

A word cloud on a white background with several black lines radiating from the center. The word 'brand' is written in large, bold, black lowercase letters. Surrounding it are various marketing-related terms in different colors and sizes, including 'success', 'advertising', 'media', 'design', 'orientation', 'target', 'consumer', 'trend', 'market', 'sign', 'business', 'loyalty', and 'local'. A red marker is visible at the top left, and a blue pen is at the top right.

brand

Build Your Company Brand through  
Your Website and Social Media

A word cloud on a white background with several black lines radiating from the center. The word 'identity' is written in large, bold, black lowercase letters. Surrounding it are various marketing-related terms in different colors and sizes, including 'expectation', 'marketing', 'corporate', 'impression', 'distribution', 'registration', 'quality', 'product', 'research', 'value', 'label', 'image', and 'recognition'. A black pen is visible on the right side.

identity

# The New Insulation.org



Big changes beyond the update to the look and feel:

- **Responsive design**, in order to be mobile friendly
- Improved **search**
- **New sections** developed to educate visitors on the insulation industry

## Watch and Learn

Mechanical Insulation Installation Video Series

**A necessity for anyone involved in the industry**

[Purchase the DVD >](#)

[Stream the videos at Vimeo.com/NIAinfo >](#)



Stream the videos at [Vimeo.com/NIAinfo](#)

### News & Updates

October 20, 2016  
Department of Veterans Affairs to Begin Mechanical Insulation Assessments

### Publications

Insulation Outlook Magazine

### Upcoming Meetings

[Deadlines](#)

[Social Media](#)

November 02-03, 2016  
**Fall Summit 2016**  
Hilton Crystal City  
Arlington, VA





NIA / About Insulation

## About Insulation

Mechanical Insulation is defined to encompass all thermal, acoustical, and personnel safety requirements in:

- Mechanical piping and equipment, hot and cold, applications
- Heating, Venting, & Air Conditioning (HVAC) applications
- Refrigeration and other low-temperature piping and equipment applications

Mechanical insulation in the building sector is defined to include education, health care, institutional, retail and wholesale, office, food processing, light manufacturing, and similar types of applications. This sector is often referred to as the commercial sector

Mechanical insulation in the industrial sector is defined to include power, petrochemical, chemical, pulp and paper, refining, gas processing, breweries, heavy manufacturing, and similar types of applications.

### I want to find:

- [A Product or Provider](#)
- [A Certified Appraiser](#)
- [Insulation Outlook Magazine](#)

### Learn More About Insulation

[Find an Insulation Energy Appraiser »](#)

[Benefits of Insulation »](#)

[Insulation Types »](#)

[Residential Insulation »](#)

[Market Data Articles »](#)

### System Design



NIA / Resources

## Resources

NIA has a vast collection of technical resources about mechanical insulation and the general insulation industry. Following are ways to get in contact with NIA's members to learn more about their products, as well as information on codes and specifications for mechanical insulation.

### Buyer's Guide: Insulation Products & Providers

For the most up-to-date information on how to use or install insulation products or accessories, it is best to reach out directly to the experts. For contact information on NIA member companies, see the links below.

#### I want to find:

- [Products and/or Providers](#)
- [Bookstore Items](#)
- [Technical Literature](#)



**Current NIA Members** »



**Find Your Product or Provider** »



**Purchase the Buyer's Guide** »

### Online Store

NIA is committed to delivering access to top products and services that provide technical resources, increase industry awareness, and improve worker safety. If you can't find the product you're looking for, please contact us at [products@insulation.org](mailto:products@insulation.org).

Welcome to the Insulation Outlook website. Insulation Outlook is the only international publication devoted exclusively to industrial and commercial insulation applications, products, and materials.

October 2016



### Zombie Specifications

Is your boilerplate language up-to-date? When was the last time that you reviewed the insulation materials and system design that you recommend to clients? All too often in mechanical insulation system design specifications, the boilerplate language goes unrevised for long periods of time— even years.

### Preventing Mechanical Insulation Systems Nightmares

Before starting a discussion of the issues associated with mechanical pipe insulation system failures (nightmares), it is important to note that the vast majority of insulation applications function as designed, meaning they provide 1 or more of the following: energy savings, process control, personnel protection, emission reductions, noise reduction, condensation control, and plant operating efficiencies for the life of the application.

### What Lies Beneath?

Facility managers may assume that mechanical insulation on equipment and systems will remain intact and perform indefinitely, however, this is not always the case. Factors like damage, neglect, and aging can dramatically impact the integrity of mechanical insulation. Periodic inspections can detect these unfavorable conditions and allow you to diagnose potential problems.

