

Marketing 101



POTTORFF

Marketing doesn't have to be a big mystery;
it just needs to be done on purpose.

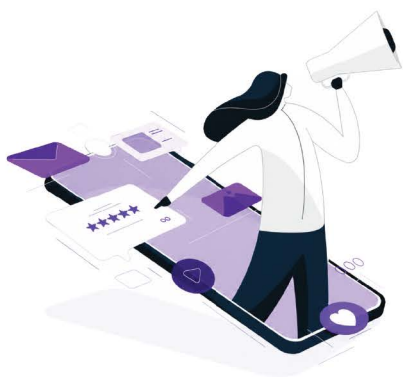
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01

Why Marketing Matters

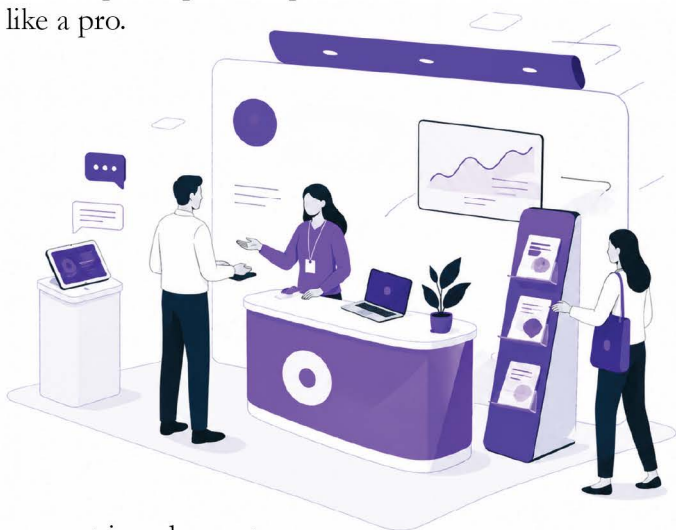


Marketing isn't just the job of the marketing team anymore; these days, anyone can jump in and create great content. In fact, a lot of reps don't have a designated Marketing team.



This guide is here to help you rep the brand in a clear, consistent way.

Whether you're heading to a tradeshow, hitting the golf course, or showing off a product, you'll find simple steps to help you promote it like a pro.



Because every moment is a chance to build the brand so let's make it count.

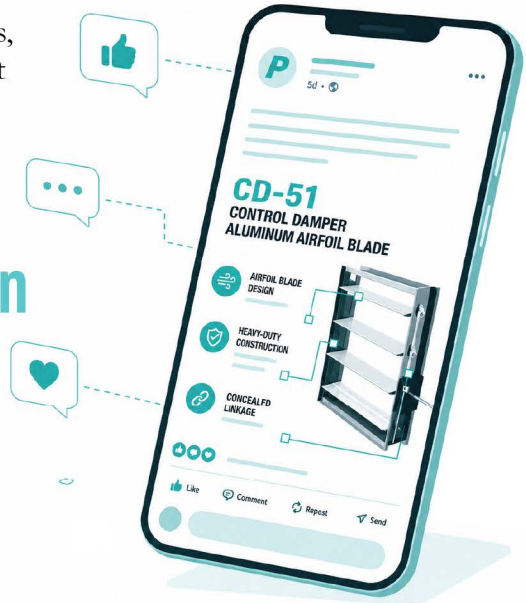
CONTENT STRATEGY

Telling Your Story

Marketing isn't just the job of the marketing team anymore; these days, anyone can jump in and create great content. In fact, a lot of reps don't have a designated Marketing team.

Enter LinkedIn

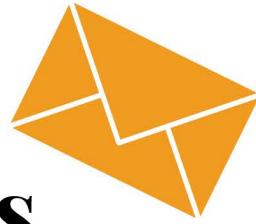
Your go-to spot for professional visibility. It's the perfect platform to post about trade shows, project wins, cool product installs, and yes, selfies with happy customers or teammates repping your brand. When you're posting about Pottorff, don't forget to tag us to help your post go even further.



