create a strong bond and increase their loyalty to your brand.
- **Make Your Message Memorable:** Storytelling makes your message more memorable by presenting it in a way that is easy to remember and retell. By using a clear, simple, and easy-to-understand story structure, you can ensure that your marketing message sticks in your audience's mind.
- **Clarify Your Message:** With a clear and compelling narrative that focuses on the benefits of your product or service, you can ensure that your message resonates with your audience and encourages them to take action.
- **Drive Conversions:** Presenting your product or service as the solution to your audience's problem positions your brand as the hero of the story and your audience as the beneficiary of your solution, you can increase your conversion rates and grow your business.

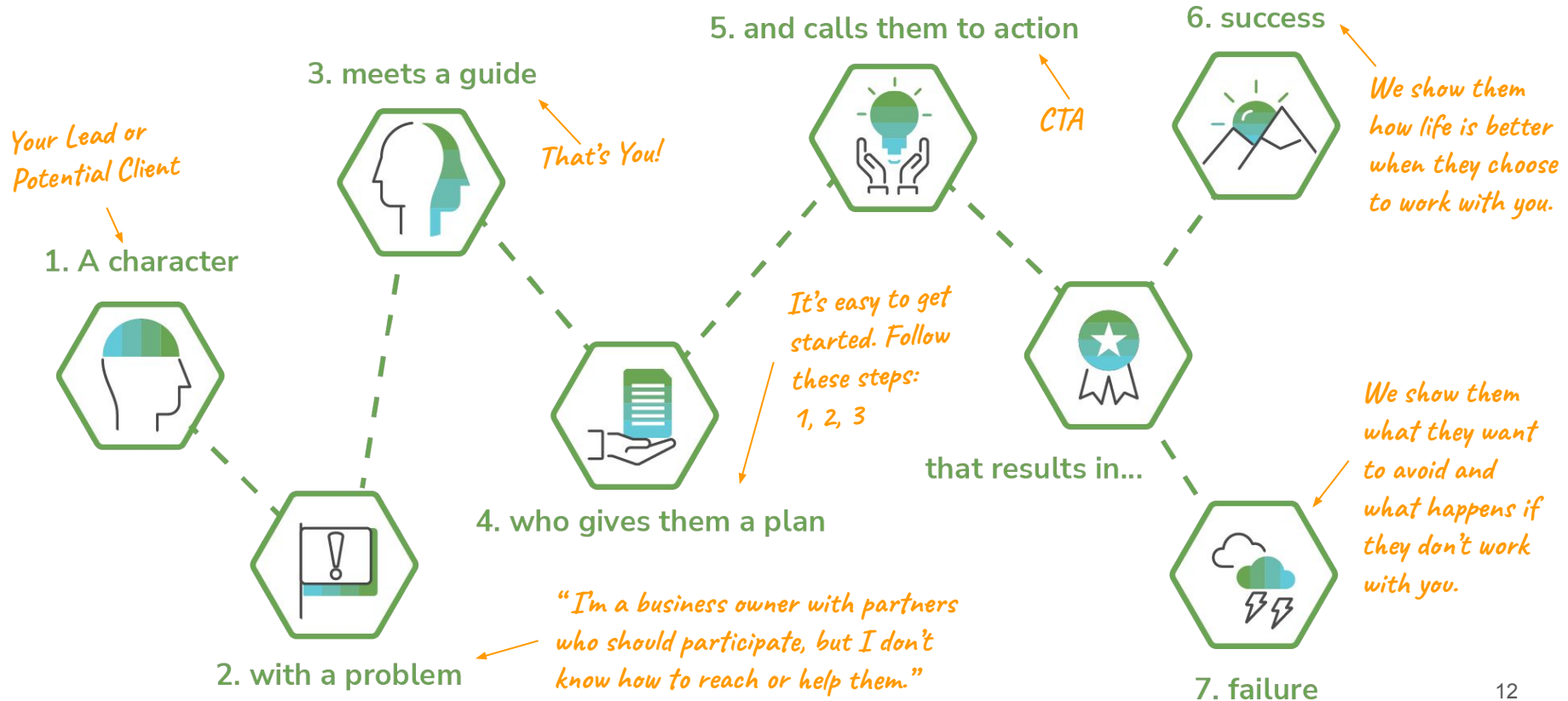


Our **sales funnels** use a *compelling* 7-part storytelling framework which uses ancient storytelling principles to help you clarify your message.

This will help your team communicate clearly to potential and existing clients and *that* gives you a competitive advantage.

The best communicator wins.