## Subscribe Now!

- [NIA Members](#)
- [Existing Subscribers](#)
- [New Subscribers](#)
- [Gift Subscriptions](#)



Subscribe Now!





## 2017 Convention

March 29 – April 1, 2017  
Sheraton Grand at Wild Horse Pass  
Phoenix, Arizona

[Learn More >](#)



[DOWNLOAD BROCHURE](#) | [REGISTER](#) | [DOWNLOAD APP](#)

### About NIA's 62<sup>nd</sup> Annual Convention

The National Insulation Association (NIA) invites you to join your industry colleagues March 29–April 1, 2017, at the Sheraton Grand at Wild Horse Pass in Phoenix, Arizona.

NIA's 62<sup>nd</sup> Annual Convention will include the networking, educational, and entertainment events that you look forward to—at a NIA member favorite location that harmoniously blends luxury and nature. The Convention theme, Participation Shapes Our Future, will be brought to life by your attendance and active participation. NIA looks forward to welcoming attendees from all segments of the mechanical insulation industry to Phoenix!

### Who Should Attend



# The Web in 2016



- Facebook sends more **referral traffic** to publishers than Google. (Business Insider)
- Users spend nearly **two hours** watching digital video, more than time spent on social networks. (eMarketer)
- 56% of customers are more likely to buy with a **personalized** experience (Usabilla)
- Users who are retargeted to are **70% more likely** to convert. (HubSpot)



# The Web in 2016



On average, a new user spends less than **15 seconds** on your website.

What can your website do to make **deeper interactions and engagement** with your audiences?

# Brand Management Online

When is the last time you **Googled yourself or your company?**



# Brand Management Online

Brand Management Online has **three components**:

- Listening
- Presence
- Content Strategy





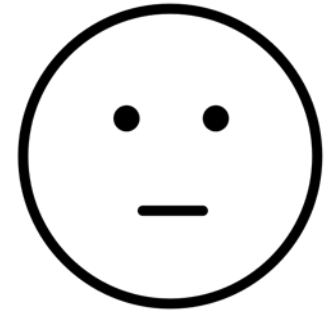
# Listening

Three ways to keep tabs on your brand's reputation:

- Set up **Google Alerts**
- Claim your company profiles on **Google** and **customer review sites**
- **Pay attention** to the alerts