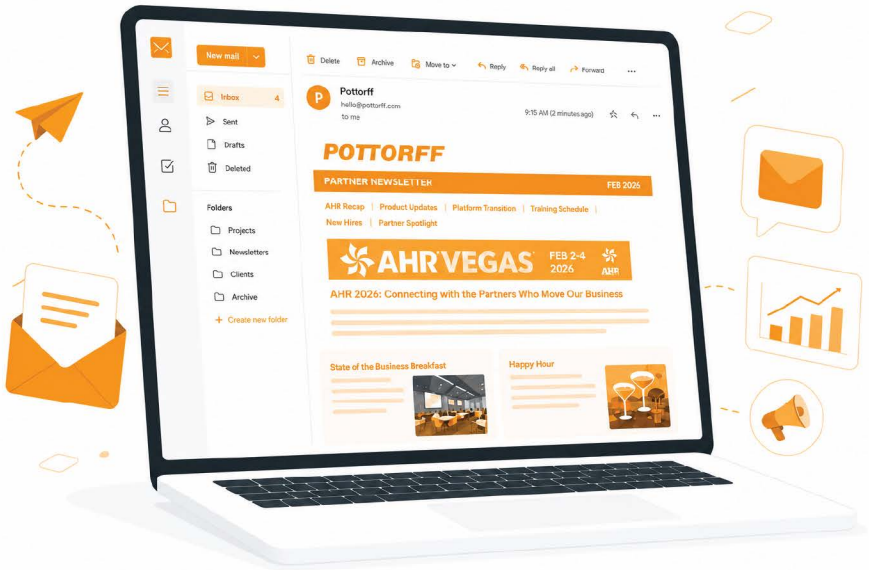
@ How To Tag

To tag a company, organization or person, you simply type the "@" symbol followed by the company, organization or person's name in your post or comment. A dropdown list will appear, allowing you to select the correct page. This creates a hyperlink to the the page and notifies them of your mention. If you don't see them in the dropdown, check to the spelling.

EMAIL Campaigns



Inboxes are still prime real estate, if you keep things sharp. Whether you choose to work with our marketing team or decide to do it yourself, make sure the email is crafted in a clean design, with a smart message, and a professional delivery.



**Hook your audience
in the Subject Line.**

04 Company Website

You'd be surprised how many decision makers still check out the "What's New" Section. If it is a major installation, unique application or product debut, feature it!



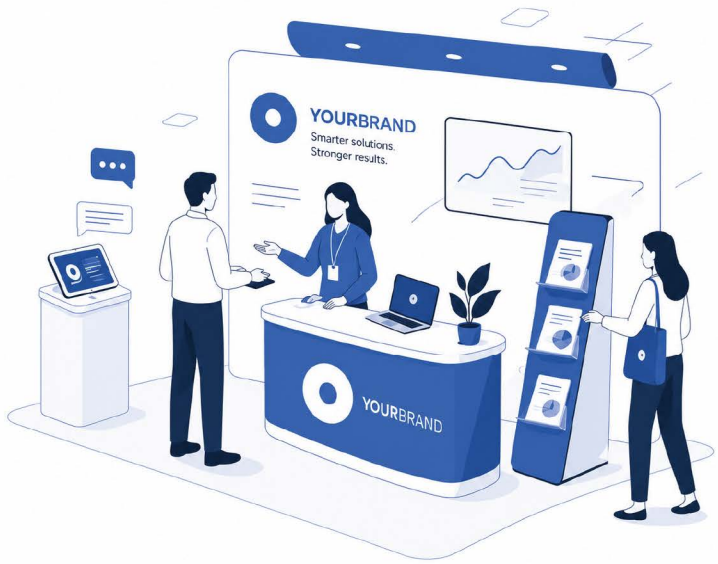
Here's a Tip:

Don't just post what you're doing, share why it matters. Did it solve a problem? Save Energy? Delight a customer? That's the stuff that earns attention, and builds brand trust.

Trade Shows

The world is your stage

Why it matters: Tradeshow are the live concerts of our industry. You've paid to be there, your booth is branded and you're face-to-face with the market. This is marketing jackpot!



