

pole base

**SUMMIT**

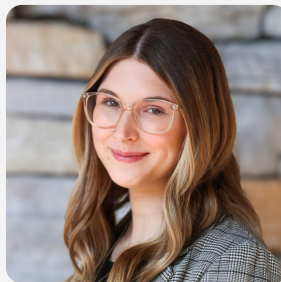
2024

**MARKETING**

**Foundational Resources**



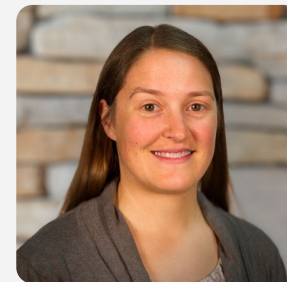
# MEET THE TEAM



**Mattie Meadows**  
Marketing Manager



**Keith Carey**  
Content Lead



**Allison Vroman**  
Marketing Operations  
Strategist



**Olivia Schaub**  
Technical Writer



**Greg Manning**  
Graphic Designer



**Scott Fisher**  
Business Development  
& Events Coordinator



**Lindsey Manthei  
O'Connor**  
Marketing Consultant



**Hadley Morden**  
Digital Marketing  
Specialist

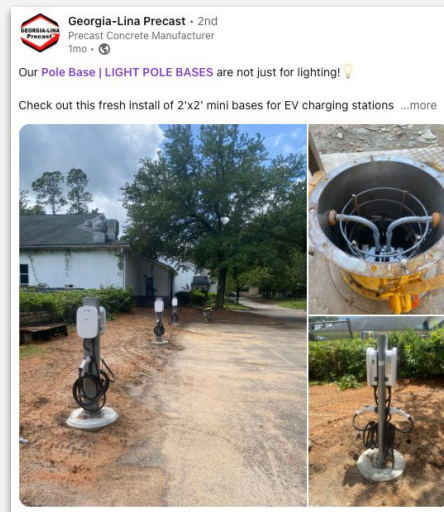
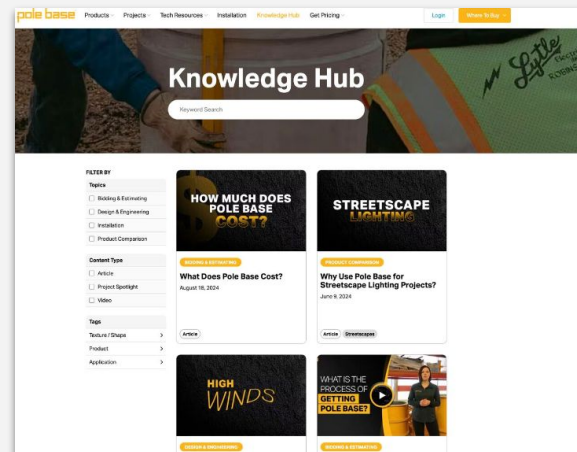


**Justin Baker**  
Video Producer

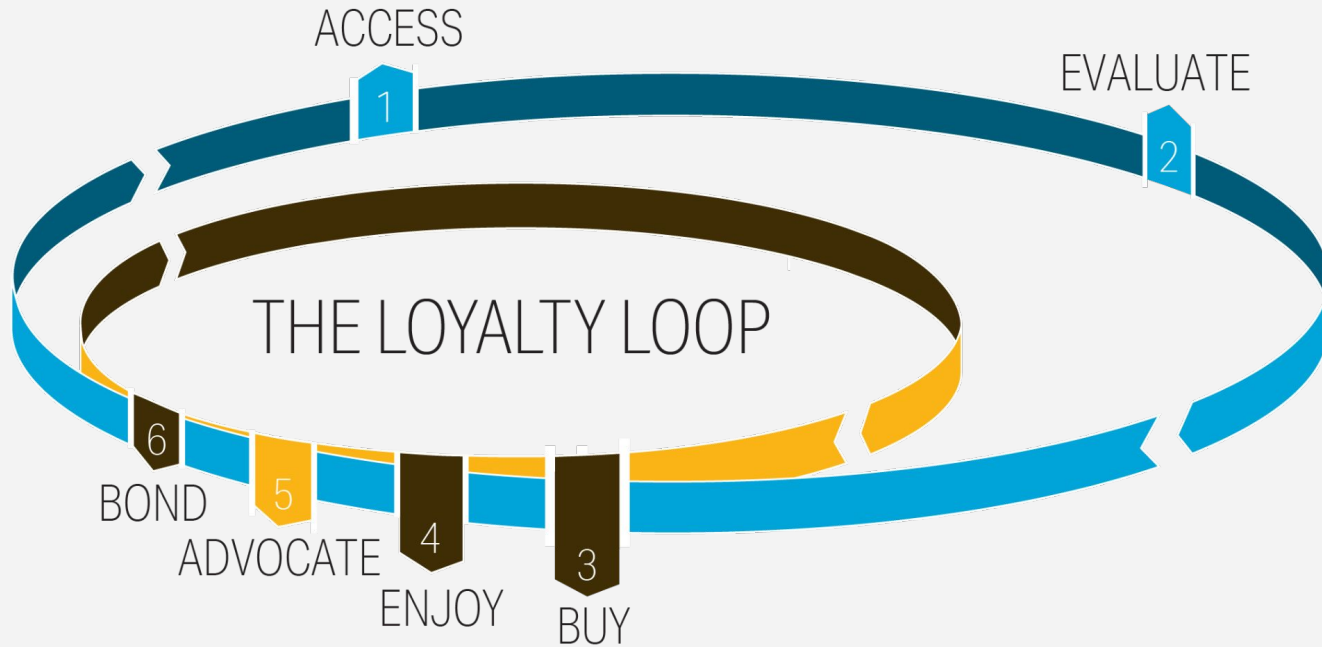


# Amplify the Brand

- Collectively grow awareness across the country
- Make the connection from Pole Base as a national brand to YOU – the local source



