

2022

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CONTENT MARKETING CAPABILITIES



CONNECTING YOU WITH YOUR CUSTOMERS

HVC DELIVERS CONTENT THAT CONNECTS YOU WITH YOUR CUSTOMERS

For over 20 years, High Velocity Communications (HVC) has provided turnkey solutions across a full range of market-focused content. HVC delivers compelling content that strengthens connections with your customers, influences their purchase decisions and provides measurable results. HVC provides:

- Print & Digital Publications
- Customer Testimonial Videos
- Tutorials and Training Videos
- Recruitment Videos
- e-Newsletters
- Customer & Employee Publications
- Website Content & Social Media Content
- Collateral Projects
- Technical Articles
- Hardcover & Softcover Books
- Archived Content

Whatever your content marketing needs—HVC is your proven resource. On the following pages, you'll find information to assist you in evaluating and selecting the right-focused custom content that helps you achieve your communications, marketing and sales objectives.

To learn more, please visit: HighVelocityCommunications.com

Follow us on:



CONNECTING YOU WITH YOUR CUSTOMERS



INDUSTRY EXPERTISE

No matter what type of content marketing tools you need—from customer testimonial videos and stories with high-quality photography for your web pages, social media and online publications to in-depth articles about technology, new products and product support—HVC can help right now.

HVC has the creative firepower, expertise and industry experience to work with you and your team to develop content that supports any marcom need.

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*“High Velocity Communications’ team can be summed up in two words: **Quality. Professional.***

***Quality.** Top quality writing and video result in communication pieces Ring Power wants to share with its customers and potential customers.*

***Professional.** Tim and his team are the epitome of professionalism and do what they say they’re going to do.*

*Ring Power **will continue** looking to HVC to produce excellent videos, stories and full-color print magazines.”*

— MARK PEARSON
Marketing Manager
Ring Power Corp.



CUSTOM CONTENT FOR EVERY MEDIA PLATFORM

HVC develops content, you choose delivery

Customers and prospects access information from a wide variety of sources.

Whether it's on their smart phones, iPads, laptops, videos, e-magazines, print publications, social media, billboards, television, radio spots or direct mail—compelling content is the key.

HVC prepares high-quality, high-impact content across a wide variety of delivery platforms, since no one medium alone will effectively reach all your customers and prospects.

With the vast array of choices available, how do you select the most cost-efficient means of communicating with your customers and prospects, while achieving the greatest possible ROI for your marketing communications investments?

Considerations include:

- Which mediums should you use, and for what messages?
- How do you reach customers and prospects with pinpoint accuracy at the most efficient cost per contact?
- How do you measure effectiveness?



CUSTOM PUBLICATIONS



SALES PROMOTION PUBLICATIONS



SOFTCOVER AND HARDCOVER BOOKS

IT ALL STARTS WITH **A PLAN**

The essential first step is to align your communications messages with your sales and marketing goals and your target audience segments. Some basics include:

- State your marketing objectives and strategies
- Support sales goals for all your specific products and divisions and extending to specific product support programs to help you establish priorities

- Identify your target audience segments and secure customer/prospect email addresses
- Allocate budget by product or product family/business unit/event/market segment
- Select media vehicles based on cost/reach/impact/timing
- Motivate a predetermined response; set metrics/measurable ROI
- Establish a budget and timeframe

With knowledge of these basics, we can help you build a content marketing plan for all your media platforms that align your sales objectives and priorities with customers' information needs.

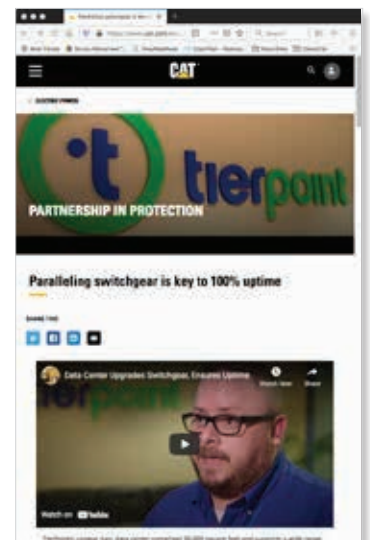
COLLATERAL



CUSTOMER VIDEOS



CUSTOMER SUCCESS CAPSULES



HVC—YOUR AFFORDABLE SOURCE FOR CUSTOMER VIDEOS

Nothing motivates customers and prospects more than highly credible, easy-to-access customer testimonial videos.

Your salesforce will confirm that nothing is more influential with customers and prospects than personal endorsements from their peers. When respected customers share their personal success stories based on your products and support services—other customers and prospects listen.

Video can be inexpensive

With today's ever-accelerating technology, high-quality video doesn't need to cost you a fortune. In fact, video is extremely affordable and costs much less than you might think.

To find out how you can strategically utilize video to serve a wide range of communication needs, contact us.

To capture complete customer jobsite stories, HVC uses all the latest video cameras including GoPros and drones. Plus, HVC has complete, in-house video editing resources to produce high-quality, compelling videos.

Talk with HVC about producing videos of your most influential customers, and they will become powerful sales spokespersons for your company.