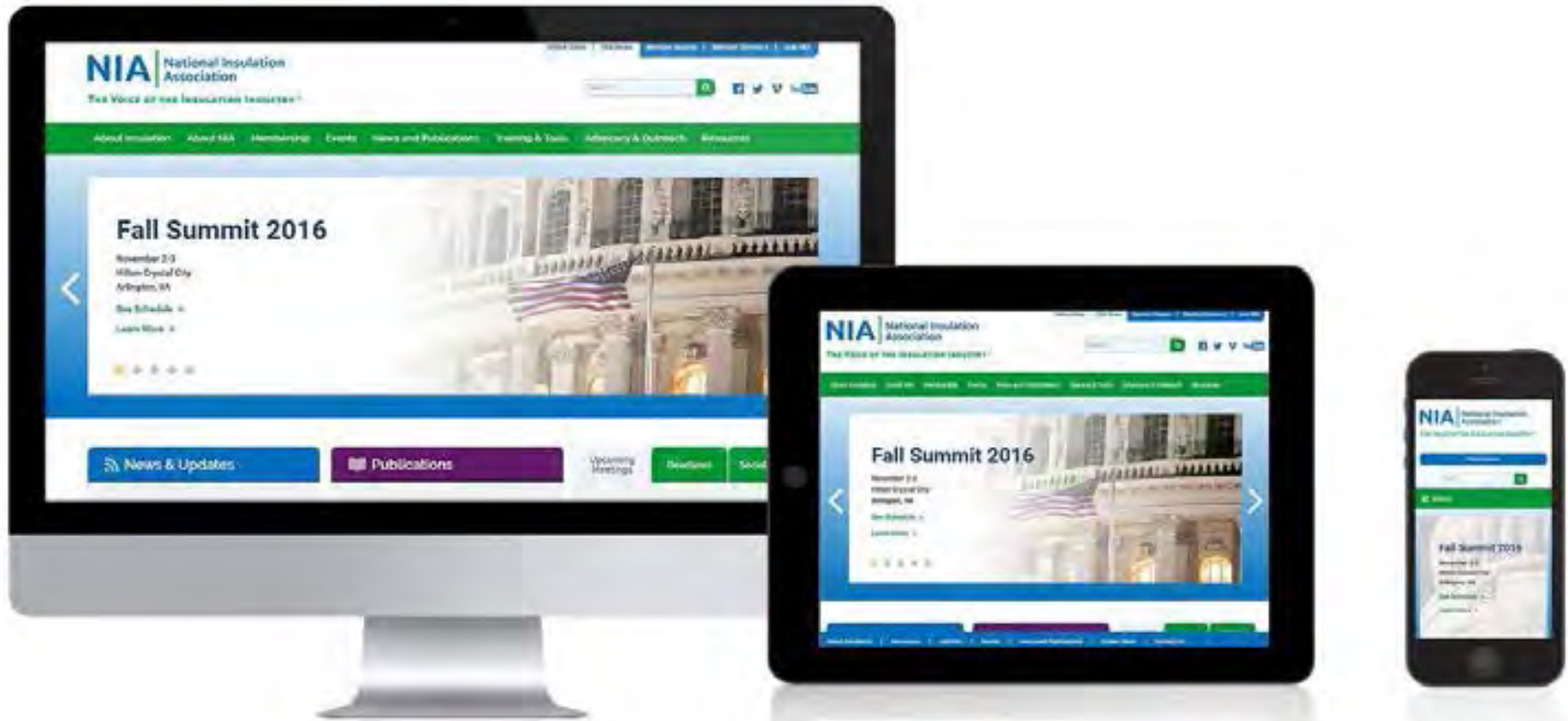
# Presence

What do people find  
when they Google your  
company?



Icons by Milky - Digital innovation and Yuvika Koul from the Noun Project

# Presence





# Presence



Your website should:

- Be up to date
- Be mobile-friendly
- Use storytelling
- Make it easy to contact you
- Use Search Engine Optimization (SEO) best practices

# Consistent, Timely Content



**Classic** content is different from **old** content. Know the difference!

Your mission and value statements don't need frequent updates, but your **news, blog, projects, staff,** and **home pages** do.

Using a **content management system (CMS)** makes consistent updates easy and dynamic.

# Mobile Friendly is a Must



- **48%** of consumers start **mobile research** with a search engine.  
(Smart Insights)
- Google says **61%** of users are **unlikely to return to a mobile site** they had trouble accessing and **40%** visit a competitor's site instead.  
(McKinsey & Company)
- **57%** of users say they **won't recommend** a business with a poorly designed mobile site.  
(CMS Report)



# Importance of Storytelling

**Storytelling** is a great way to strengthen relationships with your members and clients. The stronger your story, the longer users will interact with your content, getting to know you and your brand better.



# Be Easy to Reach



- Is your contact information easy to find?
- Are you timely in responding to people who contact you?
- Are your responses effective?

**Remember:** Each visitor is a potential customer. If they can't find you, they can't start a business relationship with you.

# Use SEO Best Practices

Search engines like:

- **Solid, helpful, consistent content**
- **Natural language** geared toward human visitors, rather than text geared toward gaming the system
- **Consistent use of headers, lists, and scannable writing**—this helps humans take in the content
- **Good meta descriptions**—these help people decide if a search result is worth their time

NIA | The voice of the insulation industry

[insulation.org/](http://insulation.org/) ✓

USA. Trade organization for the industrial insulation and asbestos abatement industries. The site has a large, online resource library with technical information ...

[Contact Us](#)

Contact Us. National Insulation Association 12100...

[Membership](#)

Membership with NIA offers the chance to connect with...

# Sample Websites

- <http://insulationmaterialscorp.com/>
- <http://lcinsulation.com/>
- <https://www.owenscorning.com/insulation>
- <http://news.jm.com/blog/corrosion-under-insulation/interview-oliver-hills>