# Consumer Decision Journey



# Consumer Decision Journey



## ACCESS

- Website
- Digital Ads
- Social Media



## EVALUATE

- Website
- Tech Resources
- Knowledge Hub
- Social Media
- Literature



## BUY

- Leads
- Zip Code Locator

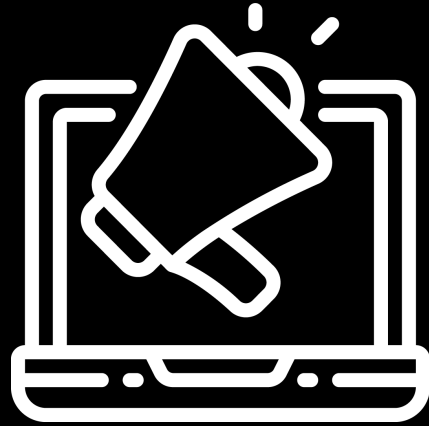


## ADVOCATE

- Project Stories
- Photos
- Social Media

**ACCESS**

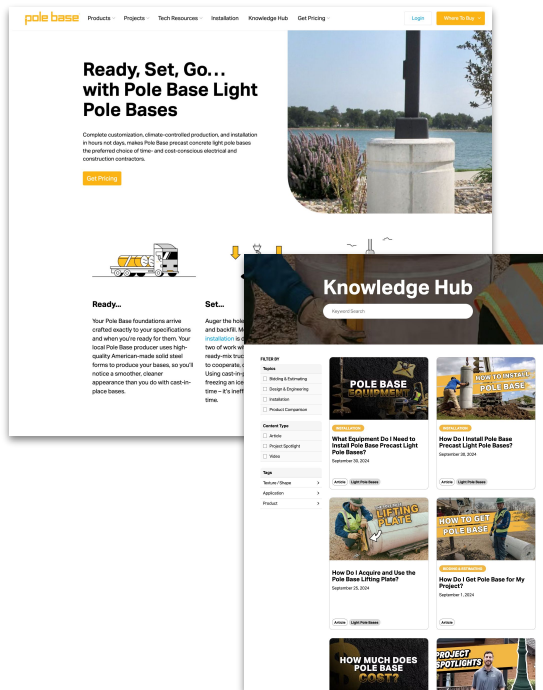
Stakeholder finds Pole Base



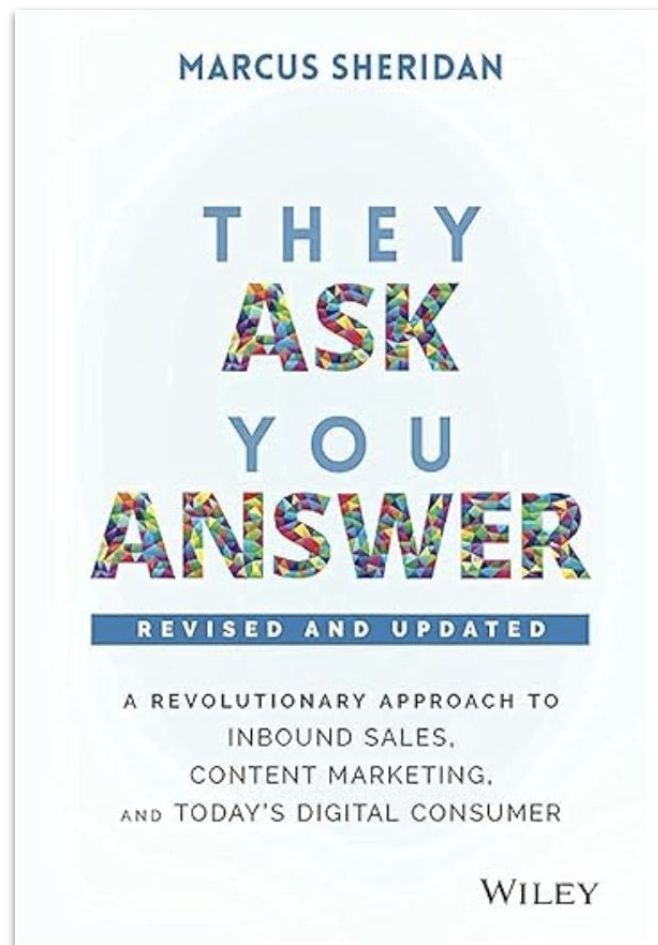


ACCESS

WEBSITE



AT ITS CORE  
THEY ASK, YOU ANSWER  
IS ABOUT  
**EDUCATING  
POTENTIAL  
CUSTOMERS AND  
BUILDING TRUST.**



# Knowledge Hub

Keyword Search

## FILTER BY

### Topics

- ☐ Bidding & Estimating
- ☐ Design & Engineering
- ☐ Installation
- ☐ Product Comparison