7-Part Storytelling Framework



Our sales funnels guide prospective clients through the natural speed of relationship-building with these five parts:



1. Clear Messaging

A clear and compelling message helps you to better connect with your audience, build trust, meet your goals, make a difference, and grow your client list.

2. Landing Page

Your website or landing page is the face of your organization. State the problem you solve and position PineSpire as the solution. Get leads. Grow your client list.

3. Lead Generator

How are you going to get more qualified leads? You're going to offer a new lead generator your target audience wants and will download. Let's educate them!

4. Nurture Campaign

Most of your future clients won't join right away, so you need to keep in touch with them offering enticing, fun and exciting free value.

5. Sales Campaign

Now that people trust you, it's time to get them started. When leads realize that you can solve their problem, they can't help but sign up and partner with you.

When you work with HighViz Marketing, you can meet your goals. With a clear and compelling sales funnel, it's easy to grow your client list.

Here's how our proven, clear, effective & compelling sales funnel strategy works:



STEP ONE:

CLARIFY YOUR MESSAGE

By clarifying and simplifying your message, you eliminate confusion which makes it more engaging and easier to understand.



STEP TWO:

LAUNCH A SALES FUNNEL

Our sales funnels are designed to drive conversions by addressing your potential client's needs and motivate them to take action.



STEP THREE:


MEET YOUR GOALS

By focusing on what really matters to your potential clients, you can attract more qualified leads and increase your client list.

HighViz Marketing Knows How to Reach Your Audience, Help Grow Your Client List, and Meet Your Goals

Most businesses don't have time or the resources to manage their own digital marketing (*and do it right*). With so many responsibilities on your plate already, you shouldn't have to be a marketing expert too.

We believe you deserve a website that *automatically* generates qualified leads 24/7 and turns them into loyal clients. We're here to help turn your website into a giant lead-generator, so your client list grows for months and years to come.



For over 10 years, HighViz Marketing has been the only digital marketing agency in the world specializing in helping forklift dealerships and material handling businesses generate qualified leads and increase revenue. We can help you, too.

Our clear and compelling marketing strategy based on the 7-part story framework turns websites into 24/7 round-the-clock sales engines.

HighViz Marketing takes the overwhelm out of digital marketing for organizations who don't have time to be marketing experts.

As your digital marketing partner, you can confidently grow your client list and stay ahead of the ever-changing landscape of the digital world.

Organic Traffic Performance for TMHNC

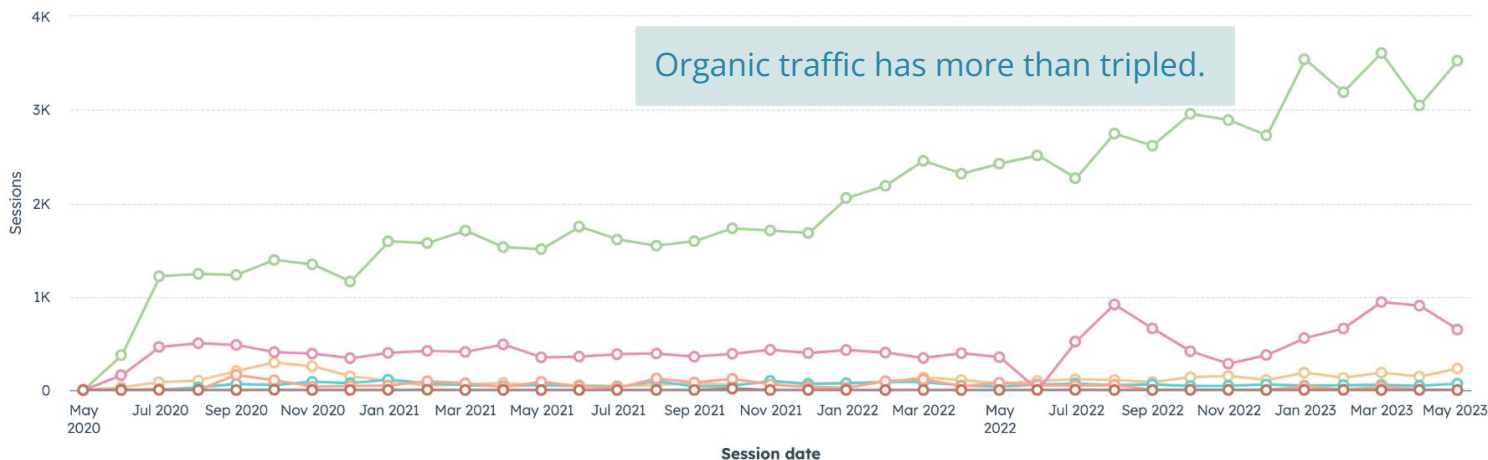
You too can achieve consistent sales growth and peace of mind.

