



# Home Generator & Small Business Marketing

Joanne Hanson and  
Shelby Davidson

May 2018

# Meet the Marcom team



**Joanne Hanson**  
**Marketing Communications**  
**Leader**

Leadership of the RV and Home  
Generator segments



**Elizabeth Zaitz**  
**Senior Marketing**  
**Communications Specialist**

Brand awareness and lead  
generation



**Shelby Davidson**  
**Senior Marketing**  
**Communications Specialist**

Marcom channel partnerships



# How did we do in 2017?

# 2017 Results

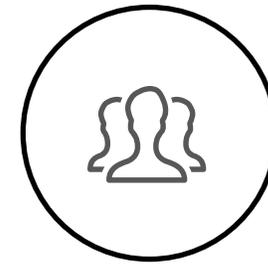
Overall a very strong year with **huge improvements** in lead gen



**Website visitors**  
Up **169%** over 2016



**Leads**  
Up **329%** over 2016



**Impressions**  
**118M** through 2017

# What's our secret?

- Launched a new website in February 2017
- Focused on SEO and website optimization including new content, sizing calculator, live chat, ratings and reviews
- Optimized our digital advertising strategy to focus more on lead generation
- Launched an email marketing campaign to nurture leads
- Launched a National Preparedness Month campaign to help raise brand awareness
- Employee promotion
- RV cross-promotions
- Weather triggered localized advertising campaigns



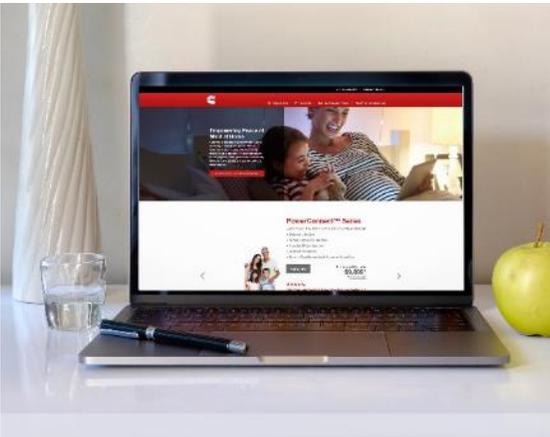


# 2017 Highlights

# 2017 Highlights



- Cummins spokesperson
- Weather plan
- New website
- National Preparedness Month



# Weather spokesperson





# Disaster and Weather Preparedness Advisor for Cummins

- Broadcast meteorologist and TV host Cheryl Nelson
  - Content for Cummins owned properties
  - Media materials tips, insights, etc.
  - Media interviews
  - Controlled media (satellite and radio media tours)
  - Leverage social platforms



[www.CherylNelson.net](http://www.CherylNelson.net)



@CherylNelsonTV

**DID YOU KNOW: Cheryl is a FEMA-  
certified instructor for 'Hurricane  
Awareness,' 'Tornado Awareness' and  
'Winter Weather Hazards'**

**(National Disaster Preparedness Training Center), 2015 - Present**



## 2017

- Participated in **25** interviews as part of Hurricane Prep Week satellite media tour and **13** interviews as part of National Preparedness Month radio media tour
- Authored **5** blog posts related to weather preparedness
- Hosted **4** weather prep videos – **2k+** views to date

## 2018

- Panel discussion at National Hurricane Conference
- Co-hosted Facebook Live with John Zarella from FLASH – **4,349** views to date
- Filmed FLASH generator safety video – **218** views to date
- Participated in **22** interviews as part of Hurricane Prep Week satellite media tour
- Authored **6** blog posts to date



**Cheryl Nelson**

Weather & Preparedness Advisor  
Cummins Home Standby Generators™

A dramatic scene of a massive dark storm cloud with lightning striking a road in a field. The sky is filled with dark, heavy clouds, and a bright lightning bolt strikes the ground near the road. Debris is flying through the air, suggesting a powerful storm or explosion. The road is paved and has a white dashed line down the center, leading towards the horizon. The surrounding landscape is a flat, grassy field under a dark, stormy sky.

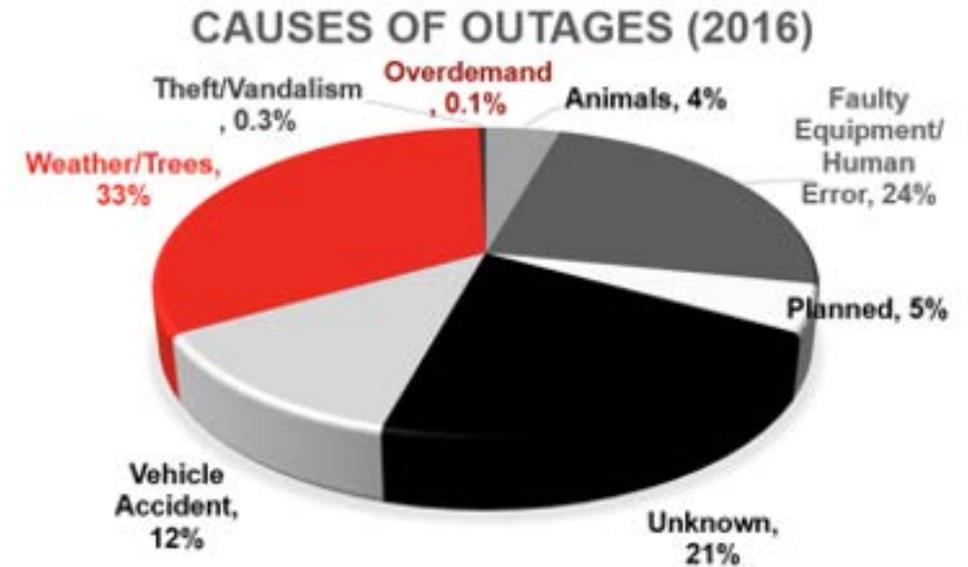
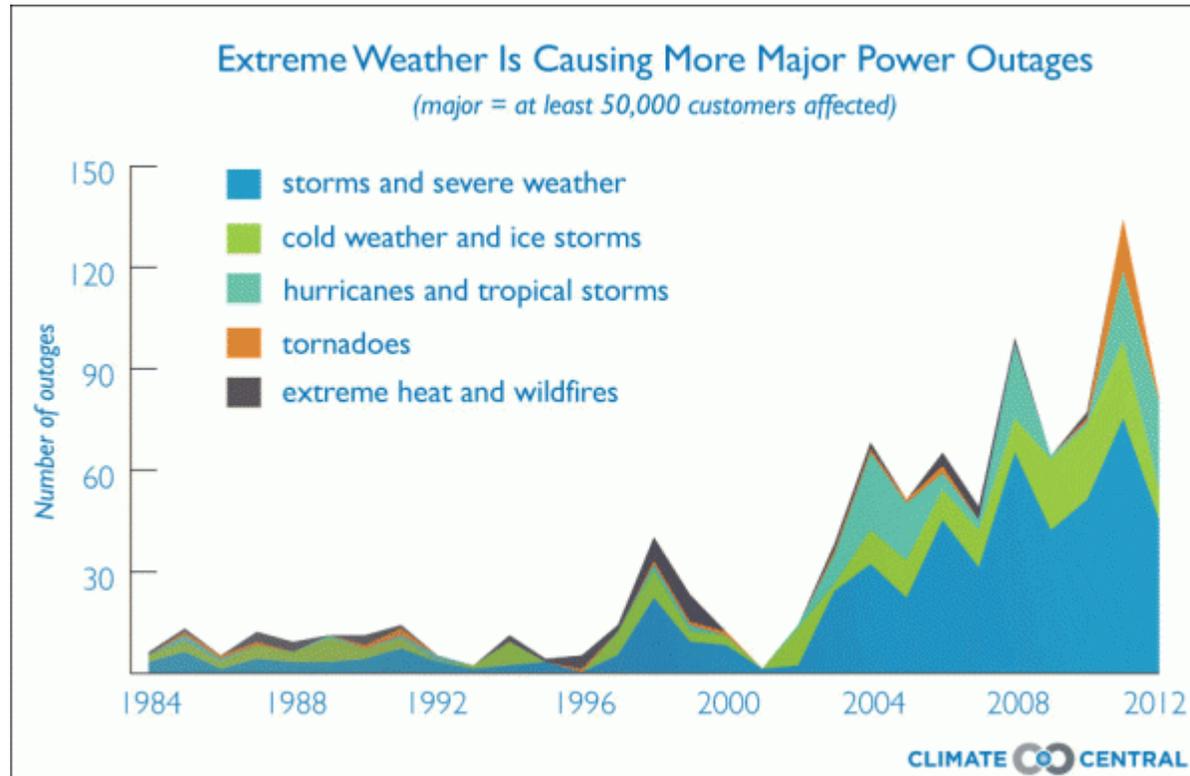
# Weather triggered advertising plan

