



EMPOWERING BRANDS™

EMPOWERING PUMPS™

EMPOWERING VALVES™

EMPOWERING MOTORS™

EMPOWERING COMPRESSORS™

Who We Are



A versatile, full service digital media company

Partnering with our clients, helping connect and inform the industry

Empowering Brands is a versatile, full service digital media company with a strong industrial focus. We bring fresh thinking across strategy, creative, and technology to develop innovative and integrated digital media marketing campaigns for clients of all sizes. Empowering Brands was founded with the simple goal of helping both clients and readers share and gain knowledge, connect on current topics, and reach a diverse audience populations across multiple media platforms. By taking a practical approach and working as an extension of our clients marketing team, we are able to bring sophisticated solutions and campaigns to market quickly and cost-effectively; giving our clients an edge that maximizes both their brands and their budgets.

Plain and simple, we help clients get the most out of their marketing investment and quickly put them in front of a large and diverse audience that is focused on their specific areas of expertise, drive thought leadership, and create future leaders in the industry we love.



What We Do



**A unique family of web based equipment focused platforms
Targeting the global process industries reaching a diverse audience**

Our focus is to be a business partners to our clients, and as an extended part of their marketing team create tailored programs to support their marketing campaigns, providing flexible and responsive service. With a broad industry knowledge and a respected brand, we provide best-in-class digital media, content development, and social media strategy that empower our clients to cost-effectively reach and engage with a diverse industrial audience across multiple market industry platforms - something that non of our competitors are capable of doing.

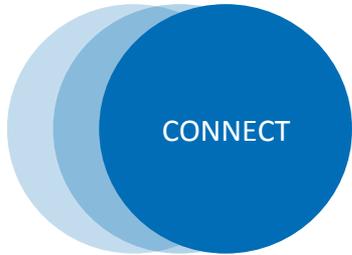
www.empoweringpumps.com

www.empoweringvalves.com

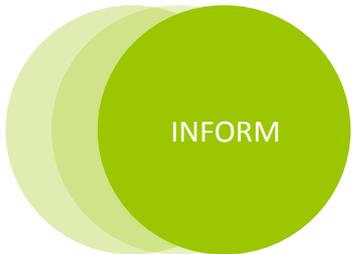
www.empoweringmotors.com

www.empoweringcompressors.com

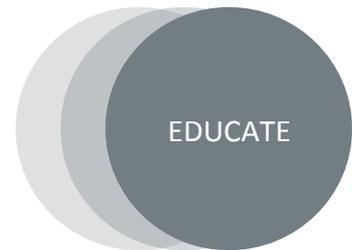
Our Passion



- Creating connections for industry professionals.
- Providing a platform for people to share their knowledge and experiences.
- Connecting industry leaders with those working with equipment within pumping systems.
- Using our forum to open the door for peer to peer discussions about pump system efficiency, safety, reliability, and other important topics.



- Help people working at all levels in industry find information and be able to research solutions to their problems, and answers to their questions.
- Provide information that helps technicians, engineers, operators, consultants, and even OEMs design and specify more reliable and efficient pumping systems.
- We connect with industry professional who are searching for information, training, and support through our leading online resources.



- Believing that the pump is at the heart of the system is in our DNA so influences everything we do, share, and communicate.
- Engage with the industry and its leaders helping share their insight so that we can collectively drive change across the industry.
- We take pride in helping new and existing professionals increase their knowledge and gain a deeper understanding of the pump system and the industries in which they operate.

Meet The Team

We love our team, and we know you will too!

Ours is a “**get together with you and get it done**” culture. We work as a highly collaborative, cross functional team and as an integral part of your marketing group. We hold ourselves accountable every day and pride ourselves on providing a consistently high delivering level of flexible and responsive services. Read some of the background details about our amazing team members!



Charli



Carter



Cieana



Stewart

Become a Partner

What does it mean to be an **Empowering Brands** partner? While it may include things like social media, content and advertising- it's more than that. Much more!! We are most effective as a partner and extension of your marketing department. It is our job to promote you!

Empowering Brands is truly unique! We are working each day to Connect, Inform and Educate the industry. Being a partner with us allows you to position your company as a thought leader by using our platform to educate and influence the industry with unlimited content distribution and using our audience to increase your reach.

Empowering Brands also helps you engage the industry.

We post and connect for you weekly while looking for ways to drive attention and priority to your business initiatives through networking and outreach.

Empowering Brands is also a consultant for our partners. You can use us as a resource on content, social media, marketing, digital tools, strategy, event coverage and much more!



Audience Marketing

Empowering Brands uses its unique audience across all the new digital marketing platforms to help connect you with your prospects regardless of where they are.

Targeted Display Advertising

What Is It? Your banners are displayed on empoweringpumps.com and across the Google Display network targeted to our 200,000+ tagged audience of site visitors.

Targeted Social Display

What Is It? Your messages are distributed on social platforms (Facebook, Instagram, Twitter) in the form of a sponsored post to our unique audience identified by email, site visits and phone numbers.

YouTube Video Campaigns

What Is It? Your video messages are served on YouTube in the form of a pre-roll or suggested video to our unique targeted audience identified by email, site visits and phone numbers.

Campaign Marketing



Empowering Brands will help you tailor a program designed to support your marketing campaigns. Whether your goal is more awareness based or specific sales and lead generation, we have the tools to deliver results!

Partner Pricing. Monthly Reporting.

Gold Campaign:

Content Services (2-3x)
Targeted Display Advertising (3x)*
Sponsored Social Campaigns (3x)*

eNewsletter Advertising (3x)
YouTube Pre-Roll Video Mkt (3x)*
6 hours campaign consulting

Silver Campaign:

Content Services (1-2x)
Targeted Display Advertising (3x)*
Sponsored Social Campaigns (3x)*

eNewsletter Advertising (1x)
3 hours campaign consulting

Bronze Campaign:

Content Services (1x)
Targeted Display Advertising (3x)*
Sponsored Social Campaigns (3x)*

2 hours campaign consulting

Reporting

Monthly and Quarterly Reporting are crucial for understanding how your campaigns are performing. We compile data from a variety of channels to provide you with the information you need to make good decisions.



Meet some of our
GREAT clients!

BALDOR
A MEMBER OF THE ABB GROUP



PUMPS & SYSTEMS



NETZSCH

About Empowering Brands



Charli K Matthews

Founder & President

*“Empowering Brands was the first to use **“NEW MEDIA”** in the pump industry. I created the model using social media on every page of EmpoweringPumps.com to educate the pump industry before our industry was even using social media. Today we are still recognized as **the leader in digital media** for the global process industries”*

Founded in August 2011, **Empowering Brands** operates as a digital media company, located in Tuscaloosa, Alabama. As strategic business partners to their clients, Empowering Brands creates tailored programs to support client marketing campaigns, providing flexible and responsive service. With broad industry knowledge and a respected brand, Empowering Brands provides best-in-class digital media, content development, and social media strategy that empower their clients to cost-effectively reach and engage with a diverse industrial audience across multiple market industry platforms.





**Thank you for the opportunity to
become a partner. We look forward to
working with you!**

What are the next steps?



EMPOWERING BRANDS™