Sessions

Compare to: None Style: Line

Date range: All time Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Direct traffic Other campaigns



Organic Traffic Performance for The Lilly Company

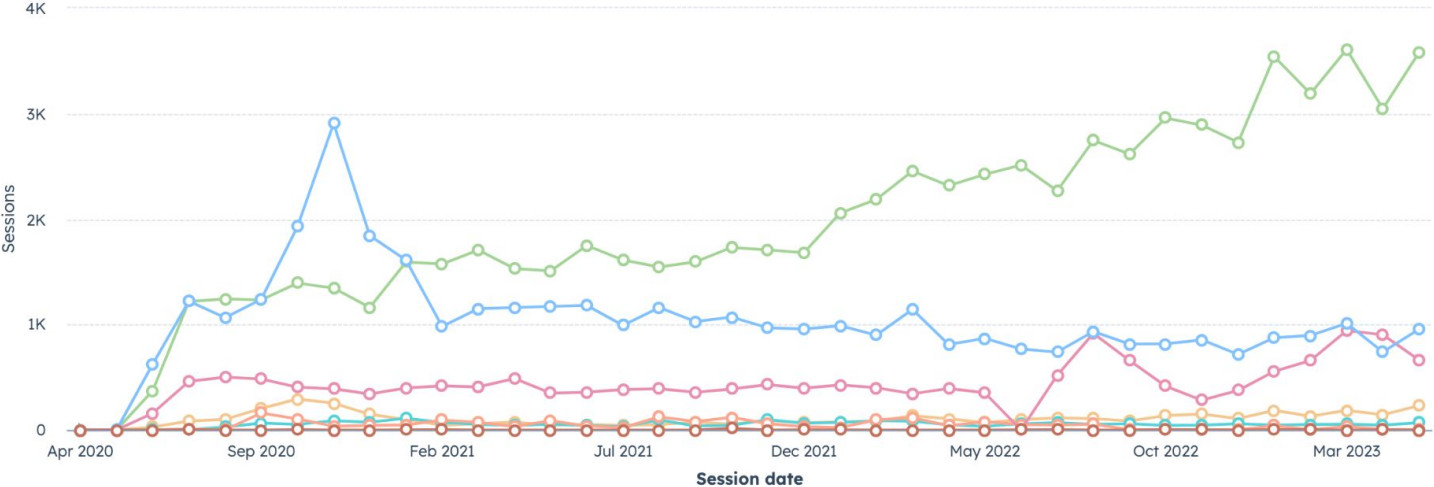
You too can get increased organic traffic, more qualified leads, and grow your client list.

Sessions

Compare to: None Style: Line


Date range: From 4/1/2020 to 5/31/2023 | Frequency: Monthly


Organic search Referrals Organic social Email marketing Paid search Direct traffic Other campaigns



Our Sales Funnels In Action

Click on the images below to view the live web page.

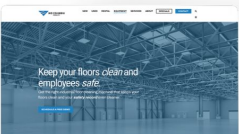





Forklift Sales Funnel

A forklift sales funnel was created for TOTAL Material Handling to generate more qualified leads and sell the Hangcha forklift line.

[View Website Page →](#)

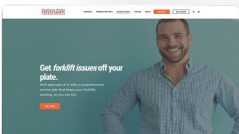





Cleaning Sales Funnel

We created an industrial floor cleaning sales funnel for MidCo Forklift to include equipment service and maximize sales.

[View Website Page →](#)







Service Sales Funnel

A forklift service sales funnel was created for Southern States Toyotalift to improve how they offer planned maintenance options.

[View Website Page →](#)





Racking Sales Funnel

TOTAL Material Handling needed a better way to capture pallet racking & shelving leads, so we created a high-converting sales funnel.

[View Website Page →](#)

[SEE MORE OF OUR WORK](#)

Our happy clients

We love our forklift dealership and material handling business clients.



sstlift.com



Midcoforklift.com



totalmh.com

totalmh.com



lillyforklifts.com



tmhnc.com

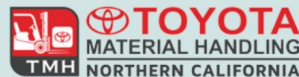
Here's what our clients say...

"I only have so much time to spend on marketing. Coming up with ideas is easy, but executing them is hard. That's why I hired Julie & Renee from HighViz to take our marketing to the next level. We've been using their sales funnel framework for years, and it has really helped us clarify our message and generate leads. If you're in the material handling industry and need help with digital marketing, I highly recommend HighViz Marketing."