The best way to assess the power of videos is to view some of HVC's affordable, effective videos at: vimeo.com/highvelocitycomm

VIDEO MARKETING STATISTICS

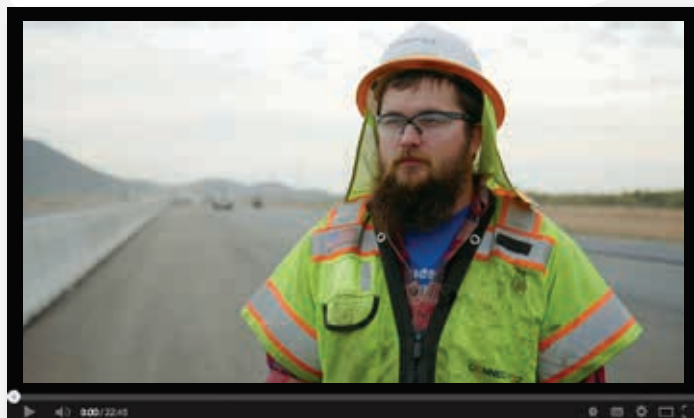
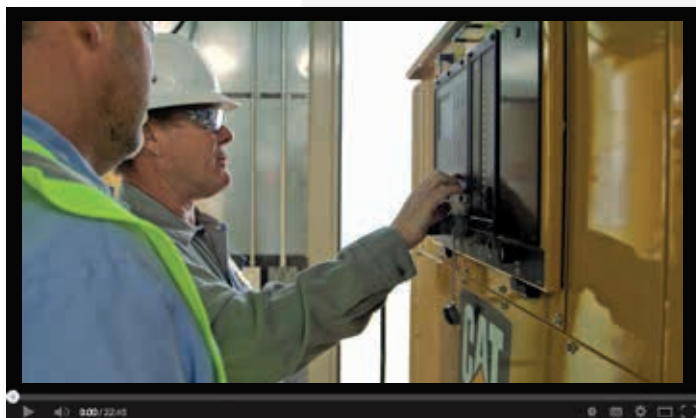


"In 2020, 82% of internet traffic came from video."

"75% of B2B marketers report positive ROI results from video content."

"Videos are shared on social media 1200% more than images and text combined."

Source: rawshorts.com/blog/video-marketing-stats-infographic



CUSTOM PUBLICATIONS

HERE'S AN EXCITING NEW WAY TO SELL THE HOUSE AND MUCH MORE!

HVC has valuable experience producing top-quality custom publications that can complement your staff.

Flexible, Cost-Efficient, Turnkey Solutions Available

Tell us what you would like to accomplish; determine what you handle internally and what responsibilities you wish to delegate to HVC. Then, based on your specifications and quantity requirements, HVC will provide you with a detailed price quotation. It's that easy!



CUSTOMER SUCCESS CAPSULES

Short problem-solution capsules focus on customer power-generation successes. **Power Profiles** are distributed electronically to customers and prospects. Supported by social media links, and available in an online library. This multi-use content is powered by customer application successes highlighting engineering, hardware, software and customer support capabilities.



COLLATERAL

HVC IS AN EXPERT, EXPERIENCED, COST-EFFICIENT RESOURCE FOR YOUR COLLATERAL NEEDS

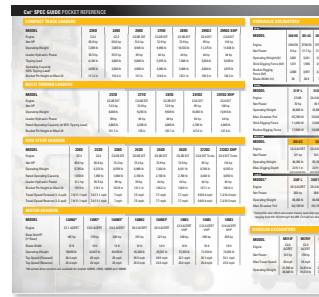
Whatever your collateral needs—digital magazines, sales promotions, product brochures, direct mail campaigns, open house materials, billboards, print ads, posters—HVC has the product, market and application experience to help you concept, design and produce your materials on a cost-efficient, turnkey basis.

Contact the professionals at HVC today. We're ready to help!



SALES SUPPORT LITERATURE

Digital and print product line brochures and specification guides provide vital information for distribution partners to inform, educate and motivate end-use customers and prospects. A wide range of product information, specifications and support capabilities can be disseminated in multiple ways. This valuable content connects with those seeking additional information and motivates them to engage with the appropriate local, regional or national sources.