# What were the issues?

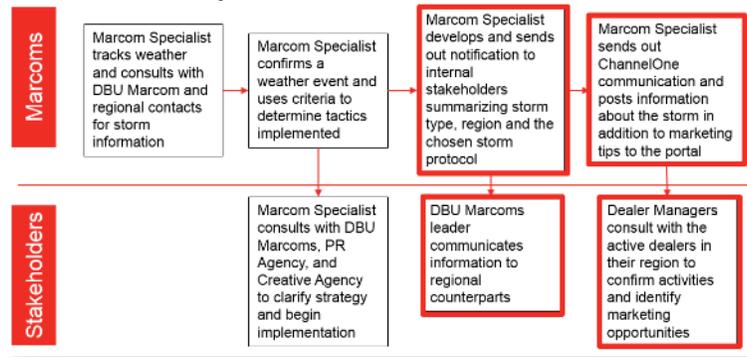
- For storms in the past...
  - We didn't have a robust process
  - Reaction time was too slow
  - Communication had room for improvement
  - Limited tactics
- What we needed:
  - ✓ A well defined process and plan
  - ✓ A communication plan
  - ✓ Pre-made advertising



# Why a weather triggered plan?



# What we did





## Cummins Response to Memphis Area Power Outage

Nearly 150,000 homes and businesses were left without power in Memphis, TN and the surrounding areas following severe storms over Memorial Day weekend. Cummins has responded by increasing our digital spend in this region beginning Wednesday, May 31 and continuing for two weeks. Local dealers should expect an increase in calls during this time. Paid advertising will include placements on Accuweather to target consumers in a contextually relevant space, as they will be most in-tune with checking the weather during this time. In addition, we are boosting Paid Search activity (Google AdWords) during this same time period to capitalize on potential search opportunity within the target market.

	Chugging	During hurricane season	During winter season	Hurricane Category 1-2			Hurricane Category 3-5			Winter storm hazardous weather outlook			Winter storm Watch		Winter storm Warning	
				Before	During	After	Before	During	After	Before	During	After	Before	After	Before	After
5% Increase in Google AdWords																
Social media posts (tailored to situation)																
Direct mail with magnet driving to disaster prep kit promotion (lead gen)																
Billboards																
Radio ads																
Print ads																
Power Panel																
Accuweather weather triggered ads																
Old Farmer's Almanac weather triggered ads																
Cheryl Nelson weather preparedness blog posts																

# Since mid-2017...

- We have activated the weather response plan **13** times
  - Memphis severe storm
  - MS / AR severe storm
  - TS Cindy
  - Ocracoke Island
  - Montreal severe winds
  - Hurricane Harvey
  - Hurricane Irma
  - Hurricane Jose
  - Hurricane Nate
  - Winter Storm Grayson
  - Winter Storm Riley
  - Winter Storm Quinn
  - Detroit ice storm