What to do:

- Capture energy – crowds, product demos, team engagement
- Tell a Story: Why you're there, what's new, who you met
- Extend the moment by sharing content online – it will reach far beyond show attendees.
- Include swag that is different from everyone else!

Project Installations

Real world proof

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Why it matters: No one can argue with a job well done. Installations show your product in action and your team's capability in delivering real solutions.



What to do:

- Take before and after photos
- Highlight challenges overcome or custom solutions applied
- Share results or feedback

People trust what they can see. Case studies and install shots show your expertise in a way no sales pitch can match.



Here's a Tip:

Ask yourself, "Would this post make me stop scrolling?"

Product Trainings Drives Engagement

Why it matters: Trainings are touchpoints for both internal teams and external customers. They're rich with interaction, problem solving and often great insights or unexpected feedback. It is hands on experience!



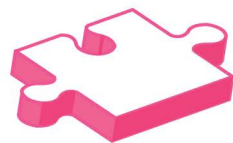
What to do:

- Capture key moments (hands on demos, Q&A)
- Share testimonials from attendees
- Record short takeaways or “pro tips” from the experts



You're already creating value, why not document it?
Training sessions are some of the most authentic and engaging content opportunities you'll ever get.

Company Culture



Humanize your brand

Why it matters: People do business with people. Culture content shows the faces, values and vibe behind the logo.

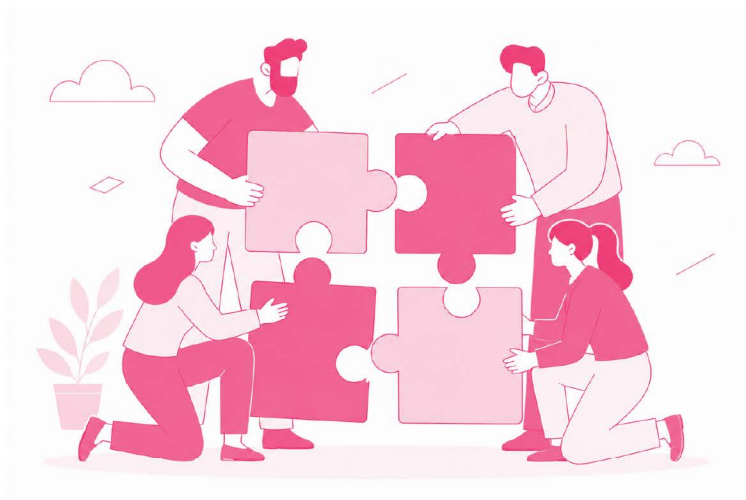


What to do:

- Highlight team milestones, celebrations or behind-the-scenes fun.
- Capture leadership in action
- Share internal wins or cross department collabs.

B2B doesn't mean boring to boring. Human moments give your brand personality and relatability and helps build trust.

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Posting Guidelines

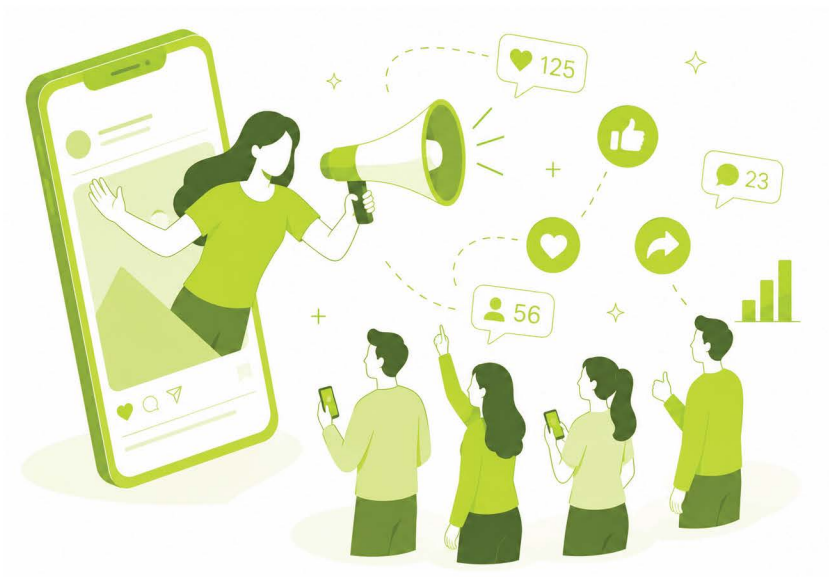
09

Make it Count

Creating high-quality, consistent and engaging content is essential to building a strong online presence. The following guidelines will help maintain a unified brand voice and maximize the impact of every post:

Keep it short and informative. Posts should be long enough to inform but short enough to keep readers interested.

- a. Start with a hook.
- b. Deliver a clear message.
- c. End with a solid call to action. 



Use a Mix Text and visuals

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Diversify your content to maintain visual interest and encourage interaction.

Text:

Share quick updates, success stories, project insights, or industry tips.

Images:

Include high-quality photos of installations, products in use or team activities.

Videos:

Short clips demonstrating product features, testimonials, or behind-the-scenes views can dramatically boost engagement.



Hashtags

Increase discoverability

Hashtags help your content appear in relevant searches and broaden its reach.



What to do:

Use a mix of branded and industry-related hashtags, such as:

#Pottorff

#YourCompany Name

#HVACIndustry

#MechanicalEngineers

#AirDistribution



Here's a Tip:

Try not to overload posts with hashtags.
Three to 5 relevant ones are usually ideal.

Tag Relevance

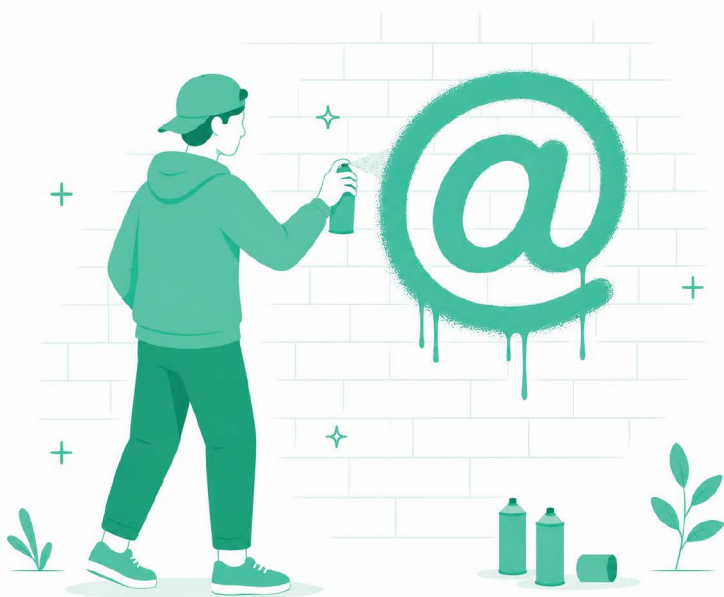
Partners and employees

When you mention a project or success story involving a customer, partner or colleague, tag their profiles.

This not only shows appreciation but also increases the chances they will engage with the post.

Through:

likes, comments, or shares you extend the reach to their network



Tags Vs. Hashtags

What's the difference and why it matters?