### Content Type

- ☐ Article
- ☐ Project Spotlight
- ☐ Video

### Tags

- Texture / Shape >
- Application >
- Product >



#### INSTALLATION

### What Equipment Do I Need to Install Pole Base Precast Light Pole Bases?

September 30, 2024

Article Light Pole Bases



#### INSTALLATION

### How Do I Install Pole Base Precast Light Pole Bases?

September 30, 2024

Article Light Pole Bases



### How Do I Acquire and Use the Pole Base Lifting Plate?

September 25, 2024

Article Light Pole Bases



#### BIDDING & ESTIMATING

### How Do I Get Pole Base for My Project?

September 1, 2024

Article



## POLE BASE EQUIPMENT

### INSTALLATION

## What Equipment Do I Need to Install Pole Base Precast Light Pole Bases?

September 30, 2024

Article

Light Pole Bases

## HOW MUCH DOES POLE BASE COST?

### BIDDING & ESTIMATING

## What Does Pole Base Cost?

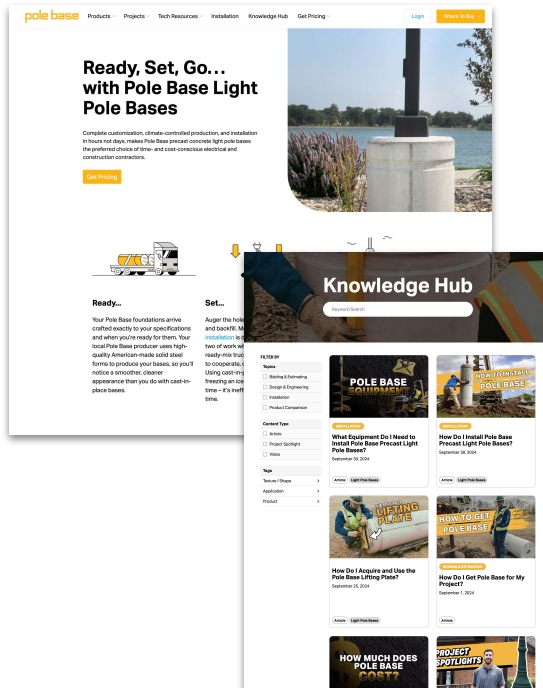
August 18, 2024

Article



ACCESS

## WEBSITE

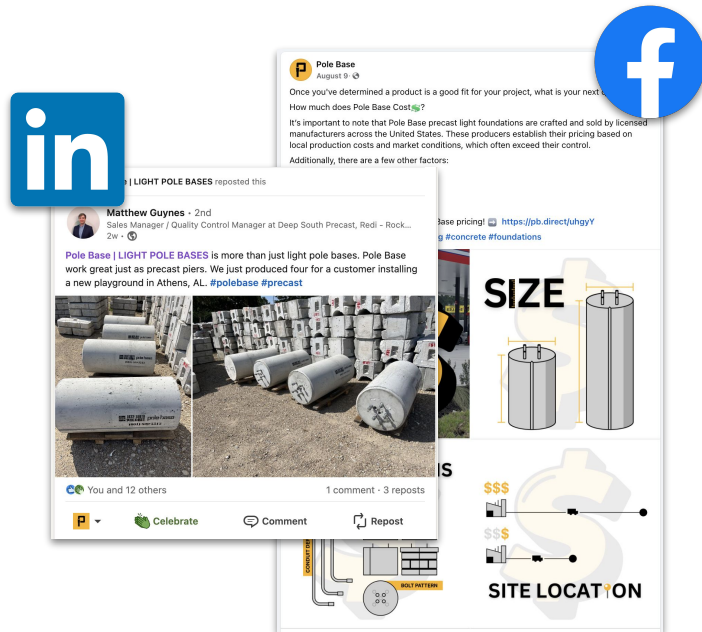


## DIGITAL ADVERTISING

**Calculate Your Savings Today | Pole Base Saves Time and Money...**  
[Ad www.polebase.com/calculator](https://www.polebase.com/calculator)  
Considering cast-in-place? Our price calculator can show you how to save money. Our Cast-In-Place alternative can save you time, money, and labor.  
View Products · See Projects · Meet The Staff  
Highlights: Expert Available, Case Studies Available, Technical Guide Available  
Light Pole Foundations Installation Products Cost Calculator

**Precast Sign Base | Precast Concrete Sign Base | Precast Sign F...**  
[Ad www.polebase.com/sign-base](https://www.polebase.com/sign-base)  
Ease Your Next Installation with Precast Concrete Bases and Foundations. Learn More. Built to Spec, Available in Different Textures. Get Your Quote Today.  
Watch Videos · See Case Studies · View Products  
Types: Parking Lot, Streetscape & Municipal, School & University  
Light Pole Foundations Installation Project Ideas

## SOCIAL MEDIA







ACCESS

# RESOURCE: Consulting

- Marketing strategy
- Connection to tools / resources
- Co-branding
- Website strategy + audits



H1  
H2  
H3

DESIGN





ACCESS

# RESOURCE: Branding

pole base

**OFFICIAL  
MANUFACTURER  
OF POLE BASE**

POLEBASE.COM



**BRAND  
GUIDELINES**  
FOR MANUFACTURERS



ACCESS

# ACTION ITEM: Co-Branding

**pole base**<sup>®</sup>

Official Licensed Manufacturer  
of Pole Base  
**polebase.com**

**pole base**<sup>®</sup>

Official Licensed Manufacturer of Pole Base  
**polebase.com**

YOUR BRAND  
+ POLE BASE BRAND  

---

SUCCESS!



**Truemont  
Materials**

Proud manufacturer  
of Pole Base<sup>®</sup>

**pole base**<sup>®</sup>  
BY TRUEMONT MATERIALS



ACCESS

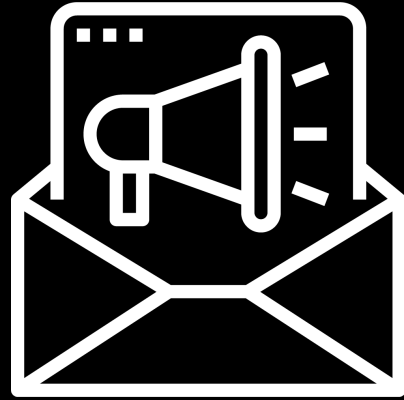
# ACTION ITEM: Photo Submissions

- Send projects to **[photos@polebase.com](mailto:photos@polebase.com)**
- Highlight your projects and promote your work!



## EVALUATE

Stakeholder compares Pole  
Base with other options



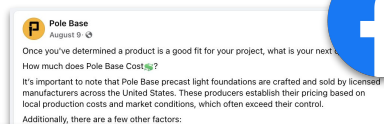
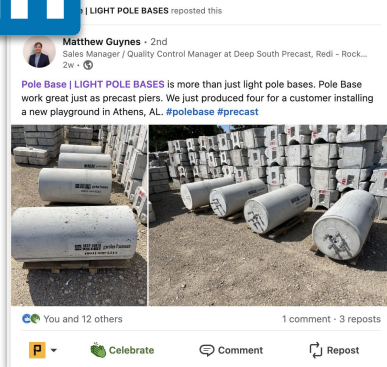
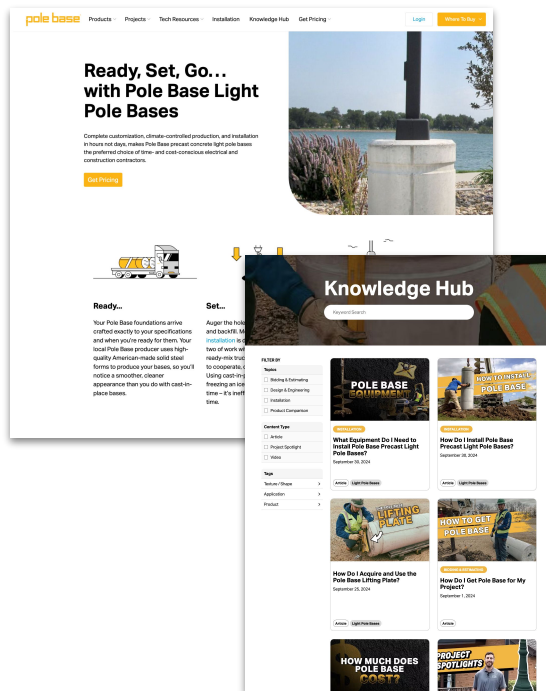