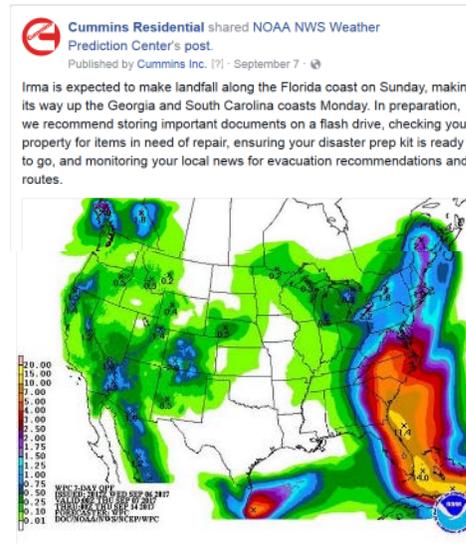


# Weather activation examples



## Direct Mail

We have sent postcards to 125k prospective customers



## Social Media

We reached 18k people and engaged 941 people on Facebook during Irma

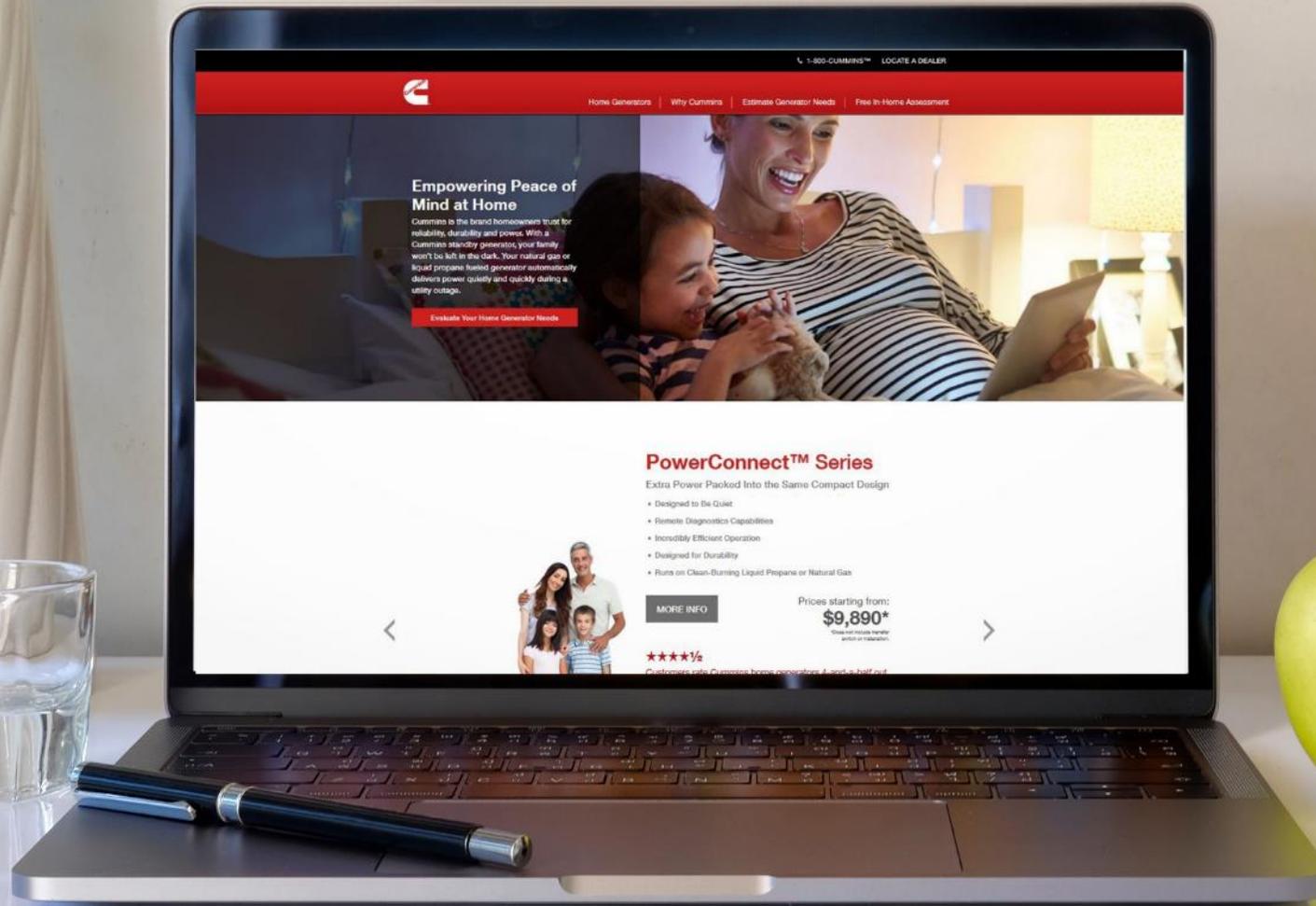


## National Television

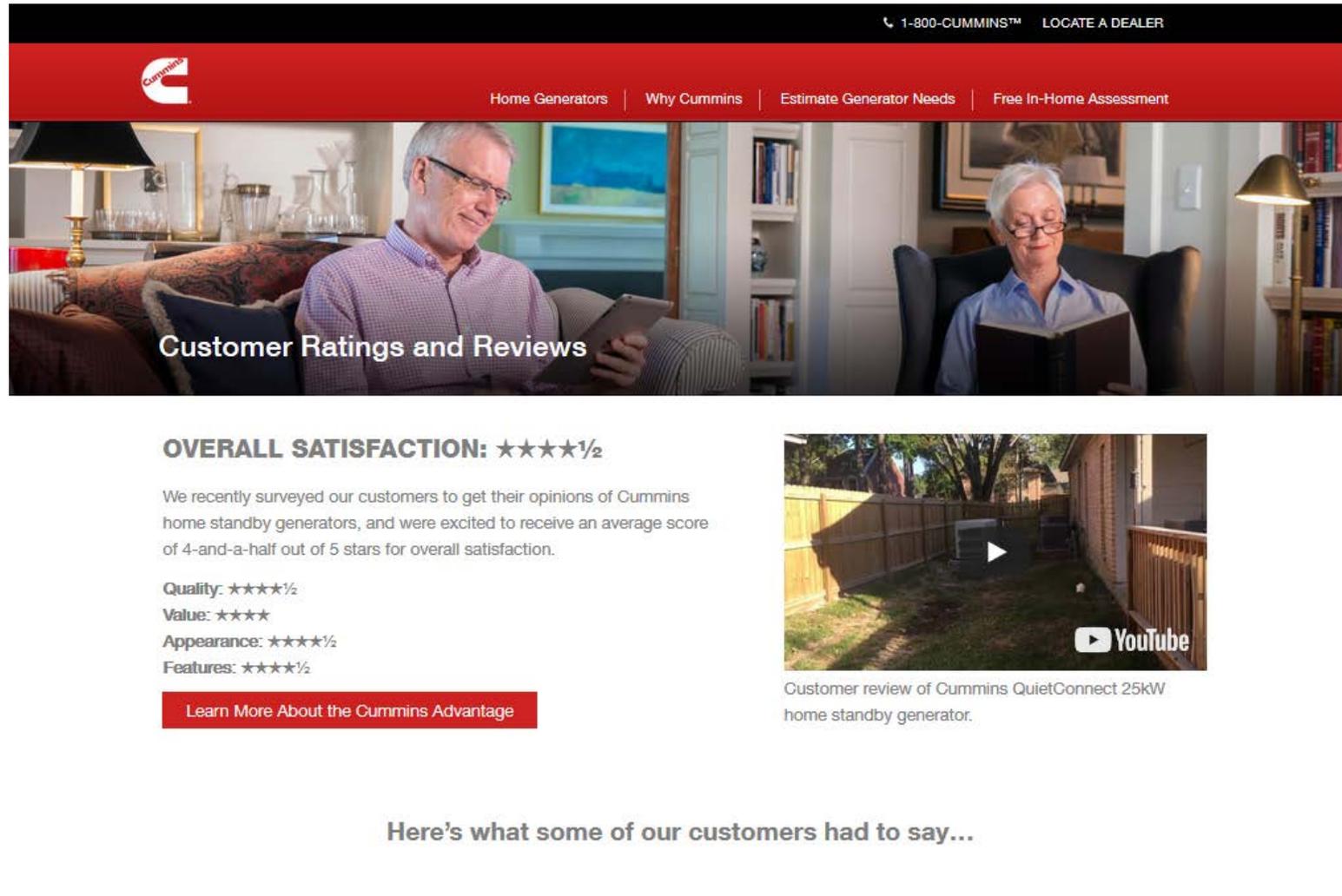
A Fox News interview garnered 2.46M viewers, and led to a 3400% increase in landing page visits during Irma

[https://youtu.be/3\\_NmXd8mbVk](https://youtu.be/3_NmXd8mbVk)

# New website



# New website and new functionality



The screenshot shows the Cummins website's 'Customer Ratings and Reviews' section. At the top, there is a navigation bar with the Cummins logo, a phone icon with '1-800-CUMMINS™', and a 'LOCATE A DEALER' link. Below this is a red header with the text 'Home Generators | Why Cummins | Estimate Generator Needs | Free In-Home Assessment'. The main content area features a large image of an elderly couple in a living room. The man is sitting on a sofa looking at a tablet, and the woman is sitting in a chair reading a book. Below the image is the text 'Customer Ratings and Reviews'. To the left, there is a section titled 'OVERALL SATISFACTION: ★★★★★½' followed by a paragraph: 'We recently surveyed our customers to get their opinions of Cummins home standby generators, and were excited to receive an average score of 4-and-a-half out of 5 stars for overall satisfaction.' Below this are four categories with their respective ratings: 'Quality: ★★★★★½', 'Value: ★★★★★', 'Appearance: ★★★★★½', and 'Features: ★★★★★½'. A red button with white text says 'Learn More About the Cummins Advantage'. To the right of the text is a video player showing a customer review of a Cummins QuietConnect 25kW home standby generator. The video shows a generator unit in a backyard. Below the video is the caption: 'Customer review of Cummins QuietConnect 25kW home standby generator.' At the bottom of the section, the text reads 'Here's what some of our customers had to say...'

# New website and new functionality

1-800-CUMMINS™ LOCATE A DEALER

Home Generators | Why Cummins | **Estimate Generator Needs** | Free In-Home Assessment

## Estimate Your Home's Generator Needs

Not everyone knows how much power they use, and even fewer are aware of their emergency power needs. That's why we'd like to send a Cummins authorized representative to you and help you find the generator that's right for your home.

We created this calculator to get an idea of your needs and to help you think about what items you would like to power during an outage. Simply input your home's location, square footage and power needs below.

1. Your Home | 2. Your Needs | 3. Recommendation

< BACK

### Based on your estimated power needs, we think this model would be a great fit:

**BEST MATCH**



#### QuietConnect 22kW

starting at \$9,399

Does not include installation, shipping, or tax

- Designed to Be Extremely Quiet
- Remote Diagnostics Capabilities
- Incredibly Efficient Operation
- Extremely Compact Design
- Designed for Durability

★★★★★ Customer Rating | Download Specs

#### Take the Next Step

Provide your contact information and a Cummins Authorized Representative will be in touch with you to schedule your free in-home assessment.

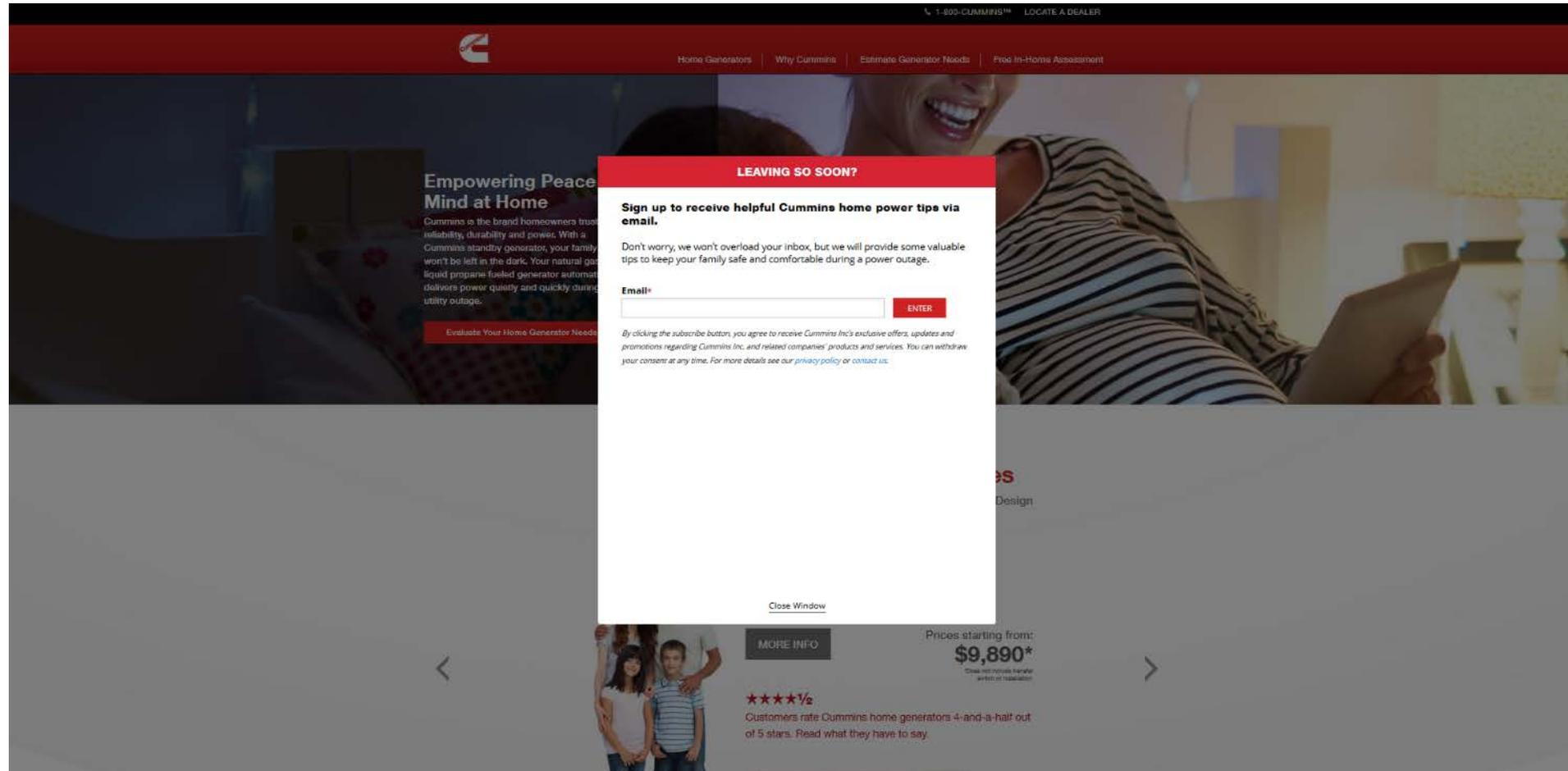
First Name\* \_\_\_\_\_ Last Name\* \_\_\_\_\_