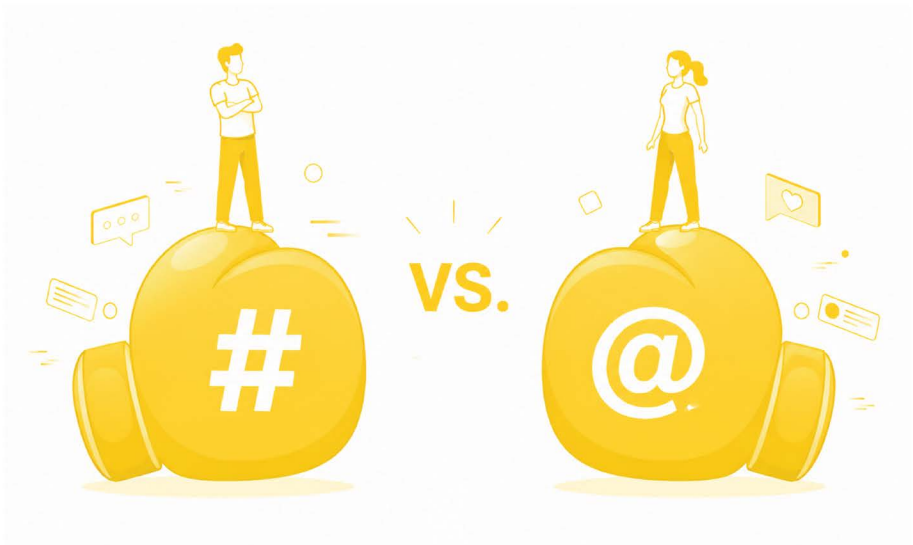
Hashtags

Categorize content and make it searchable across the platform.
They connect your post to broader conversions.

Tags (@mentions)

Notify and directly involved specific people or organizations in your post. Use them to:

- Acknowledge partners or clients or collaborative projects
- Highlight employees for their contributions
- Encourage resharing and engagement by tagging relevant accounts

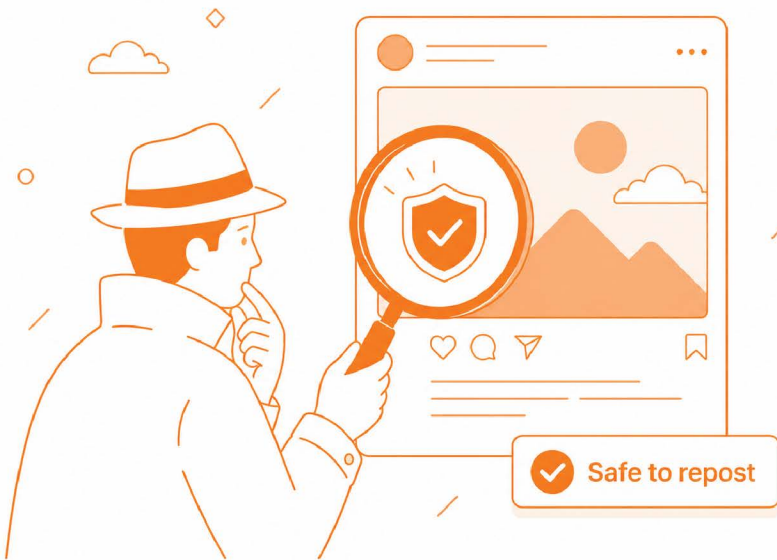


Understanding and using both strategically boosts reach and builds relationships within your network.

Review Everything

Before taking action on a post

Before you hit that like, share or drop a comment, take a second look! On LinkedIn, every click is a little public nod, and you never know who's reading it. Make sure the post reflects with your brand, isn't spreading misinformation, and doesn't have any grammatical errors.



Here's a Tip

A moment of due diligence can prevent long-term reputational damage.

Employee Participation

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Assign a Marketing Liaison – If your company does not have a designated person or a marketing team, choose someone on your team who'll be in charge of sharing the marketing content across platforms. One person, one point of contact makes everything run smoother.



Everyone else on the team can show support by liking, sharing and commenting on posts!

Measuring Success

Track what matters

Here's where you can start measuring your impact.
And, if you ever need any help understanding it,
the Pottorff marketing team is here to help.