# Do You Need Social Media?

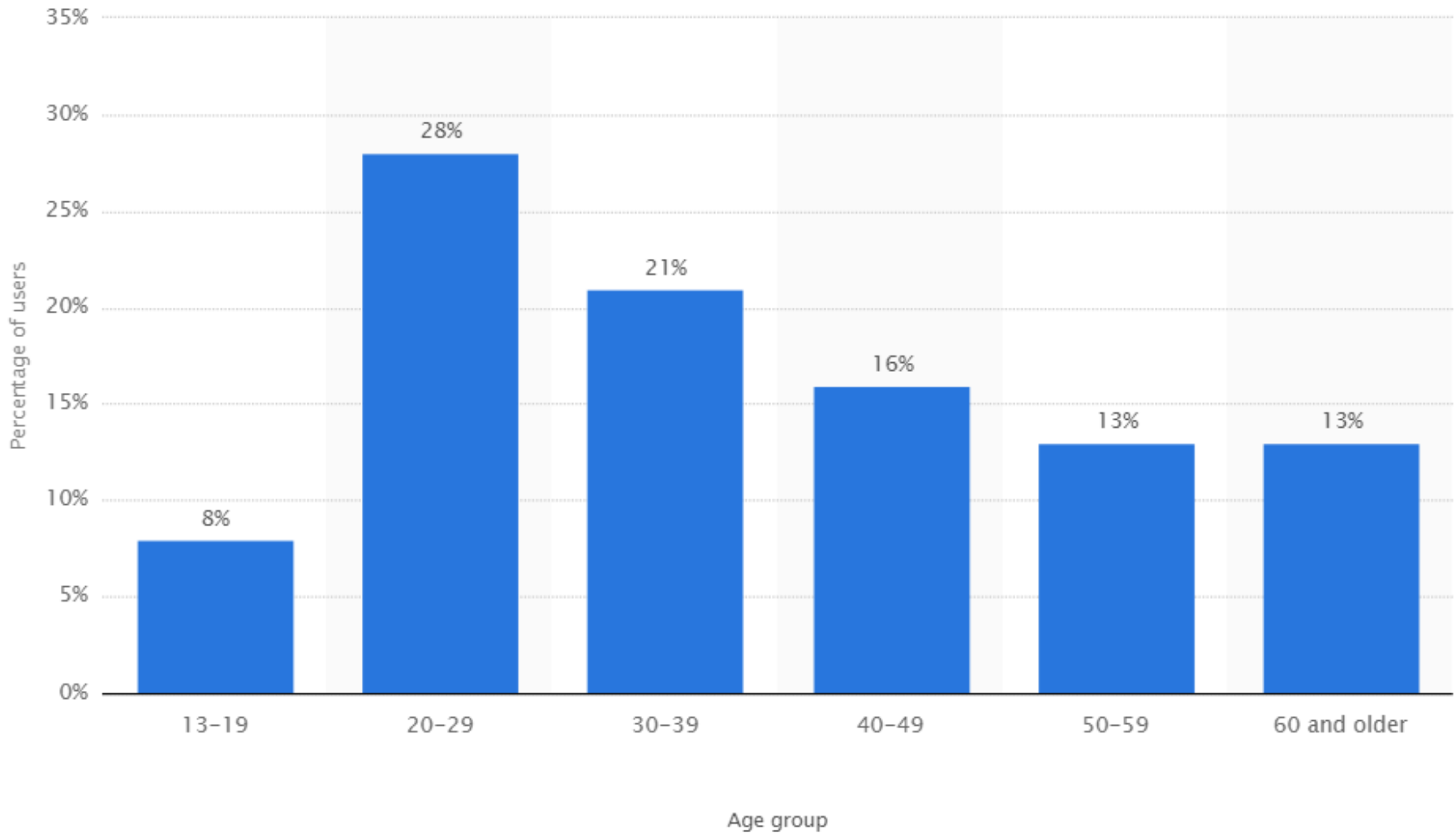


# The Power of Social Media



- There are **2.3 billion active social media users** worldwide
- Social media is viewed as the **second-most effective** digital marketing tactic for customer retention purposes, **behind only email**
- **Facebook** refers more traffic to publishers than **Google**
- **YouTube** reaches more **18 to 34** and **18 to 49 year-olds** than any cable network in the U.S.
- **33% of millennials identify social media as one of their preferred channels** for communicating with businesses.

# Who's on Facebook?



# Who's on Facebook?



- **72%** of adult Americans online use Facebook
- **77%** of women online are Facebook users
- Of adult Americans online:
  - **82%** are ages **18 to 29**
  - **79%** are ages **30 to 49**
  - **64%** are ages **50 to 64**
  - **48%** are age **65 and older**

(Pew Research Center)



# Who's on Twitter?



- 23% of adults online use Twitter
- 30% of online urban residents use Twitter
- 21% of suburbanites online use Twitter
- 15% of those living in rural areas use Twitter
- 30% of online **adults under 50** use Twitter
- 11% of online **adults ages 50 and older** use Twitter

(Pew Research Center)

# Who's on Instagram?



- 28% of online adults use Instagram
- 55% of online adults ages 18 to 29 use Instagram
- 47% of African Americans use Instagram
- 38% of Hispanics use Instagram
- 31% of women online use Instagram
- 24% of men online use Instagram

(Pew Research Center)

# Who's on Pinterest?



- 31% of online adults use Pinterest
- 44% of online women use Pinterest
- 16% of online men use Pinterest
- 37% of people online **under the age of 50** use Pinterest
- 22% of those **ages 50 and older** use Pinterest