Email\* \_\_\_\_\_ Phone \_\_\_\_\_

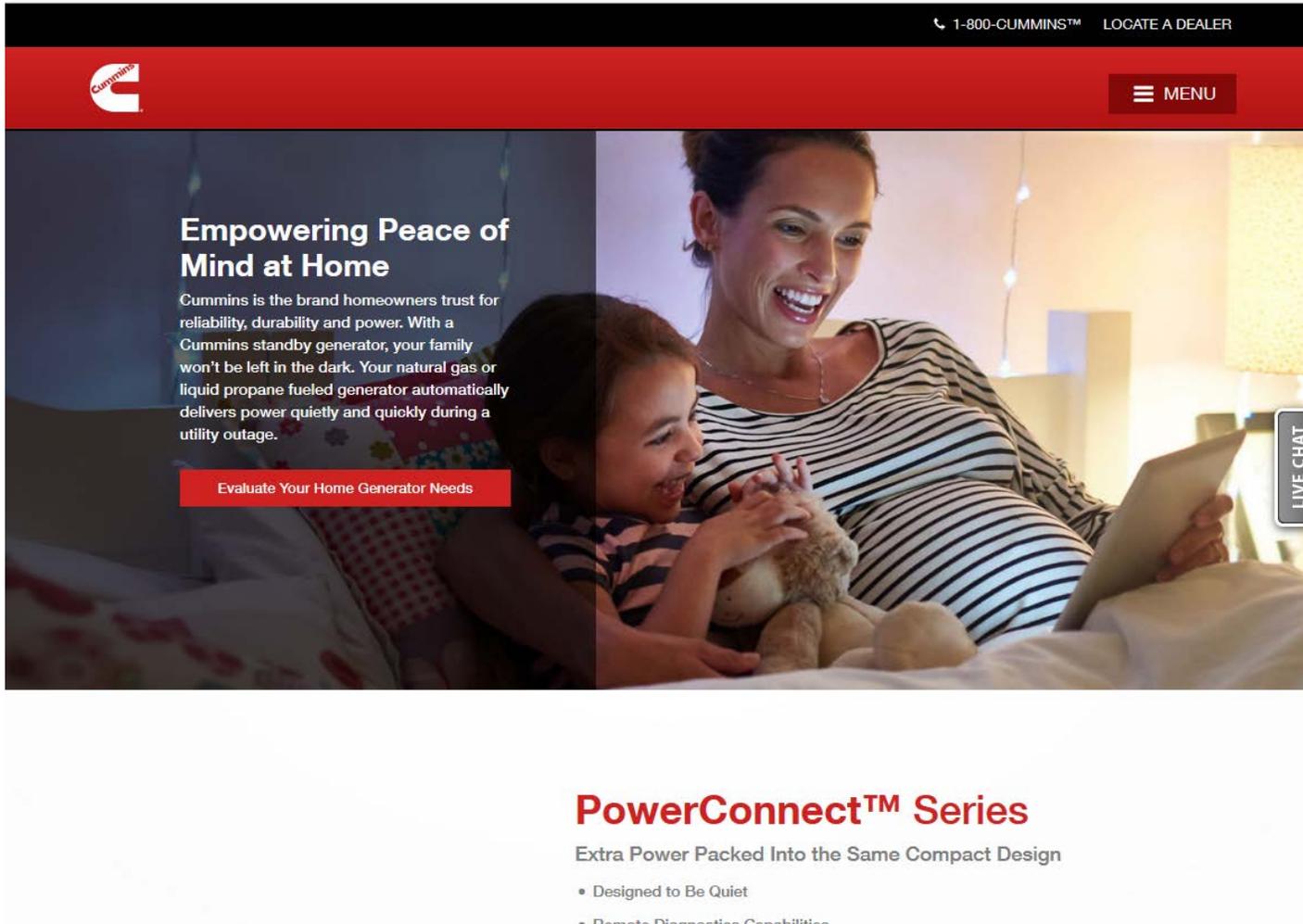
> Send Your Request

Not ready for a visit yet? Contact us to learn more.

# New website and new functionality



# New website and new functionality



1-800-CUMMINS™ LOCATE A DEALER

**Cummins** MENU

## Empowering Peace of Mind at Home

Cummins is the brand homeowners trust for reliability, durability and power. With a Cummins standby generator, your family won't be left in the dark. Your natural gas or liquid propane fueled generator automatically delivers power quietly and quickly during a utility outage.

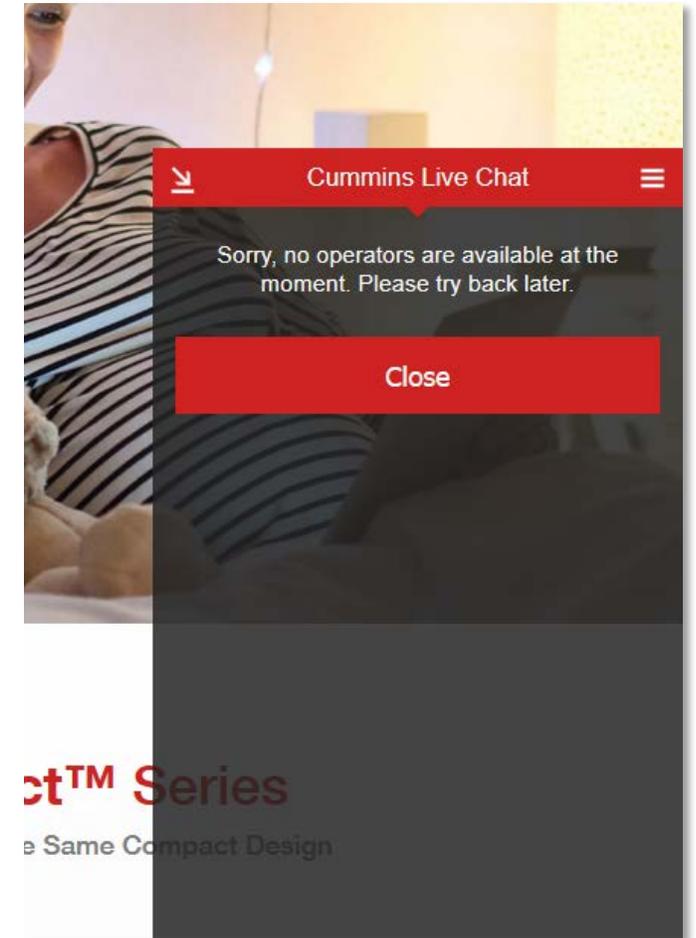
Evaluate Your Home Generator Needs

LIVE CHAT

### PowerConnect™ Series

Extra Power Packed Into the Same Compact Design

- Designed to Be Quiet
- Remote Diagnostic Capabilities



Cummins Live Chat

Sorry, no operators are available at the moment. Please try back later.

Close

ct™ Series

e Same Compact Design

# The results?

- New website was aimed at:
  - Improving lead generation
  - Improving search engine optimization to increase organic traffic
  - Providing a better user experience
    - Improved content and functionality
    - More content