Engagement

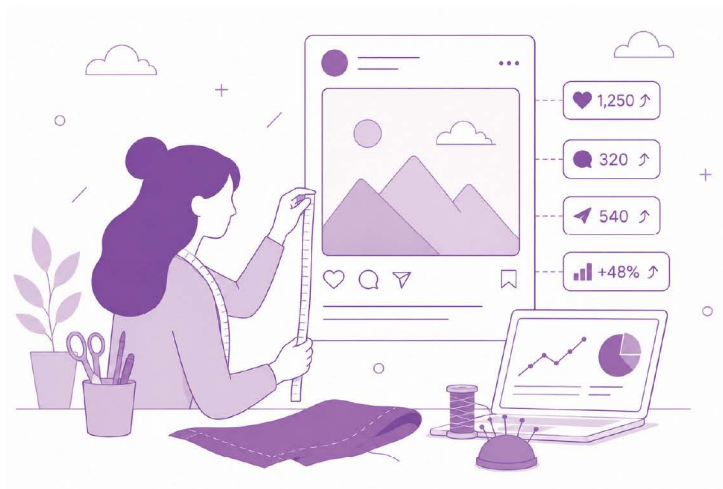
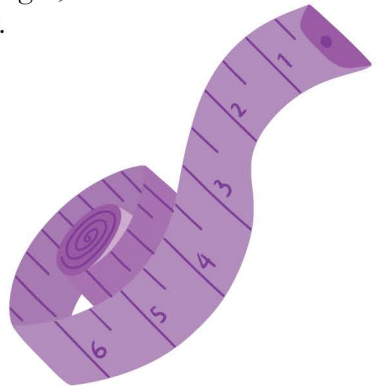
Likes, comments, shares equal audience interaction

Platform: LinkedIn Analytics

- See who's engaging with your posts
- Track trends over time or track campaigns
- Identify top performing content

High engagement means our message is resonating.
Use that to shape future content.

A high LinkedIn engagement rate is generally considered to be above 3.5%. A good engagement rate typically falls between 2% and 3.5%, while anything below 1% may indicate a need to re-evaluate content strategy. However, what's considered "high" can vary based on industry, content type, and follower count.



Email Campaign Performance

Clicks means action taken

Platform:

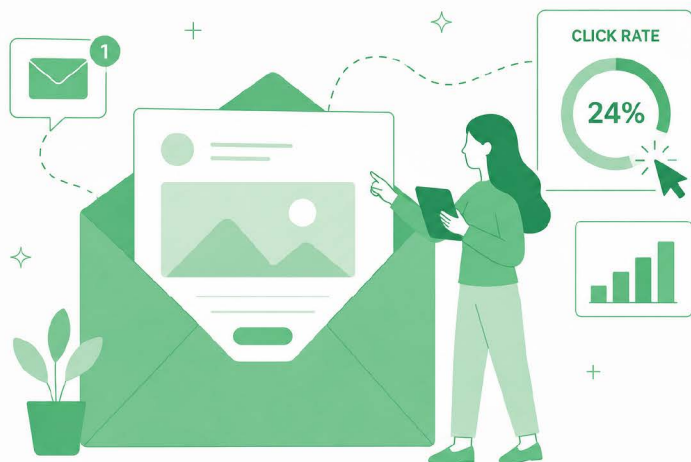
Any email marketing platform such as Constant Contact, Hubspot, etc.

- Track click-through rates (CTR)
- See which links drive the most interest (at least include one that has a direct way to contact you, make an appointment or visit your website)
- Know what subject lines and content types perform best



A great click rate means your message landed well.
A low one means it's time to tweak the format of focus.

A "great" click rate on an email campaign typically falls within the 2-5% range, though this can vary by industry and campaign type. A click-through rate (CTR) above 3% is generally considered strong, while rates below 2% might indicate a need for optimization.



Team Participation

Everyone's Invited to the Party!

Pick Your Marketing Point Person

Choose your team's go-to marketing messenger; one person who'll share your updates and cool news across all platforms.

Why?

Because having a single point of contact makes things smoother than hot butter on a biscuit.

Everyone Else on the Team

Like, Share, Comment



Think of it like cheering from the sidelines—your reactions help posts travel further. Yes, even your personal posts count (just follow your company guidelines).

Conclusion

Let's Build This Thing Together!

You're learning how to market your brand, have fun doing it, and get better every time. This isn't a set-in-stone rulebook, it's more like a recipe so keep tweaking it to fit your company.



Here's a Tip

The more you use it, share it, and tell us what's working, the better it gets. We're in this together, growing our brand one post at a time — clear, consistent, and unmistakably us.



Need assistance?

The Pottorff marketing team is here to help.

Contact Stephanie Ravenscroft at sravenscroft@pottorff.com