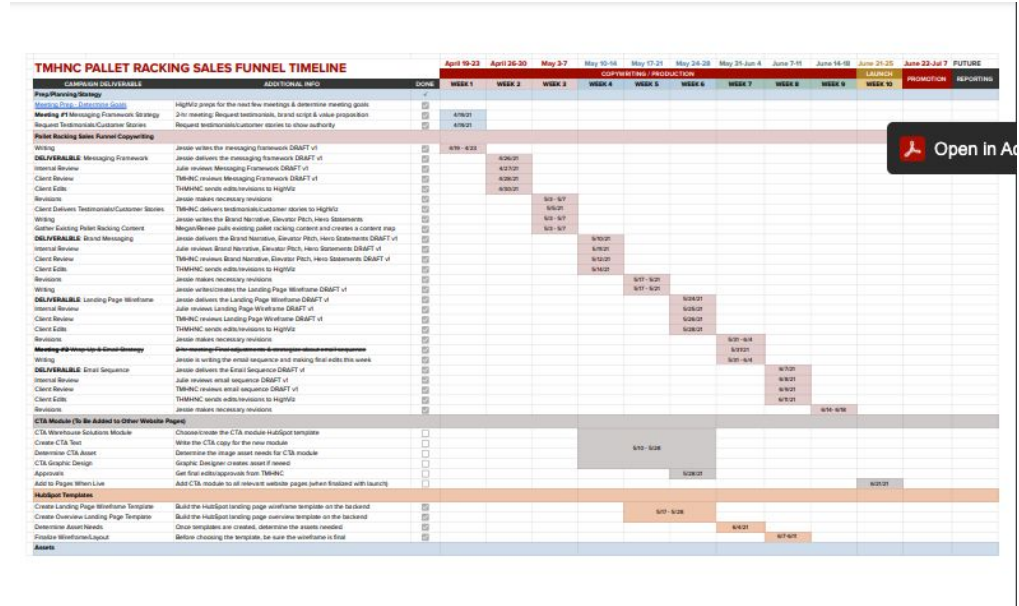




**PALLET RACKING  
SALES FUNNEL  
MARKETING CAMPAIGN**

# Project Plan

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



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](#)

**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](#)

A collage of various digital assets including:

- Blog posts: "Racking in California - What Businesses Need to Know", "Industrial Shelving: Pallet Racking vs. Bottless Shelving", "What Businesses Need to Know", "Should You Buy Used Pallet Racking?", "Pallet Racking: Pros and Cons", "Rack Buying Tips", "Pallet Racking: Pros and Cons", "Buy New or Used Warehouse Racking in Northern California", "Full Service Pallet Racking in Our Bay Area", "Pallet Rack Installation & Design Services", "We Buy Used Pallet Racking".
- Website pages: "Warehouse Solutions Overview", "Pallet Racking: Customer Success Stories", "Sharing the Burden: Warehouse Racking Success Stories", "Warehouse Solutions Overview Page", "Pallet Racking: Customer Success Stories", "Warehouse Solutions Overview Page", "Pallet Racking: Customer Success Stories", "Warehouse Solutions Overview Page".
- Wireframes: Blue-tinted structural layouts of the website pages.
- CTA Promotional Plan: A red banner with the text "REQUEST A CONSULTATION".
- Sales Email Series: A sequence of email content blocks.
- Testimonial Support: A testimonial card with a photo of a worker.
- Social Media Promotion: A social media post layout.
- Blog Posts: A grid of blog post thumbnails.
- Campaign Performance: A dashboard with charts and data.