**Av search position**  
**2<sup>nd</sup>** position on average



**Organic traffic**  
Up **164%** over 2016



**Leads**  
Up **329%** over 2016



NATIONAL  
**PREPAREDNESS**  
MONTH

**2017** Disasters Don't Plan Ahead.  
**YOU CAN.**



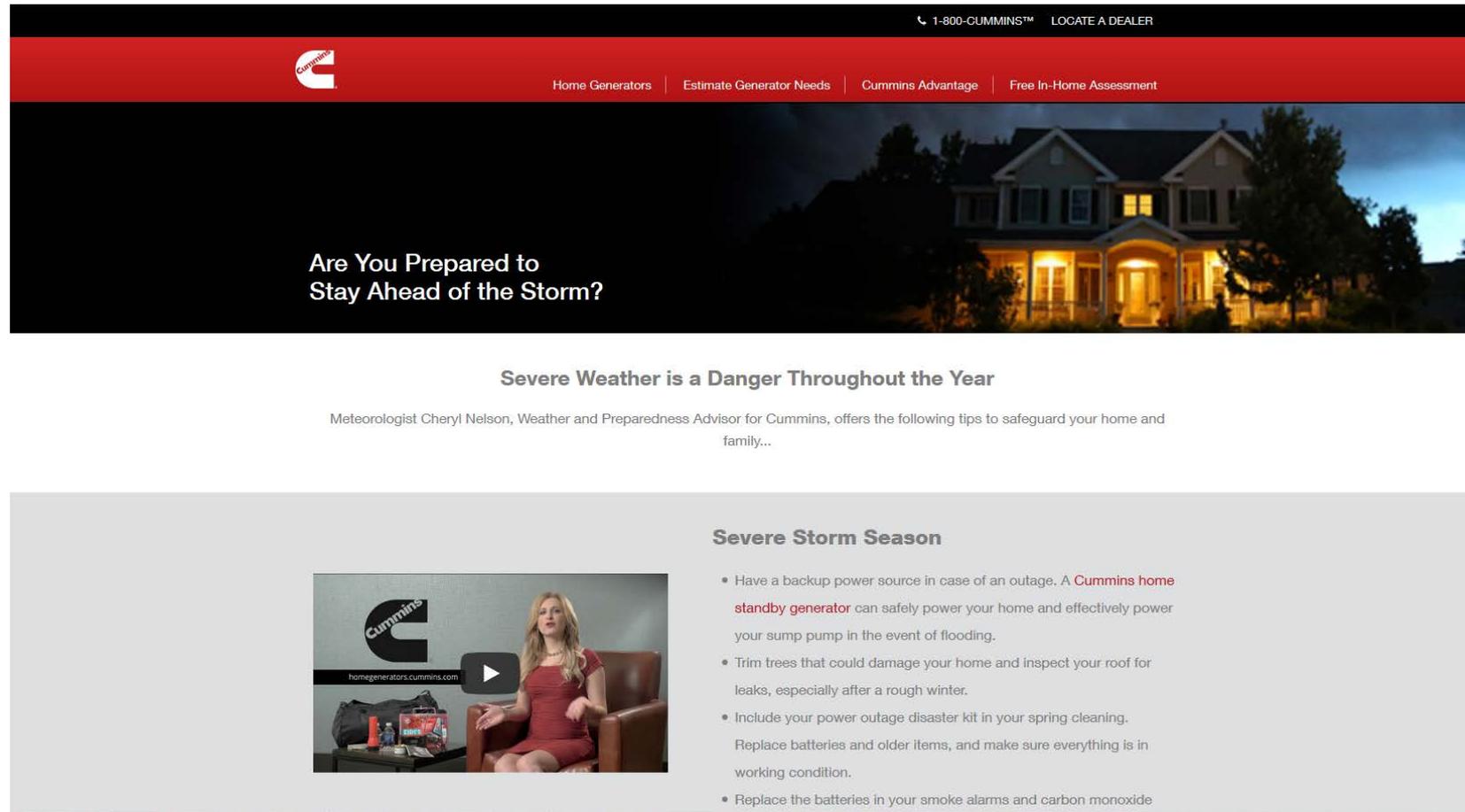
# Overview



- The U.S. has observed National Preparedness Month (NPM) every September since 2004
- The goal of NPM is to help citizens prepare for and respond to emergencies, including natural disasters
- In alignment with the national theme, the Cummins campaign centered on the message **“Stay ahead of the storm”**
- Throughout the campaign, we drove customers to a new Weather Preparedness page on [homegenerators.cummins.com](http://homegenerators.cummins.com)



# Campaign landing page



The screenshot shows a landing page for Cummins home generators. At the top, there is a black navigation bar with the Cummins logo on the left and the phone number '1-800-CUMMINS™' and 'LOCATE A DEALER' on the right. Below this is a red navigation bar with the Cummins logo on the left and four menu items: 'Home Generators', 'Estimate Generator Needs', 'Cummins Advantage', and 'Free In-Home Assessment'. The main content area features a large image of a house at night with its lights on. Below the image, the text reads 'Are You Prepared to Stay Ahead of the Storm?'. Further down, a section titled 'Severe Weather is a Danger Throughout the Year' includes a quote from meteorologist Cheryl Nelson. Below this is a video player showing Cheryl Nelson sitting in a chair, with a play button icon and the Cummins logo and website URL 'homegenerators.cummins.com' overlaid. To the right of the video is a section titled 'Severe Storm Season' with a bulleted list of tips.

1-800-CUMMINS™ LOCATE A DEALER

Cummins

Home Generators | Estimate Generator Needs | Cummins Advantage | Free In-Home Assessment

## Are You Prepared to Stay Ahead of the Storm?

### Severe Weather is a Danger Throughout the Year

Meteorologist Cheryl Nelson, Weather and Preparedness Advisor for Cummins, offers the following tips to safeguard your home and family...

#### Severe Storm Season

- Have a backup power source in case of an outage. A **Cummins home standby generator** can safely power your home and effectively power your sump pump in the event of flooding.
- Trim trees that could damage your home and inspect your roof for leaks, especially after a rough winter.
- Include your power outage disaster kit in your spring cleaning. Replace batteries and older items, and make sure everything is in working condition.
- Replace the batteries in your smoke alarms and carbon monoxide

# Weather preparedness brochure



There's a Storm Coming.

Are you prepared?

Quiet. Compact. Reliable. Cummins home standby generators are a safe, permanent backup solution for your home when a power outage strikes.

**Stay ahead of the storm.**  
Safeguard against power failure with a Cummins home standby generator. Visit [homegenerators.cummins.com](http://homegenerators.cummins.com) to ensure you're prepared before the next storm arrives. Schedule a free in-home consultation today.

**Know What's at Risk**  
The potential costs of a power outage

-  **\$160**  
Spoiled food  
Source: USDA
-  **\$120**  
Average cost per night of a hotel room  
Source: statista.com
-  **\$650**  
Emergency supplies  
Source: Kelly Brothers
-  **\$500 – \$4,000**  
Mold remediation from a flooded basement  
Source: moldlogger.com
-  **\$500 – \$10,000**  
Flooded basement remediation after a burst pipe or no power to sump pump  
Source: homehelp.com

Powering your life. 

Cummins, Inc. 1400 73rd Ave NE, Minneapolis, MN 55432  
Phone: 1-763-574-5000  
BUR69N 5410334




**Severe Storm Season**

- Check roof for hanging shingles and leaks. A properly maintained roof will help prevent water damage.
- Have a home standby generator to ensure your power can be restored.
- Store important documents in a metal strongbox and keep important files on a portable flash drive.

**Hurricane Season**

- Trim trees that could damage your home and inspect your roof for leaks, especially after a rough winter.
- Include your power outage disaster kit in your spring cleaning. Replace batteries and older items, and make sure everything is in working condition.
- Replace the batteries in your smoke alarms and carbon monoxide detectors.

**Winter Storm Season**

- Do not overexert yourself in cold weather. Strenuous activity, like shoveling snow, can increase your chance of a heart attack.
- Have a plan for family and pets in case of separation or travel issues.
- Keep a prep kit in your car. Be sure it includes water and non-perishable food.
- To keep your house warm during an outage, a home standby generator is a key component.

**Heat Wave Conditions**

- Upgrade your windows and weather-strip doors to keep heat out and cold air in.
- Stay hydrated, and never leave children or pets alone in hot vehicles – even for a second.
- Install awnings, blinds or light-colored drapes. Keep them closed to reduce sunlight and heat.
- Consider a home standby generator, like the Cummins QuietConnect, that will turn on automatically to keep your A/C running, even when you lose power.

**Safeguard your home with Cummins.**  
Visit [homegenerators.cummins.com](http://homegenerators.cummins.com) and schedule a free in-home consultation today.