EVALUATE

WEBSITE

SOCIAL  
MEDIA

LITERATURE







EVALUATE

# RESOURCE: Knowledge Hub

## Knowledge Hub

Keyword Search

### FILTER BY

#### Topics

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#### Content Type

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#### INSTALLATION

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#### BIDDING & ESTIMATING

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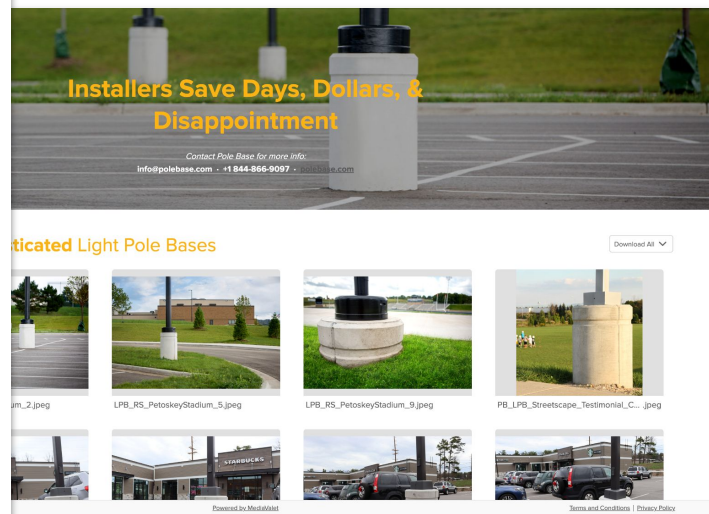
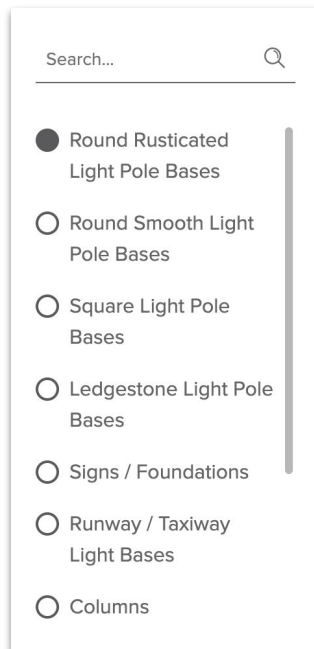
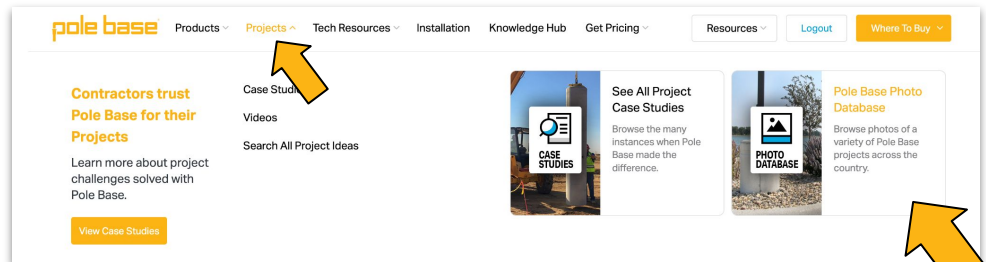
Article





EVALUATE

# RESOURCE: Photo Database

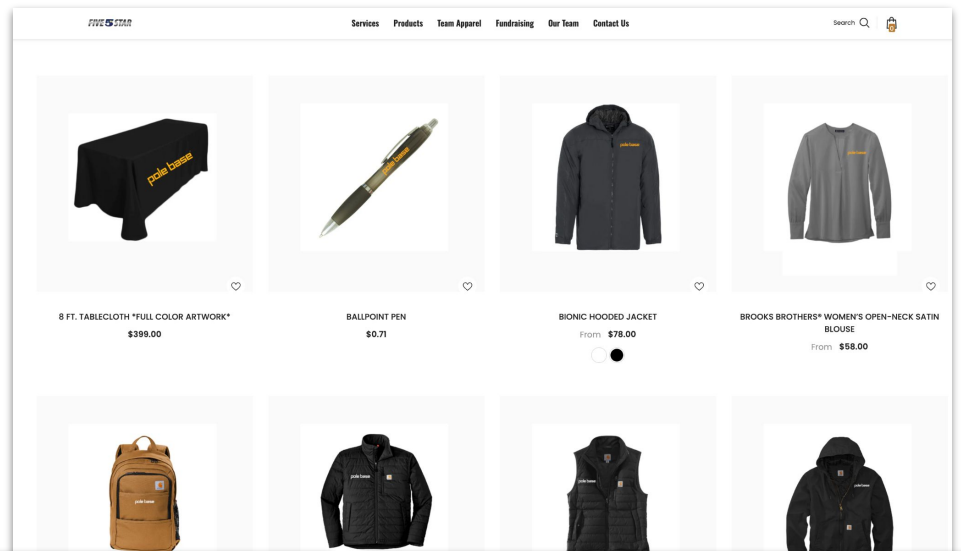






EVALUATE

# RESOURCE: Promo Items & Literature



## Brochures & Sell Sheets

[View Items](#)

## Manuals & Guides



## Pole Base Installation Sheet

[View Details](#)



## Pole Base Technical Guide

[View Details](#)

**BUY**

Stakeholder chooses Pole Base and we  
try to bring them into the loyalty loop





**BUY**

**PRICING REQUEST**

**LEAD ASSIGNED VIA ZIP CODE**



**YOU GET AN EMAIL WITH  
LEAD INFO**

**LEAD GETS AN EMAIL WITH  
YOUR INFO**



BUY

## WHERE TO BUY

Enter your location below, and we'll provide you contact info for the person who can answer questions about Pole Base near you. It's that easy. Reach out when you're ready!