Mark Andres

President & CEO, Toyota Material Handling Northern California



"My team is proficient at many marketing tasks, but sometimes we need an extra hand. We were impressed with the work that HighViz Marketing did with our website. It's great to have a marketing expert who also understands the material handling industry. With our blogs, new campaigns, and PPC, working together, we're generating more leads than ever before."



John Wofford

John Wofford, Director of Marketing, The Lilly Company



Here's what our clients say...

"Launching a new website was an important task on my to-do list that I couldn't put off. It was necessary in order to accomplish our marketing goals going forward. Fortunately, I was introduced to Julie from HighViz Marketing. She helped us launch a new site that represents our brand and generates leads for our associates. Her results were so valuable that we now have HighViz on retainer."



Jason Johnson

EVP of Communications, Southern States Toyotalift



"We love the new service website page HighViz Marketing made for us. It was a good exercise, I'm glad we did it."



Shawn McQuary

Service Manager, Mid Columbia Forklift



When you work with HighViz, you have an entire team of industry marketing experts.

We understand forklift dealerships & the material handling industry. We believe you deserve:



Qualified Leads

Anyone can get leads; the trick is to get qualified leads who are ready to buy. We'll set you up with content to attract leads and turn them into paying customers.



Increased Revenue

Our strategy & framework is a proven method to get you more leads and turn that turn into customers. This means you can expand into new verticals or upgrade quickly.



Higher Conversion

A strong marketing strategy with our proven sales funnel framework will create a 24/7 lead-generating website converting visitors into repeat, satisfied customers.



Online Leadership

Don't be left in the dust. In order to beat your competition, you must be an authority online. Having a strong online presence puts you in the lead.

Your investment

Your HighViz sales funnel investment includes everything you need in order to strategically engage your target audience, effectively communicate your brand message, and ultimately maximize your conversions and revenue.

1

Message Playbook

First, we need to create the clear & compelling words that make people want to work with PineSpire. It starts with a meeting with your subject matter experts.

- **Message Filter Workshop:** A two hour meeting to dig deep and get to know your brand, products, or services.
- **Messaging Playbook:** The playbook holds the messaging we'll use and your team will use to talk to customers.

2

Landing Page

Next, we will create a visual blueprint of the wireframe which will turn into a conversion centric website landing page.

- **Wireframe Draft:** A wireframe draft is a visual blueprint of the website landing page.
- **Landing Page:** Your design team (or ours) will produce the website landing page.

3

Lead Generator

In order to capture leads who are in the early stages of the buyer's journey, we'll create a beautiful information-rich PDF as the lead generator.

- **Lead Gen PDF:** We will write a draft first and upon approval, we will create the PDF artwork.
- **Lead Gen Email Series:** The lead gen will include an automated 5-email series to convert leads.

4

Promotion

Directly after the launch of the website page and lead generator, we will create the content for promotion in order to spread the word.

- **Promo Email:** We'll create a promotional email to share the lead generator; it generally gets a lot of attention.
- **Social Media Content:** Social media content to attract qualified leads.

5

Blog Posts

Based on the stages of the Buyer's Journey, we will utilize organic search and SEO to attract qualified leads into the sales funnel.

- **Topic Strategy:** Together, we will strategize blog topics.
- **10 Blog Posts:** We'll create ten blog post articles guaranteed to attract qualified leads to the funnel.

Your investment cost & breakdown

Your HighViz sales funnel investment includes everything you need in order to strategically engage your target audience, effectively communicate your brand message, and ultimately maximize your conversions and revenue.

1	2	3	4	5
Message Playbook	Landing Page	Lead Generator	1st Round Promotion	Blog Posts
\$2,700	\$1,595.00	\$7,000	\$879	\$1,570 - \$1,860/mo x5 *

YOUR INVESTMENT:

The whole package: \$14,975 (HighViz adds it to your website)

\$12,575 (you add it to your website)

Plus \$1,570 - \$1,860/mo (2 blog articles a month, for five months)

* depending if you add it to your website or if we do.

Let us help you achieve the success you deserve.

We believe you deserve a website that *automatically* generates qualified leads 24/7 and turns them into loyal customers. We're here to help turn your website into a giant lead-generator so your business grows for months and years to come.

With HighViz Marketing as your partner, you can confidently grow your business and stay ahead of the ever-changing landscape of the digital world.

Get more qualified leads, increase your website conversion rates, and grow your client list with [HighViz Marketing](#) as your digital marketing partner. Schedule a meeting or call us today to get started.



[Schedule an online Zoom consultation](#) to discuss your unique needs and goals.



[Call now](#) to learn more about how our sales funnels can transform your business.



Questions?

[Send an Email](#)

[Call Me \(919\) 641-5070](#)

[Schedule a Meeting](#)