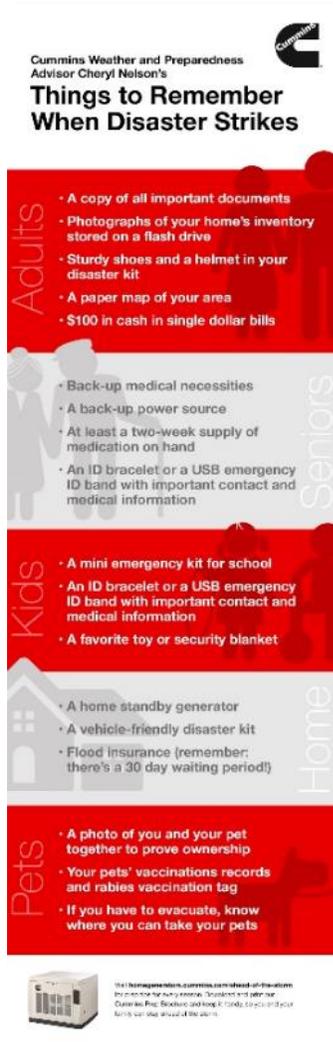
**PRO TIPS FROM METEOROLOGIST  
CHERYL NELSON**  
Weather and Preparedness  
Advisor for Cummins



# Incentive - Severe weather prep kit



# Blog content



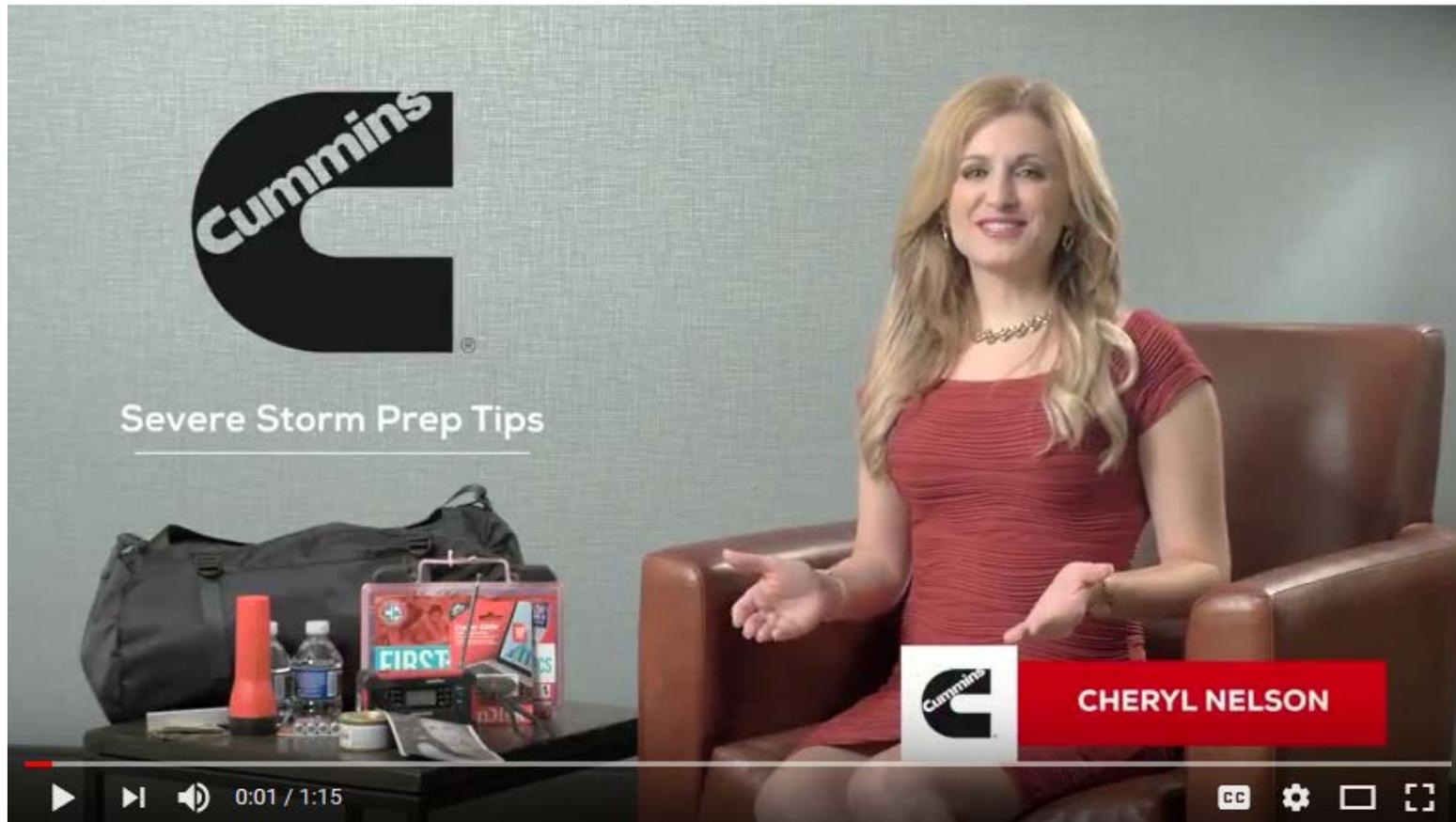
- [14 Tips to Make Your Home and Family Safer This Fall](#)

As back-to-school season is upon us, consumers will be looking to ready their homes for the change in seasons. How can they best prep themselves, their tech and their homes for winter storms?

- [Weather Related Tips For National Preparedness Month](#)

What is National Disaster Preparedness Month? How did it start and why is it important? How can you best make sure that your family is ready, should disaster strike? What resources can you look to make sure that you're prepared?

# Disaster prep video content



<https://homegenerators.cummins.com/ahead-of-the-storm>

# Advertising

OLD FARMER'S STORE LOGIN

THE OLD FARMER'S ALMANAC  
FOUNDED IN 1792

ORDER NOW!

Enter keywords... GO

WEATHER | ASTRONOMY | GARDENING | CALENDAR | FOOD | ADVICE | STORE

Click for prep tips for every season.

### EXTREMELY ACTIVE 2017 HURRICANE SEASON PREDICTED

SPONSORED

#### HURRICANES AND POWER OUTAGES

Catherine Boeckmann



Stay ahead of the storm

Click for weather prep tips for every season.

Cummins Convert Series  
Home size city generators

Powering your life.

SHARE: [Facebook] [Twitter] [Google+] [Pinterest] [Email] [Print]

RATE THIS ARTICLE: [X] [1] [2] [3] [4] [5]

Average: 3.9/20 votes

# The Washington Post

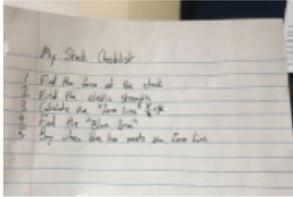
PAID PROMOTED STORIES

Recommended by Outbrain



### Get Your Family Ready for Extreme Weather This Preparedness Month

The Block by Cummins



### Self-Made Millionaire Boils Stock Success Down to 1 Pattern

Shah Gilani's Wall Street Insights and Indictments

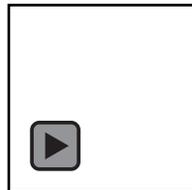


### If You Own A Home You Must Claim Your \$4,240

The Better Finance

# Radio media tour

- A radio media tour is an opportunity to reach audiences through interviews on nationally syndicated and local market talk and drive-time radio stations
- Approximately 12-15 live and live-to-tape interviews
- Each interview approximately 2-5 minutes
- Cheryl Nelson delivered tips, promoted seasonal weather prep videos and consumer brochure



# Social media plan

- NPM official hashtags
  - #NatlPrep
  - #PlanAhead
- Cummins hashtag “#AheadOfTheStorm”
- Seasonal weather prep videos on You Tube and [homegenerators.cummins.com](http://homegenerators.cummins.com)



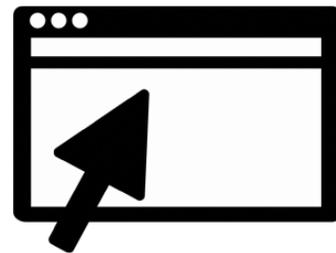
# RV Cross Promotion

- America's Largest RV Show (Hershey, PA)
- Over 50,000 people attend
- Good alignment between RV and home generator customer base
- Customers received a free disaster prep kit when signing up for a free in home assessment



