



THE LEADING FORCE behind liquids™



High Flow 3" Campaign Booklet

2023

Overview

Roper Pump Company is excited to announce a focused introduction of its 3632 High Flow 3" pump. While this product has applications in transportation, we are re-educating customers about its increased flow rate, a compact and lightweight alternative design featuring the short back plate option, and the helical gear technology that features a stronger tooth profile than competitive pumps. In addition to these features, Roper's 3632 is compatible with multiple installation orientations allowing for easier installation and flexible rotation.

If your customers would find value in unloading and loading their trucks faster or extending the life of their current 3" pump by running slower, then Roper's 3632 pump is their answer.

We are eager to partner with you and promote the High Flow 3" Pump to your customers. This comprehensive booklet details the communication and marketing efforts Roper Pump will initiate using our existing contact database. Please take a moment to review the booklet as there will be resources offered that are available for you and your sales team to utilize. Together, we can capitalize on the immense potential of the High Flow 3" Pump and achieve outstanding sales growth in the months to come.

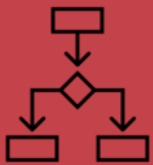
Thank you again for your ongoing commitment to excellence. Let's embark on this exciting journey together!

Email Marketing



SALES EBLASTS

A series of sales eblasts will be sent to Roper Pump's existing contact database. These email templates will be made available to you to distribute to your customers.



NURTURING EBLASTS

Internet leads who submit their email for additional information will also be added to an automated series of nurturing eblasts. These eblasts will communicate 3632-specific information and nurture contacts through Roper Pump's sales process, ultimately being shared with respective channel partners once the leads are ready to convert to a sale.



POST-PURCHASE EBLASTS

Internet leads who submit their email for additional information will also be added to an automated series of follow-up eblasts which will be initiated 6 months from campaign start. These eblasts will touch base with the customer and inquire about how the pump(s) is performing.



As we have been told all our
... IS MONEY, so I am not
... going to take up too much of
yours and try and save you
some in the process. We have 3
simple questions...
... do you find value in
... delivering more loads in a

3632 PUMP

***NEED MORE FLOW OUT OF
YOUR 3" PUMP?***

PRODUCT PAGE

Roper Pump's website has been updated to include 3632 High Flow 3" Pump-specific information. Visit www.roperpumps.com/3632-high-flow-3 for more detail.

LANDING PAGE & FORM

A landing page has been created to capture internet lead's contact information by way of filling out a form. All Roper Pump marketing initiatives will direct prospects to this landing page URL.

PRESS RELEASE & BLOG POST

A press release and relevant blog post content will be live on our website at the launch of the campaign. This content will be shared organically though other Roper Pump channels such as social media and eblasts.

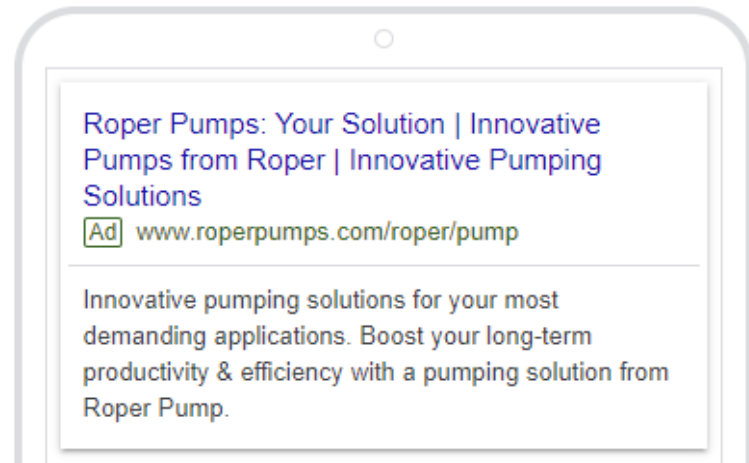
Online Advertising

PAID SEARCH

We will be utilizing paid search advertising in which our ads will appear more prominently in search engine results with the goal of driving traffic to our website.

These ads will dynamically generate the headlines and ad copy, based on the platform's algorithm, targeting relevant searches based on the user's search and the text that is most relevant to our landing page and domain.

These ad listings appear when users type in the keywords we have pre-selected to bid on.



Training & Sales



BROCHURE

A sales brochure detailing specifics about the High Flow 3" Pump will be available to download for training and reference during the selling process. This PDF file will be available for download.

For additional information, you can also contact Roper Application Engineer at sales@roperpumps.com or call (706) 335-5551.

roper
PUMPS

THE LEADING FORCE
behind liquids™ since 1957

NEED MORE FLOW
OUT OF YOUR 3" PUMP?

The **3632 Liquid Transfer Pump** is designed to deliver flow rates up to 288 GPM at maximum rotation across a wide range of fluid applications and viscosities.

3632 Pumps vs. Other Pumps

- HIGHER FLOW RATE THAN TRADITIONAL TRUCK-MOUNTED 3" DESIGN
- MULTIPLE INSTALLATION ORIENTATIONS FOR EASIER INSTALL AND FLEXIBLE ROTATION
- HELICAL GEAR TECHNOLOGY FOR STRONGER TOOTH PROFILE AND QUIET OPERATION
- COMPACT, LIGHTWEIGHT DESIGN FOR EASIER MAINTENANCE AND INSTALLATION
- A 900 RPM PUMP RATING

(706) 335-5551
sales@roperpumps.com
www.roperpumps.com

Content Marketing

QUIZ



As part of Roper Pump's inbound marketing initiatives, a quiz will be available on Roper's website to assist visitors in seeing if the 3632 is a good fit for their application. This quiz link will be available to you and your sales team to share or embed in your communications

EMAIL SIGNATURE



Roper Pump employees will be adding a graphic to their email signature to promote the product. The email signature will link to the landing page. This graphic will be available for you and your team to download and use.

CASE STUDY



We have received excellent feedback from end-users who have installed and used this pump. We are in the process of collecting this data and compiling it into a case study. This PDF file will be available for download upon completion.

CHARTS & INFOGRAPHICS



Technical data sheets and helpful charts and infographics will be incorporated into our communications. These files will be made accessible to you also.

Social Media

ORGANIC POSTS

A series of organic social media posts will be published over the next six months promoting the features, advantages, and benefits of the 3632 High Flow 3" Pump.

Pre-written copy and supporting graphics will be available for you to download and use in any social media efforts.

We encourage engagement online with our social media pages, and likewise, will engage with any posts you share on your platforms. Below are our social media handles for you to tag in your post copy:

LinkedIn: @RoperPumpCompany

Facebook: @RoperPumpCompany

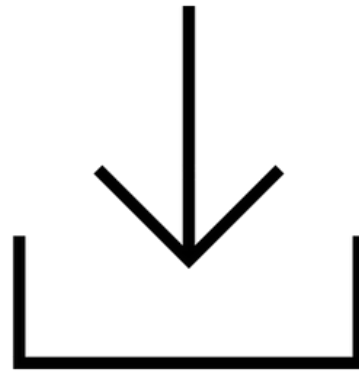
Twitter: @RoperPumpCo



Distributor Launch Kit

Once the distributor launch kit is live on our website, we will send an email notification informing you of how to access the information.

Files will be available in formats compatible with downloading to your PC or mobile device.



**Explore Distributor
Resources**