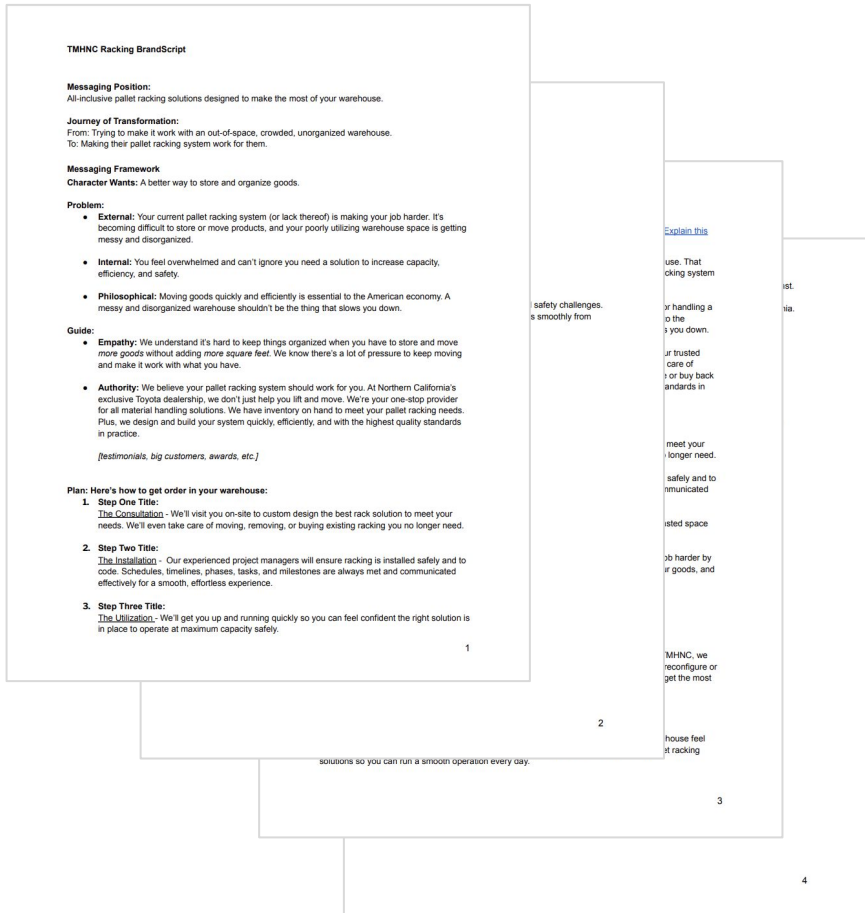
# Messaging Framework

## 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."

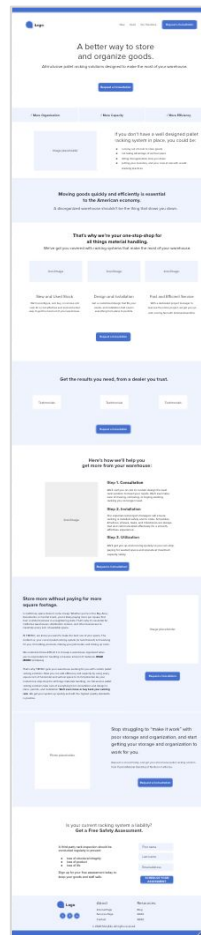
Download Your Copy [Word File](#) | [PDF](#)