# “Stay Ahead of the Storm” campaign results

 **31m+**  
impressions\*

 **12950**  
page views

 **1846**  
actions (engagement)

 **1085**  
downloads

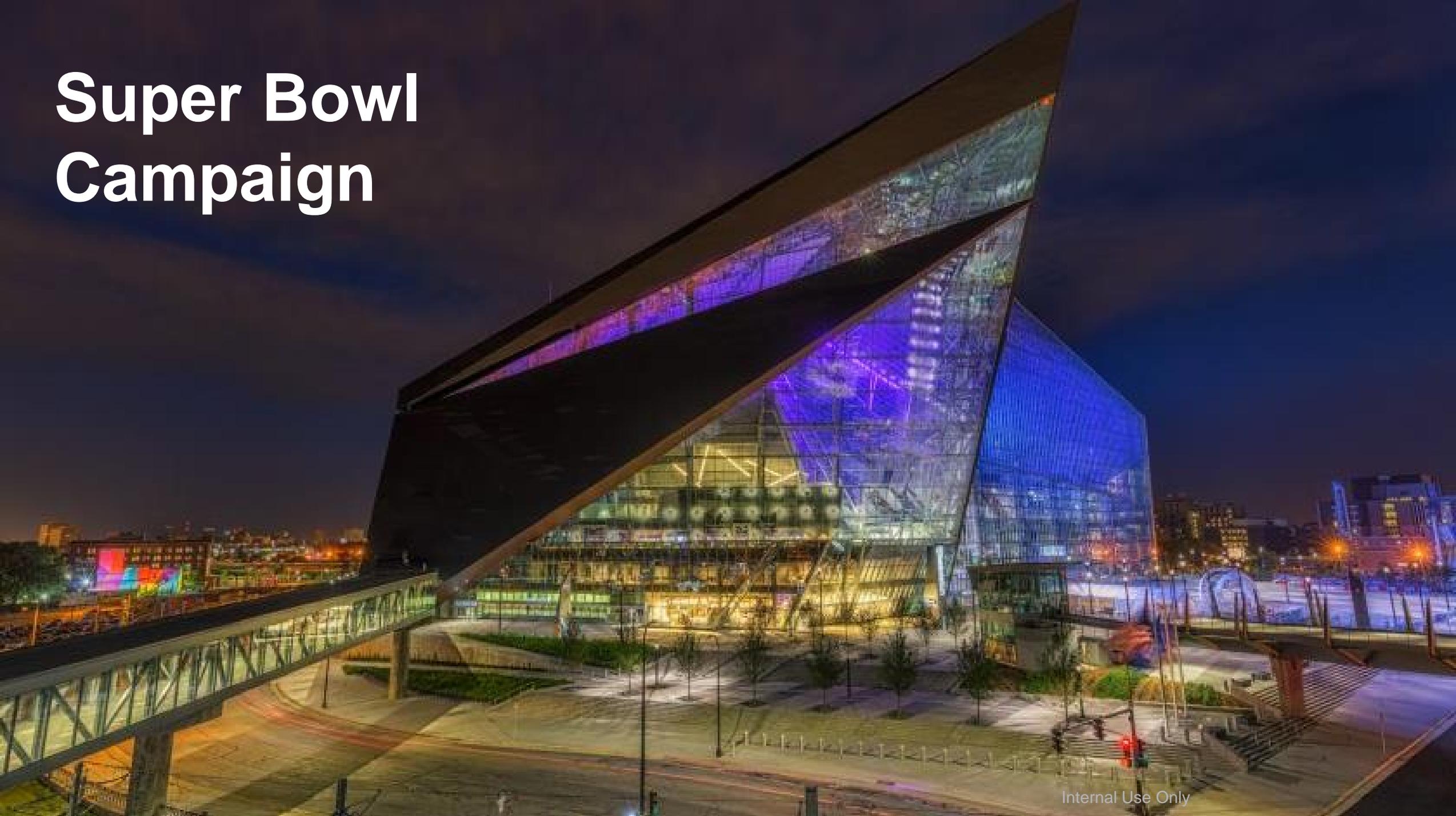
 **3177**  
blog views

 **1285**  
video views



# What's new for 2018?

# Super Bowl Campaign



All the 'spokes' of blogs and ads were designed to drive traffic to a landing page where people could learn more about home generators



Print ad in Tiffin Motorhomes owners magazine

Every team needs a reliable back-up blog post



Banner on Cummins Inc Facebook page

Brick ad on Cummins Connect for the employee purchase program

5 things to know about Cummins and the Big Game blog post

Connect



Native



in

f

Cummins generates power for big time sports stadiums blog post

Connect



f

Primary objective: Brand awareness  
Measurement: Impressions and engagement

# Results Summary

1M+

Overall the campaign generated  
over 1.1M impressions



1.6k reactions to the  
Facebook posts

7.6k

The most popular blog was  
“5 things to know about  
Cummins and the big game”  
with 7.6k views



The types of people who were  
reading our blogs on LinkedIn  
were mainly **Electrical  
Engineers and Specialists**

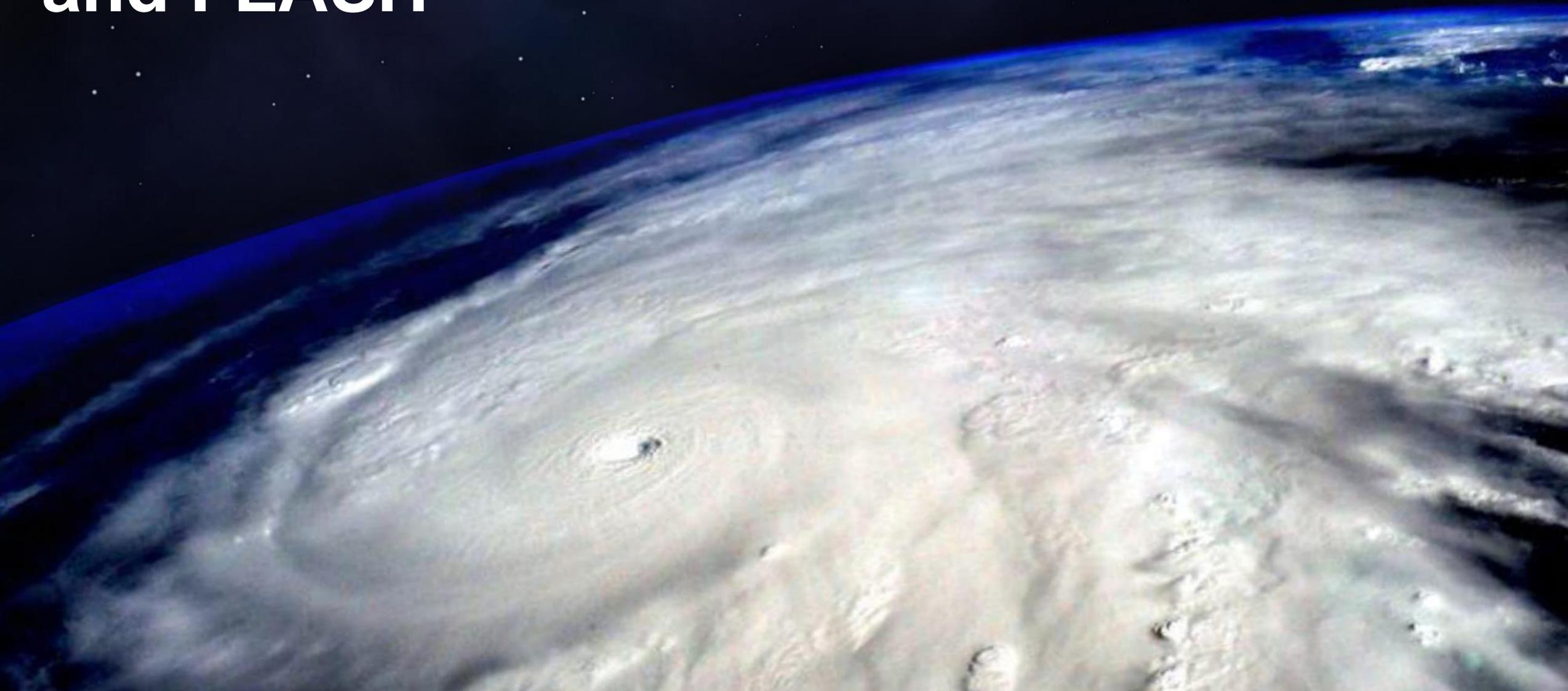
11k

The 3 blogs were **read**  
by 11k people

1019

We had **1019 people visit our landing page** during the  
campaign with 128 of these sessions being repeat visitors

# Hurricane Prep Week and FLASH



# What is Hurricane Prep Week and FLASH?



- National Hurricane Preparedness Week – May 6-12 2018
- National effort to inform the public about hurricane hazards and how to prepare
- Federal Alliance for Safe Homes (FLASH®) is the leading consumer advocate for strengthening homes and safeguarding families from natural and manmade disasters



## Public relations

- Media outreach complemented by a press release and custom pitching
- Satellite media tour hosted by Cheryl Nelson



## Content marketing

- Blog content promoted via native advertising
- Social media campaign, including weather prep kit giveaway



## Partnership

- Announcement at National Hurricane Conference
- Participation on preparedness panel
- Facebook Live
- Generator safety blog and video co-hosted with FLASH rep
- Five stops on the Hurricane Awareness tour with local media support

# National Hurricane Conference Orlando, FL

- Cheryl Nelson participated in a panel discussion on preparedness, along with representatives from the National Hurricane Center, FEMA and *The Weather Channel*
- Cheryl Nelson co-hosted a Facebook Live event with John Zarrella from FLASH to discuss generator safety and hurricane preparedness
- John Zarrella interviewed Cheryl Nelson about generator safety at a customer's home