(Pew Research Center)

# Who's on LinkedIn?



- 24% of online adults use LinkedIn
- LinkedIn is the only major social media platform used more by those aged **30-49** than by those aged **18-29**
- 46% of online college grads use LinkedIn
- 9% of online adults with a high school diploma or less
- 32% of **employed** online adults are LinkedIn users
- 14% of online adults who are unemployed are LinkedIn users

(Pew Research Center)



# Who's on YouTube?



- YouTube reaches **48%** of U.S. adults
- Second-largest social media website in the US, getting **more than 22% of social media traffic**
- **58%** of internet users in the United States had an account on the video site as of 2013

(Statista)

# Platform: LinkedIn



- **Professional audience** that skews toward the wealthy and those with college or advanced degrees
- Supports **networking** and **thought leadership**
- **Great for recruiting**

# Platform: Facebook



- Great for **recruiting, client cultivation, and conveying your organization's culture**
- Posts should have **images or videos**—Facebook algorithm favors them, and you get more interaction
- It's all about getting **likes and comments**

# Platform: Twitter



- **Chatty, conversational**
- Natively **open** and **unrestricted**
- Each post has a very short shelf life, so **frequent posts are best**
- It's best to not be talking about you all the time
  - Consider the **80/20** rule
    - **80%** is interesting to your audience but comes from elsewhere
    - **20%** is self-promoting or self-referential

# Platform: YouTube



- Not just for funny cat videos—there is lots of **business content**, from tutorials to ads and thought leadership
- YouTube is the **second most popular search engine**
- There is a demographic that **wants to watch, not read**—they skew young, but the demographic is growing



# Platform: Instagram



- **Image sharing** and **texting** platform
- Favored by the younger generations, so it's a contender for reaching tomorrow's staff
- **You must have an image and content strategy**
  - Post too few images, and you're ignored
  - Post too many images, and you're unfollowed

# Content Strategy

What are you putting out into the world to represent your company?



# Content Strategy

A good content strategy is:

- Good for **search engine optimization (SEO)**
- Good for **lead generation**
- Good for **client cultivation**
- The **only effective way** to operate on social media



# Content Strategy Tips



- Do not post the same **thing** across all platforms
- Take advantage of **each platform's capabilities**
- Post as **frequently as you can**
- Posts should be a mix of **text, images** and **video**

# Content Strategy Tips



- Write for humans but with **search engines** in mind
- **Don't** just leave this to the intern
- This content needs **curation** and **review**



# Sample Strategy for Contractors



- **Website** for lead generation and thought leadership
- **Facebook** for recruiting and client cultivation
- **YouTube** for lead generation and education
- **Email newsletter** for client education and cultivation

# Sample Strategy for Distributors



- **Website** for lead generation, client education and sales
- **Facebook** for recruiting and client cultivation
- **Blog** for client education and product reviews
- **YouTube** for product reviews and client education
- **Email newsletter** for client education and cultivation

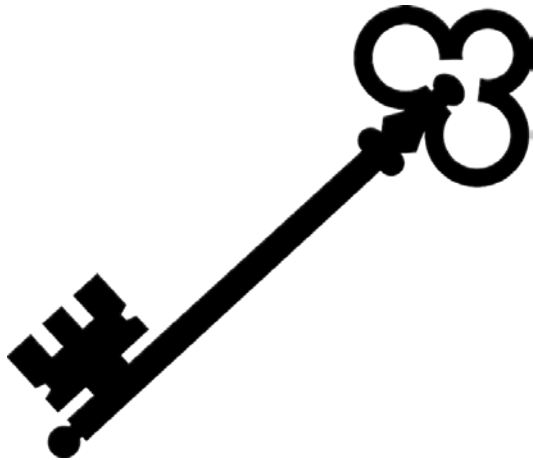
# Sample Strategy for Manufacturers



- **Website** for lead generation, client education and sales
- **Facebook** for recruiting and client cultivation
- **Twitter** for recruiting, client cultivation, real-time customer support
- **YouTube** for product tutorials and client education
- **Email newsletter** for client education and cultivation

# Action Plan

## What you can do today:



- Develop an **editorial calendar** for your website
- Make sure your website is **mobile-friendly**
- Answer this question: **Are you ready to be on one social media site?**
- Look at your **analytics!**

# How to Reach Me



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Twitter: <http://twitter.com/matrixgroup>

Flickr: <http://www.flickr.com/photos/matrix-group>

YouTube: <http://www.youtube.com/MatrixGroup>