# Wireframe

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



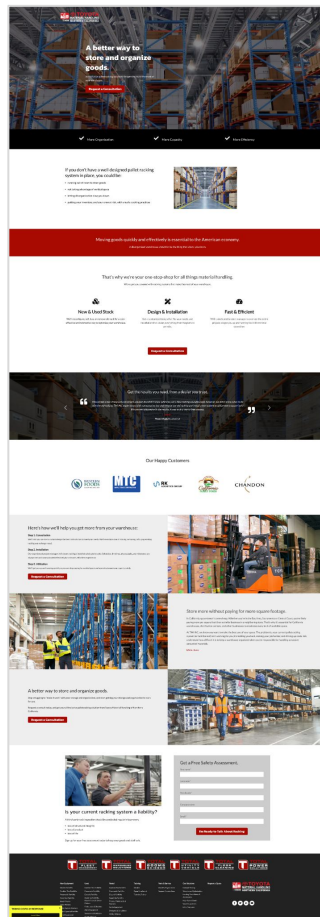
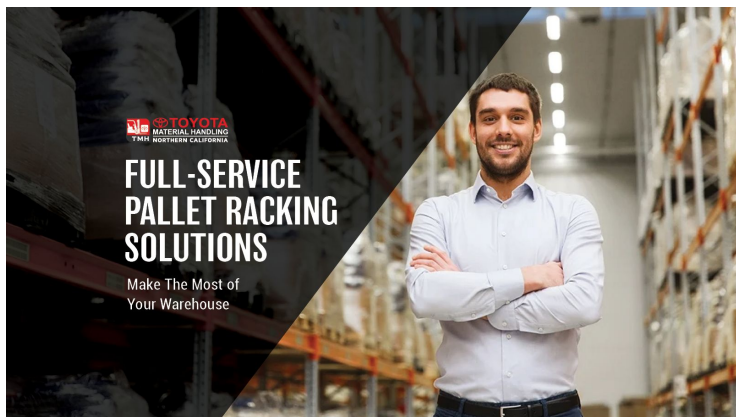
- ← The Header / CTA
- ← 3 One-Line Value Propositions
- ← The Stakes (The Problem)
- ← The Stakes Extended (The Problem)
- ← Authority/Empathy
- ← Testimonials
- ← Authority - Customer Logos
- ← The Plan / How It Works
- ← The Pallet Racking Explained
- ← Authority / TMHNC Is The Solution
- ← Lead Generating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



# Website Page

Racking Website Landing Page

Racking Lead Gen Form Page

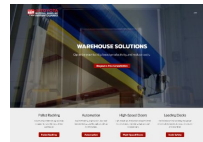


- ← The Header with Video & CTA
- ← 3 One-Line Value Propositions
- ← The Stakes (The Problem)
- ← The Stakes Extended (The Problem)
- ← Authority/Empathy
- ← Testimonials
- ← Authority - Customer Logos
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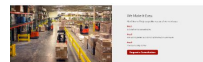
# Website Page

## Warehouse Solutions Overview Page

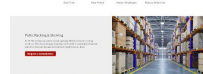
Warehouse Solutions CTA to be Added to Homepage



← 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.  
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[REQUEST A CONSULTATION](#)



# 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](#)

The screenshot shows a webpage with a red header containing the TOYOTA MATERIAL HANDLING logo and navigation links. The main content area features a yellow banner with the text 'DIFFERENT TYPES OF PALLET RACKS FOR WAREHOUSE STORAGE'. Below the banner, there is introductory text and several small images illustrating different racking systems.

The screenshot shows a webpage with a red header. The main content area features a large image of a warehouse interior with a red banner overlaid that reads 'BUYING USED PALLET RACKING IN CALIFORNIA WHAT BUSINESSES NEED TO KNOW'. Below the image, there is a paragraph of text and a bulleted list of points. The text discusses the benefits of used pallet racking, such as cost savings and environmental friendliness. The bulleted list includes: '• Flexible storage space', '• Minimal carbon footprint', and '• Quick installation'. The page also includes a 'CONTACT US FOR A FREE ESTIMATE' button and a 'LET'S TALK' button.

The screenshot shows a webpage with a red header. The main content area features a large image of a warehouse interior with a red banner overlaid that reads 'BUY USED PALLET RACKING'. Below the image, there is a paragraph of text and a bulleted list of points. The text discusses the benefits of used pallet racking, such as cost savings and environmental friendliness. The bulleted list includes: '• Flexible storage space', '• Minimal carbon footprint', and '• Quick installation'. The page also includes a 'CONTACT US FOR A FREE ESTIMATE' button and a 'LET'S TALK' button.



# 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 corporations.

3. Why did you choose our product/service?

As a former client, I knew the quality of service.

4. What made our product/service stand out?

The customer service is exceptional.

5. Specifically, what was the best part of the experience?

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 share?

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 it.

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



# 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%