Cat SPEC GUIDE									
Model	200	250	300	350	400	450	500	550	600
Engine	100	125	150	175	200	225	250	275	300
Power	75	95	110	125	140	155	170	185	200
Capacity	100	125	150	175	200	225	250	275	300
Weight	1000	1250	1500	1750	2000	2250	2500	2750	3000
Height	10	12	14	16	18	20	22	24	26
Length	10	12	14	16	18	20	22	24	26
Width	10	12	14	16	18	20	22	24	26
Turn Radius	10	12	14	16	18	20	22	24	26
Max. Gradeability	10	12	14	16	18	20	22	24	26
Max. Traction	10	12	14	16	18	20	22	24	26
Max. Slope	10	12	14	16	18	20	22	24	26
Max. Wind	10	12	14	16	18	20	22	24	26
Max. Rain	10	12	14	16	18	20	22	24	26
Max. Snow	10	12	14	16	18	20	22	24	26
Max. Ice	10	12	14	16	18	20	22	24	26
Max. Fog	10	12	14	16	18	20	22	24	26
Max. Dust	10	12	14	16	18	20	22	24	26
Max. Mud	10	12	14	16	18	20	22	24	26
Max. Sand	10	12	14	16	18	20	22	24	26
Max. Gravel	10	12	14	16	18	20	22	24	26
Max. Rock	10	12	14	16	18	20	22	24	26
Max. Debris	10	12	14	16	18	20	22	24	26
Max. Vegetation	10	12	14	16	18	20	22	24	26
Max. Trees	10	12	14	16	18	20	22	24	26
Max. Power Lines	10	12	14	16	18	20	22	24	26
Max. Obstacles	10	12	14	16	18	20	22	24	26
Max. Trenches	10	12	14	16	18	20	22	24	26
Max. Pits	10	12	14	16	18	20	22	24	26
Max. Holes	10	12	14	16	18	20	22	24	26
Max. Cracks	10	12	14	16	18	20	22	24	26
Max. Spots	10	12	14	16	18	20	22	24	26
Max. Stains	10	12	14	16	18	20	22	24	26
Max. Damage	10	12	14	16	18	20	22	24	26
Max. Wear	10	12	14	16	18	20	22	24	26
Max. Tear	10	12	14	16	18	20	22	24	26
Max. Fray	10	12	14	16	18	20	22	24	26
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Max. Discoloration	10	12	14	16	18	20	22	24	26
Max. Brittleness	10	12	14	16	18	20	22	24	26
Max. Hardening	10	12	14	16	18	20	22	24	26
Max. Softening	10	12	14	16	18	20	22	24	26
Max. Melting	10	12	14	16	18	20	22	24	26
Max. Freezing	10	12	14	16	18	20	22	24	26
Max. Shrinkage	10	12	14	16	18	20	22	24	26
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Max. Settlement	10	12	14	16	18	20	22	24	26
Max. Uplift	10	12	14	16	18	20	22	24	26
Max. Sliding	10	12	14	16	18	20	22	24	26
Max. Rolling	10	12	14	16	18	20	22	24	26
Max. Tilting	10	12	14	16	18	20	22	24	26
Max. Twisting	10	12	14	16	18	20	22	24	26
Max. Bending	10	12	14	16	18	20	22	24	26
Max. Stretching	10	12	14	16	18	20	22	24	26
Max. Compression	10	12	14	16	18	20	22	24	26
Max. Tension	10	12	14	16	18	20	22	24	26
Max. Shear	10	12	14	16	18	20	22	24	26
Max. Torsion	10	12	14	16	18	20	22	24	26
Max. Flexure	10	12	14	16	18	20	22	24	26
Max. Deflection	10	12	14	16	18	20	22	24	26
Max. Distortion	10	12	14	16	18	20	22	24	26
Max. Deformation	10	12	14	16	18	20	22	24	26
Max. Strain	10	12	14	16	18	20	22	24	26
Max. Stress	10	12	14	16	18	20	22	24	26
Max. Load	10	12	14	16	18	20	22	24	26
Max. Weight	10	12	14	16	18	20	22	24	26
Max. Force	10	12	14	16	18	20	22	24	26
Max. Pressure	10	12	14	16	18	20	22	24	26
Max. Torque	10	12	14	16	18	20	22	24	26
Max. Moment	10	12	14	16	18	20	22	24	26
Max. Energy	10	12	14	16	18	20	22	24	26
Max. Power	10	12	14	16	18	20	22	24	26
Max. Heat	10	12	14	16	18	20	22	24	26
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Max. Clean	10	12	14	16	18	20	22	24	26
Max. Dirty	10	12	14	16	18	20	22	24	26
Max. Smooth	10	12	14	16	18	20	22	24	26
Max. Rough	10	12	14	16	18	20	22	24	26
Max. Flat	10	12	14	16	18	20	22	24	26
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Max. Level	10	12	14	16	18	20	22	24	26
Max. Uneven	10	12	14	16	18	20	22	24	26
Max. Straight	10	12	14	16	18	20	22	24	26
Max. Curved	10	12	14	16	18	20	22	24	26
Max. Round	10	12	14	16	18	20	22	24	26
Max. Square	10	12	14	16	18	20	22	24	26
Max. Rectangular	10	12	14	16	18	20	22	24	26
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Max. Elliptical	10	12	14	16	18	20	22	24	26
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Max. Polygonal	10	12	14	16	18	20	22	24	26
Max. Circular	10	12	14	16	18	20	22	24	26
Max. Spherical	10	12	14	16	18	20	22	24	26
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Max. Frustum	10	12	14	16	18	20	22	24	26
Max. Dome	10	12	14	16	18	20	22	24	26
Max. Hemisphere	10	12	14	16	18	20	22	24	26
Max. Cap	10	12	14	16	18	20	22	24	26
Max. Shell	10	12	14	16	18	20	22	24	26
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Max. Flag	10	12	14	16	18	20	22	24	26
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