Zip/Postal Code

Zip or Postal Code

Country

United States

Get Local Details

Login

Where To Buy ^

Postal Code: 48370 ([Change Location](#))

## Your Pole Base expert is Bryan Martin at Turner Concrete Products

Reach out with questions about pricing, product availability, and customization!

**Contact: Bryan Martin**

Phone: [419-351-5412](tel:419-351-5412)

Email: [bmartin@turnerconcreteproducts.com](mailto:bmartin@turnerconcreteproducts.com)

**Need Additional Help?**

Contact Pole Base directly

Toll-Free: [+1 844-866-9097](tel:+18448669097)

Email: [info@polebase.com](mailto:info@polebase.com)

Get a Quote

**ADVOCATE**

Stakeholder shares with peers





ADVOCATE

## **ACTION ITEM:**

# Contractor Engagement

## **GOAL:**

# Create the Loyal Army!


- Know the market
- Educate yourself on all aspects of the industry
- Understand the hurdles that face them
- Share their work (and tag them)
- Be the solution



ADVOCATE

# ACTION ITEM: Social Media

- Tag all involved parties
  - Contractor (when possible)
  - Pole Base
  - Your company
  - Etc.
- Engage with posts
- Use hashtags
- Highlight your work

 **Truement Materials | Precast Concrete Manufacturer**  
280 followers  
1mo · 🌐

A gas station in Jacksonville required 11 9.5 in (241.3 mm) x 24 in (609.6 mm) concrete foundations to support site lighting.

The contractor knew cast-in-place bases would be very labor-intensive and time-consuming, so he looked for a better solution and discovered

With each base being produced by professional production techniques, the bases are equipped with the necessary bolt configuration, conduit, and rebar cage layout, and overall dimensions required to make installation as a drag-and-drop.

Round Rusticated bases were selected, featuring a bevel as a decorative touch to give this location an architectural touch.

Learn more about the project ↓  
<https://tmnt.direct/uhom5>

#truementmaterials #polebase



 **Georgia-Lina Precast**  
July 3 · 🌐


Another Pole Base project completed! Check these out at the new Parker's Kitchen on Mike Padgett HWY in Augusta GA!


Give us a call @ (803)-232-1911 for a quote on your next project! 📞

#PoleBase #precastconcrete #construction #sitelighting #parkinglotlighting #CSRA



👍 Like    💬 Comment    ➦ Share

 **Josh Combs** reposted this

 **Andy Manthei** · 1st  
General Manager / Partner at Truement Materials  
8mo · 🌐

Working on a site lighting project? We make precast light pole bases!

[Truement Materials | Precast Concrete Manufacturer](#)  
manufactures **Pole Base | LIGHT POLE BASES**, which is made to order to meet your site-specific specifications so you can mount a light pole directly to the foundation with ease.

If you are in Florida or Georgia, give us a call! 904-385-8383  
<https://lnkd.in/gxnDUEEU>

[ete #truementmaterials](#)

re To Get Precast Light Pole Bases In Florida  
orgia!

be.com

2 comments · 4 reposts

💬 Comment    ➦ Repost    ➦ Send

# SOCIAL MEDIA DEFINITIONS

**Follow:** A person who subscribes to your account

**Like:** A user will interact with a like as a quick way to show approval

**Comment:** A response that is often provided as an answer or reaction

**Share:** A user reposts content onto their account for their audience

**Engagement:** Actions taken by users on your posts, such as likes, shares or comments

**Engagement Rate:** A numerical value that measures the success or failure of a piece of content on social media

**Tag:** A way to mention a person or business in a post or comment to engage with them

**Algorithm:** A set of rules that determines what content users see on a social media

**Audience:** The group of people following an account

**Brand Awareness:** A measure of how well a brand is known and recognized by its audience on social media

**Conversion Rate:** A metric that measures the percentage of users who complete a desired action

**Social Selling:** A lead generation strategy designed to help salespeople directly interact with prospects through social

**Reel:** A short and highly visual video content format

**Carousel:** A type of social media post that combines multiple images

**Hashtag:** A word or phrase preceded by a pound sign (#) used on social media platforms to denote that the content is related to a particular topic



**WHAT'S THE VALUE?**



## VALUE OF SOCIAL

### BRAND AWARENESS

**54%** of social browsers use social media to research products

### FOLLOWERS

**70%** of people who follow brands on social media have explicit plans to purchase from them (soon or in the future)

### LEAD GENERATION

**78%** of salespeople using social media for lead generation outsell those who do not use social media



## VALUE OF SOCIAL

### SOCIAL SELLING

Sales reps who engage in social selling are **51% more likely** to reach and exceed their sales quotas

### INCREASED VISIBILITY

Social media **increases exposure by 89%**, which in turn boosts brand awareness and generates more leads

### CONVERSION RATE

Leads developed through social media **have a 13% higher conversion rate** compared to average leads

# ➡ Value of Social

- Builds Trust
- Lead generation & customer engagement
- Industry networking & brand awareness
- Social selling & reaching quotas
- Increased visibility for you and your company
- Grow your conversion rate





VALUE OF SOCIAL

# ACTION ITEM: Content Sharing



## Visual Content

- Post high-quality images and videos
- Completed projects, installation, and product demonstrations

## Success Stories

- Share customer testimonials and success stories
- Highlight how products solved specific problems



VALUE OF SOCIAL

# ACTION ITEM: Content Sharing



## Where to Create Content

- Film yourself or the project when visiting a job site
- On the road, in the office, or when meeting with clients if comfortable

## When to Create Content

- Plan to take photos or videos when visiting a job site
- Do product highlight videos in the yard



# Free Apps for Content Creation



## **CapCut -** **Video**

Stitch together clips,  
use AI to add captions  
to videos, add your  
own images to  
templates



