

Pole Base Manufacturer Marketing Plan

As a Pole Base manufacturer, you have a tremendous opportunity to provide Pole Base solutions in your market. But first, your potential customers need to know that Pole Base exists! Marketing and sales go hand in hand. Below, you will find recommendations for marketing Pole Base to help build a strong sales pipeline. Work with your Pole Base business consultant to customize this plan to meet your market's specific needs! These marketing recommendations will be updated over time as the industry evolves.

- **Build your list:** Who are the main electrical contractors, electrical engineers, municipal officials, and developers in your area? Create a comprehensive list to target.
- **Set goals:** The Pole Base Sales Scorecard is a great start for setting relevant, timely goals. Your marketing should support these goals and build long-term repeat business.
- **Market Pole Base according to the brand guidelines:** As part of the Pole Base network, you can take advantage of the reputation Pole Base is building in the industry. Follow the brand guidelines to tie into the national brand so you can reap the rewards!
- **Build relationships through on-site presentations:** Presenting the Pole Base solution to electrical engineers and contractors in your market is key to getting specified on projects. In your Sales Scorecard, you'll set specific targets for on-site presentations.
- **Purchase or design literature:** Having effective literature to leave with your prospects is important! Minimum viable literature usually includes a Pole Base sell sheet, Design Resource Manual, and Installation Guide. Find details on the Producer Secure Site.
- **Mine for leads and follow up fast:** As part of a pilot program, the Pole Base team can send you project-level leads from CMD. These leads are valuable for specific projects and also to build your list of potential customers to target. Work with your BC to make the most of this valuable program! Your company's sales rep will also receive any leads that come through polebase.com. Follow up within an hour to maximize success!
- **Promote Pole Base in your market:** Adding Pole Base to your website is key. Other tactics to consider include exhibiting at local trade shows, social media, and adding your contacts to the Pole Base electrical contractor email marketing campaign. More resources are available on the Producer Secure Site.

Reach out to your Pole Base business consultant with questions! We're here to help!