# Generator safety video

Posted on FLASH and Cummins websites and social channels



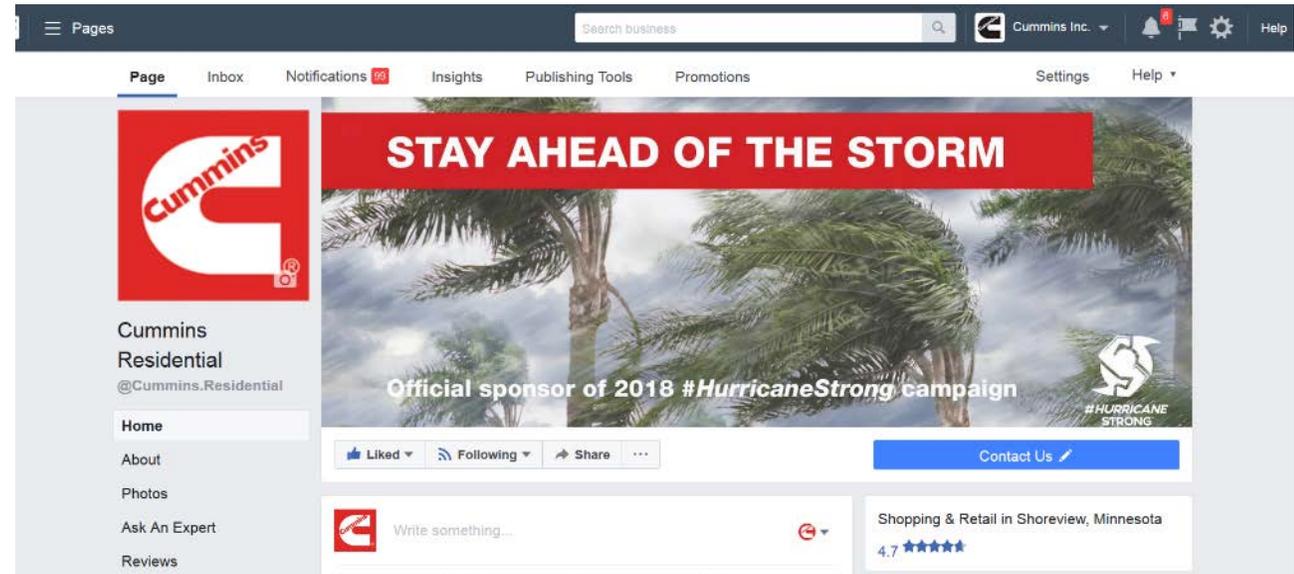
<https://homegenerators.cummins.com/ahead-of-the-storm>

**DID YOU KNOW: John Zarrella was  
the principal correspondent for CNN's  
coverage of the U.S. space program**

**CNN News Correspondent 1981-2013**

# Social media activity

- Updated our social media accounts to promote the #HurricaneStrong partnership
- Promoted the press release announcing the sponsorship
- Promoted the Facebook Live event x2
- Shared the video from the Facebook Live



# Media prep and outreach

- Broadcast media, reporters and bloggers targeting the following:
  - Lifestyle / Homeowners
  - Parenting
  - Pet owners
  - Retirees
  - General news
    - National media
    - Top Cummins DMAs / Hurricane
- Media outreach and offering tips and interviews from Cheryl
- Media outreach will continue following Hurricane Prep Week

**Cummins**  
Cummins Weather and Preparedness  
Advisor Cheryl Nelson's  
**Things to Remember  
When Disaster Strikes**

**Adults**

- A copy of all important documents
- Photographs of your home's inventory stored on a flash drive
- Sturdy shoes and a helmet in your disaster kit
- A paper map of your area
- \$100 in cash in single dollar bills

**Seniors**

- Back-up medical necessities
- A back-up power source
- At least a two-week supply of medication on hand
- An ID bracelet or a USB emergency ID band with important contact and medical information

**Kids**

- A mini emergency kit for school
- An ID bracelet or a USB emergency ID band with important contact and medical information
- A favorite toy or security blanket

**Home**

- A home standby generator
- A vehicle-friendly disaster kit
- Flood insurance (remember: there's a 30 day waiting period!)

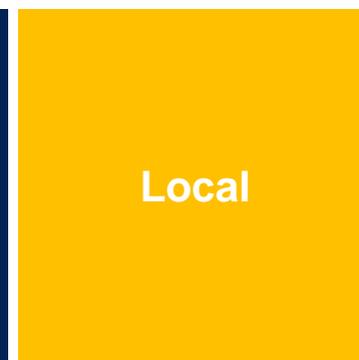
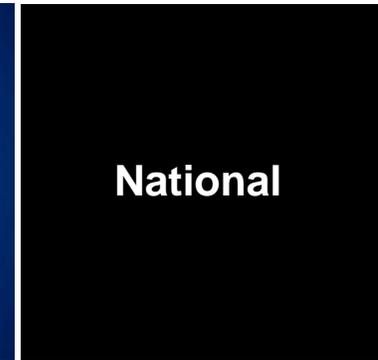
**Pets**

- A photo of you and your pet together to prove ownership
- Your pets' vaccinations records and rabies vaccination tag
- If you have to evacuate, know where you can take your pets

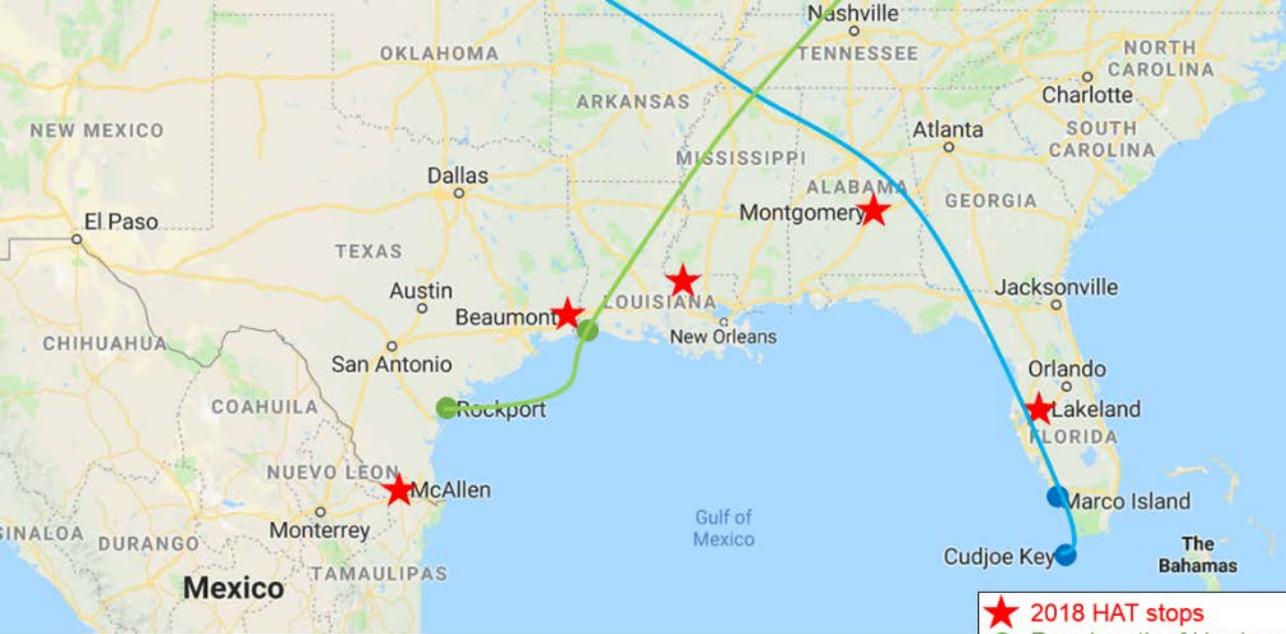
Visit [homegenerators.cummins.com/abed-of-the-storm](http://homegenerators.cummins.com/abed-of-the-storm) for prep tips for every season. Download and print our Cummins Prep Brochure and keep it handy so you and your family can stay ahead of the storm.

# Satellite media tour

- 22 interviews including Accuweather
  - Radio and TV
  - Local and national



# 2018 Hurricane Awareness Tour



- ★ 2018 HAT stops
- Rough path of Hurricane Harvey
- Rough path of Hurricane Irma

- Each stop will feature a tabletop display with product and weather brochures, a prep kit raffle, and a screen with weather tips playing
  - The Lakeland, FL stop will also feature our product display
- Our PR team will be on-site at each location PLUS
  - MarCom support at the McAllen, TX stop
  - Local dealer support at the Lakeland stop
  - Cheryl Nelson will also be at the FL stop



# What's new for the rest of 2018...

- September Disaster Preparedness Month
  - Building on the success of the 2017 campaign
  - Conducting a survey on what it really means go without power following a natural disaster
  - Results of the survey will provide content for months – this includes infographics, press releases, blog posts, etc.
- Executive visibility / CSR opportunities surrounding hurricanes
- Weather plan refinements
  - Traditional radio > streaming radio
- Product videos
  - Refresh video content with a new video highlighting the consumer purchase journey (in-home assessment and installation)
- New blogger strategy
  - Partnering with influential bloggers in real estate, smart home design, remodeling and travel

# Contact

For more information on our  
weather campaigns and content



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