## **Canva -** **Graphics**

Graphic design made  
easy - use templates for  
social media graphics,  
stories, posts, etc



## **Snapseed -** **Photos**

Enhance images with filters  
or edit them to your liking  
using their tools



VALUE OF SOCIAL

# Effective Post Requirements

## LinkedIn

- Relevant hashtags
- Descriptive caption
- Tag company or people involved
- Add a good photo or video





VALUE OF SOCIAL

# Analytics that Matter Most

## Shares

- One of the most valuable engagement metrics in social media, pushes your content out to new audiences

## Reach

- The number of people your content goes in front of, important to see “non-follower” reach as this indicates it is getting in front of new people

## Engagement Rate

- Indicated effectiveness of your content and how well it was received



## VALUE OF SOCIAL

# Analytics that Matter Most

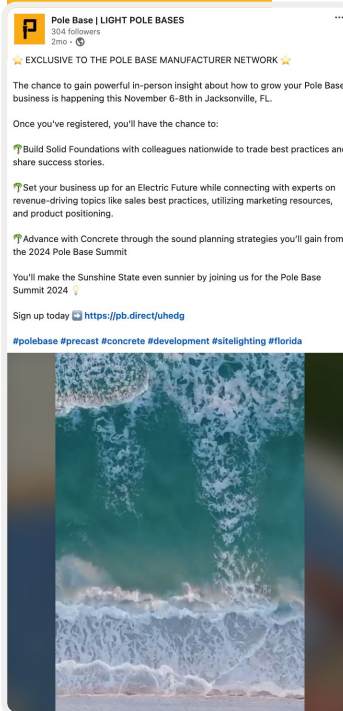
## LinkedIn

Post 1 | **6 Shares** - **16.47%**  
Engagement Rate

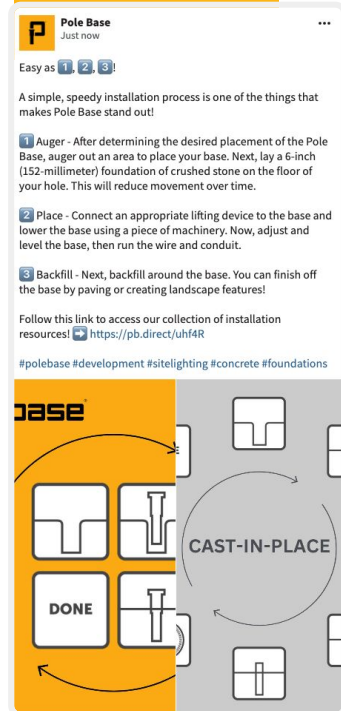
Post 2 | **3 Shares** - **4.34%**  
Engagement Rate

*\*The more shares a post has, the better it performs*

### Post 1



### Post 2

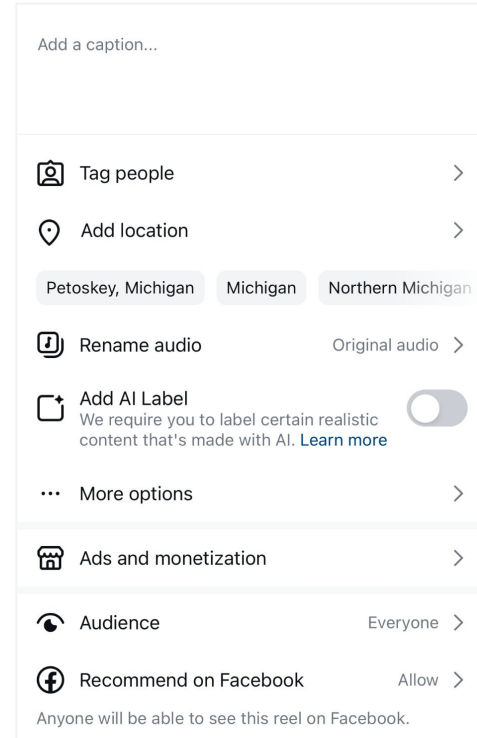
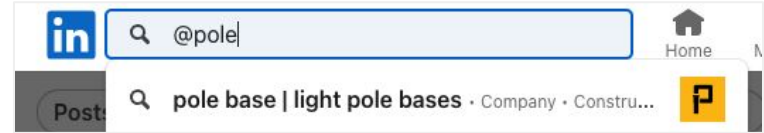




## VALUE OF SOCIAL

# Tagging

- Tag someone or a company on LinkedIn by typing “@” and their name, see if they pop up
- On Instagram, add a collaborator or tag someone/company in the post directly
  - People will have to accept being a collaborator as it shows up directly on their profile





VALUE OF SOCIAL

# Resources

Visit the Pole Base Secure Site to access digital marketing resources **that can help you or your company!**

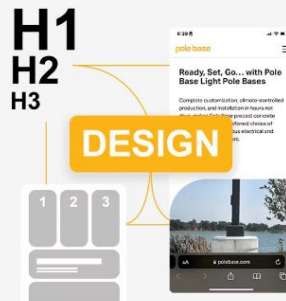


MARKETING

*Look for 'Marketing' tab icon on Secure Site!*

Social Media Best Practices are here!  
Literature, website practices, and more!

## Digital: Web and Social



### Website Best Practices

Adding Pole Base to your website is an essential part of growing your Pole Base business! Find best practices and editable content here.

[Access Website Resources](#)



### Social Media Best Practices

Social media is a great tool for building trust with customers. Find resources to guide your social media strategy here!

[Access Social Resources](#)

## Literature



### Literature Resources

There are a variety of ways to design and order your Pole Base literature - from printing stock pieces, to customizing stock pieces, to grabbing design files and fully making them your own. Find all of the options here!



## Stay Authentic

- Avoid copy and pasting ChatGPT for captions, stay authentic and use your own voice
- Utilize content, captions, or wording used on Pole Base account for consistent messaging

## Keep Learning

- Do your own research frequently to see what's new, or reach out to our team with questions
- Pay attention to what Pole Base is doing on social media as we are always up to date

# Pole Base Secure Site

[Products ▾](#)[Projects ▾](#)[Tech Resources ▾](#)[Installation](#)[Knowledge Hub](#)[Get Pricing ▾](#)[Login](#)[Where To Buy ▾](#)

## Ready, Set, Go... with Pole Base Light Pole Bases

Complete customization, climate-controlled production, and installation in hours not days, makes Pole Base precast concrete light pole bases the preferred choice of time- and cost-conscious electrical and construction contractors.

[Get Pricing](#)



SALES



MARKETING



PRODUCTION



TRAINING



BUSINESS DEVELOPMENT JOURNEY

Pricing ▾

Resources ^

Resources Home

Sales

Marketing

Production

Training

Business Development Journey





SALES

## Lunch & Learn Presentation

This presentation is a great starting point for your Lunch & Learn meetings! It's best to personalize it with photos of your own projects, or use the [Pole Base photo gallery!](#)

Download the entire Lunch & Learn Presentation below! You will be directed to a Dropbox link with the file.

Download Presentation



## Pole Base Pricing Sheet

Use this spreadsheet to determine prices for your Pole Base units! It includes fields for materials, labor, and target margins so that you can set your pricing strategy for success.

Download Pricing Sheet



## Sales Best Practices

One of the benefits of being a Pole Base manufacturer is that you don't have to figure everything out on your own! Lean on the experience of the rest of the network to learn what's working and not working in Pole Base sales.

Access Sales Best Practices

## Pole Base Value Chain

To make your Pole Base business successful, it's important to understand the Pole Base Value Chain! This infographic explains who is involved in a Pole Base project, and how you'll likely interact with them as a Pole Base manufacturer.

Download Value Chain







MARKETING

JUMP TO:

Marketing Strategy  
Branding & Graphics  
Digital: Website and Social Media

Promotional Items  
Literature Resources  
Tradeshow Resources



## Photo Gallery

Want to show your customers more awesome photos like this? Click below to access the Pole Base photo gallery!

Access Photo Gallery



H1  
H2  
H3

DESIGN





PRODUCTION

NEW

## Production Approval Forms

A fillable PDF that allows for the notation of customizations and accompanying measurements so you won't have to worry about production confusion or manufacturing mistakes.

Round Smooth: [PDF](#)

Round Rusticated: [PDF](#)

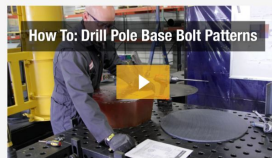
## Pole Base Production Videos



### Pole Base Stencil

The new Pole Base stencil allows you to quickly and easily spray paint your Pole Base units with the Pole Base logo, website, and phone number, providing easy brand awareness for your customers and potential customers during transit and on-site.

These stencils fit 24" bases and are available for \$149 each. Reach out to [zach.tabor@polebase.com](mailto:zach.tabor@polebase.com) to place an order!



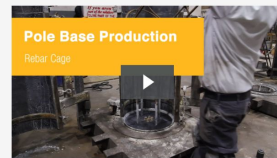
### How to Drill Pole Base Bolt Patterns

With each base being custom for each job, different bolt patterns are required. Watch the video for simple instructions for how you can quickly drill any bolt pattern needed for your projects.



### Using Pole Base Conduit Retainers

Conduit is an essential component of any Pole Base unit, which is why we made it simple to place for any Pole Base project using magnetic conduit retainers.



### Tying Rebar Cages with Pole Base Rebar Jig

All Pole Base units require a rebar cage that should be 6 inches smaller than the corresponding unit diameter. Use the Pole Base rebar jig to easily tie cages for the different diameter units.



TRAINING



## Pole Base Product Diagram

Train new Pole Base Employees with this product diagram that shows:

- Overview and description of Pole Base components
- Bolt-conduit relationship diagrams
- Diamond template application example

[Download Product Diagram](#)

### Quick Tips



#### Using Stencil On Precast Concrete Products (Guerrilla Marketing)

Mike Wood with Brutsche Concrete Products explains how to connect with and nurture long-term customer relationships as a Pole Base manufacturer. Brutsche's customers appreciate the value, efficiency, and consistency of Pole Base products. Learn how this manufacturer has utilized basic sales principles and a simple stenciling technique to successfully market their pole base products!



#### How Product Prototypes Can Help Sell Precast Concrete Products

In this video, Mike Wood with Brutsche Concrete Products describes how customer relationships are built and maintained by educating clients about the advantages of Pole Base. Mike also shares with us a simple and effective method of marketing the products.



BUSINESS DEVELOPMENT JOURNEY

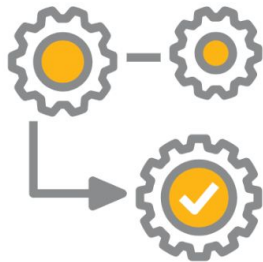


## Your Guide to Pole Base

The Pole Base Business Development Journey is the process for building and growing your Pole Base business.

Access the entire BDJ book here to find tools, resources, and checklists to get you started on your company's own Business Development Journey.

[Download Your BDJ Book](#)



**The Process**



**The Resources**



**The Checklists**

**QUESTIONS?**

▼  
**SCOTT  
FISHER**

scott.fisher@asterbrands.com

231.241.9098

**THAN  
K  
YOU!**



**NEXT UP...**

# **Round Table Discussions**



# Value of Social

## Lead Generation & Customer Engagement

It is a powerful tool for reaching a large audience of potential customers.

Consistent interaction **builds trust and credibility.**

## Industry Networking & Brand Awareness

Connect with industry professionals and can expand business opportunities. A strong presence will keep you top of mind.



“

**Social media is here.  
It's not going away; not a  
passing fad. Be where your  
customers are: in social media.**

LORI RUFF,  
SPEAKER, AUTHOR

”



VALUE OF SOCIAL

# Build Your Personal Brand



## Showcase Expertise

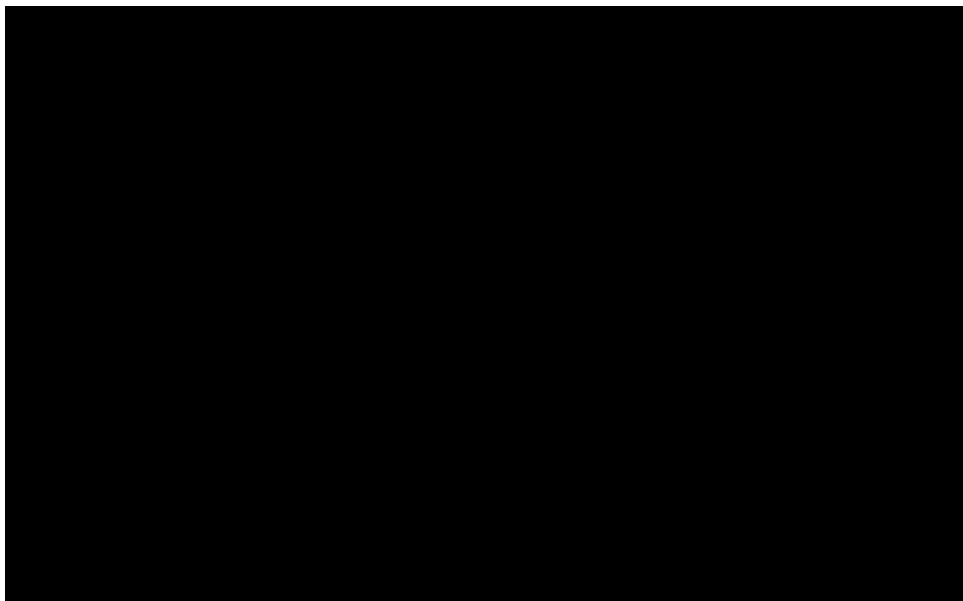
- Regularly share content that demonstrates your knowledge
- Share tips, trends, or projects
- Build trust with followers

## Engage with Followers

- Comment on posts and respond to inquiries (DMs)
- Create a personal connection
- Find your existing clients and engage with them



# Making A Project Visit Video In Under 5 Minutes



**Step 1:** Record yourself, selfie mode on your phone

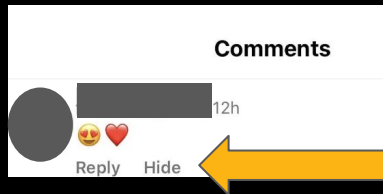
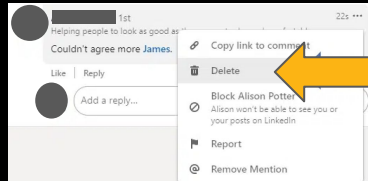
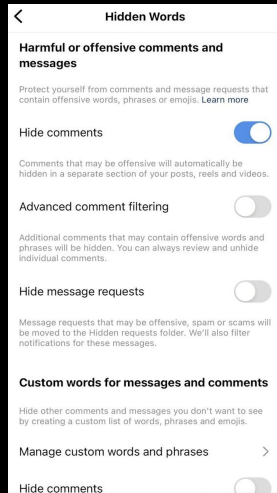
**Step 2:** Upload into CapCut and add captions

**Step 3:** Review final product and upload!



## VALUE OF SOCIAL

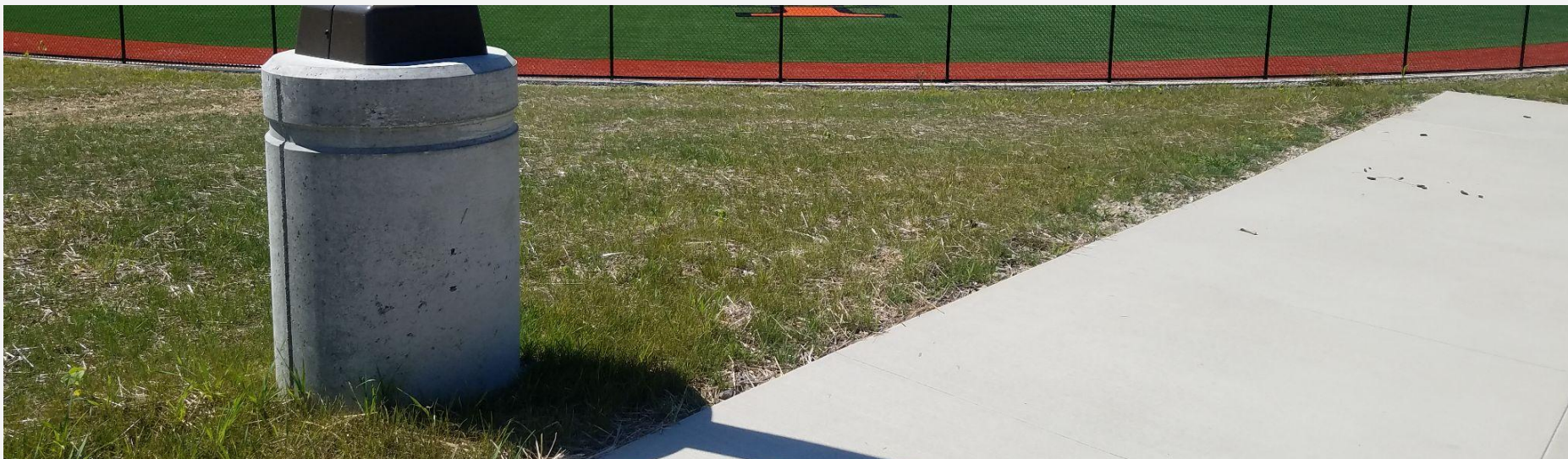
# Dealing with Negativity



- Determine if the comment is **constructive criticism** or just negativity. Constructive criticism can be valuable for improvement
- If you reply, **keep your response polite and professional**. Address any valid concerns and avoid getting defensive
- Negative comments are usually people looking to provoke a reaction. In these cases, it might be best to ignore them

You can hide, delete, add hidden words or report comments so that they aren't visible to anyone else!

# **FINAL SOCIAL MEDIA TAKEAWAYS**



**Social media is a community** where you can connect & expand your business with new clients, but also where you can continue to foster relationships with existing customers.

**Customer service can be provided through social media** by responding to inquiries, addressing concerns, and providing helpful information.

By leveraging social media, you can **increase brand awareness, build credibility, foster relationships with clients** and industry professionals, and ultimately, **drive sales**.