

Driving Customer Intimacy Through Niche Social Media

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Ingersoll Rand***

Agenda



- Intro to Ingersoll Rand
- The customer intimacy challenge when you sell B2B2C
- The Power of Social Media to engage in a conversation
- The Agtalk.com example
- How we leverage listening tools
- Brainstorming tactics for success



Who We Are



- A \$14 billion diversified industrial company
- Over 58,000 employees worldwide
- 83 manufacturing facilities worldwide
- Operations in every major geographic region
- Strategic brands are #1 or #2 in their markets



Market-leading Brands



Comfort and Climate Control Brands

HUSSMANN

#1 North America display cases
#1 North America service provider

THERMO KING

#1 Worldwide transport refrigeration



#1 US
#2 Worldwide Commercial HVAC Equipment

Industrial Brands

Club Car

#1 Worldwide golf cars

IR Ingersoll Rand

#1 North America air compressors, air tools

Security Brand

SCHLAGE

#1 North America lock and door hardware

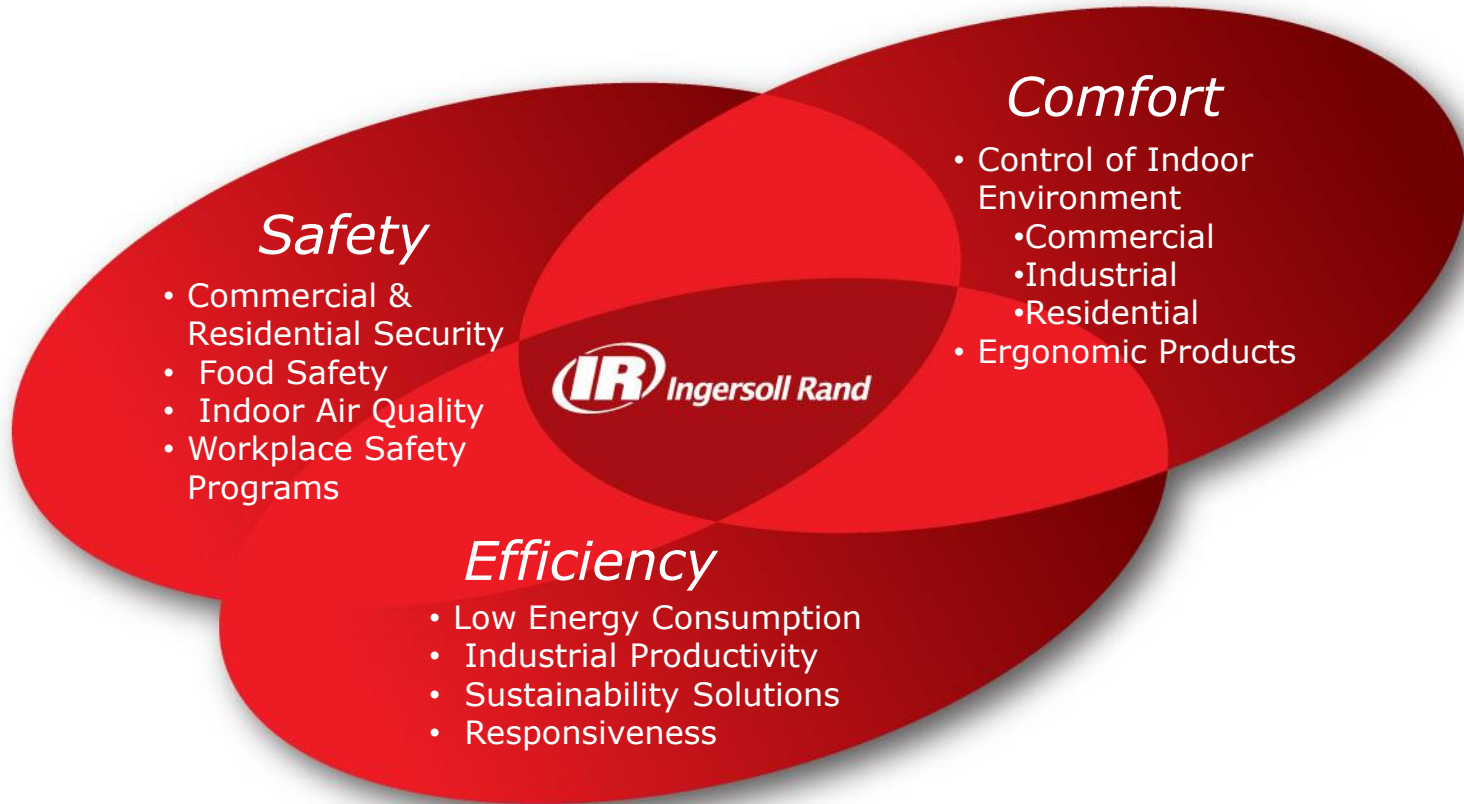
Our Mission Statement



We are the world leader in creating and sustaining safe, comfortable and efficient environments.



Creating Competitive Advantage



Products and Service



Air Systems and services



Energy Efficiency & Sustainability Services

Compact Vehicles



Tools Fluid Handling Material Handling



#1 or #2 in major markets

The challenge of customer intimacy



- As a manufacturer and distributor we must rely heavily upon our distributors and partners to gain the VOC (voice of the customer)
- In reality we operate in a model of B2B2C
- As a result it is a bit more challenging to connect directly with our end customers, or a least it used to be



Channel Overview



Americas

- 2,600 Outlets
- 44% Direct
 - 56% Distribution

EMEIA*

- 709 Outlets
- 42% Direct
 - 58% Distribution

Asia

- 525 Outlets
- 54% Direct
 - 46% Distribution

Air:

Direct channel 40%, Indirect 60%
High services component
High customer intimacy

Acquire/greenfield distributors
Drive new sophisticated services

Tool, Fluid and Material Handling:

Direct channel 10%, Indirect 90%
Low services component
Company – Distribution -
Customer

Enhance channel development
Select, grow and attract the right
distribution

*EMEIA - Europe, Middle East, India and Africa



Enter the world of Social Media





Our Discovery of the Power of Niche Sites

- While reviewing website analytics for www.ingersollrandproducts.com we recognized that one of our top referring pages was a message board

Referring sites sent 96,791 visits via 3,547 sources

Site Usage		Goal Set 1		Views: [Grid] [List] [Table] [Chart]		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
96,791	6.07	00:04:15	52.18%	34.10%		
% of Site Total: 6.30%	Site Avg: 8.76 (-30.69%)	Site Avg: 00:05:06 (-16.65%)	Site Avg: 62.32% (-16.27%)	Site Avg: 21.51% (58.58%)		
Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. irtechpubs.com		6,942	6.30	00:06:00	19.42%	28.90%
2. company.ingersollrand.com		4,354	10.12	00:06:56	11.71%	12.95%
3. pneumatictoolservices.co.uk		3,290	8.59	00:04:45	73.65%	18.42%
4. globalspec.com		3,134	6.29	00:04:37	59.70%	
5. directindustry.com		2,533	5.67	00:05:10	63.64%	
6. talk.newagtalk.com		2,120	1.54	00:00:21	94.86%	
7. google.com		2,104	5.49	00:04:25	66.16%	31.94%
8. cagi.org		1,908	7.25	00:05:17	21.44%	13.52%
9. industrial-sharepoint.ingerrand.com		1,864	4.71	00:03:41	2.15%	17.01%
10. cpro.baidu.com		1,812	1.44	00:00:21	98.07%	86.92%

Filter Source: containing [] Go Advanced Filter

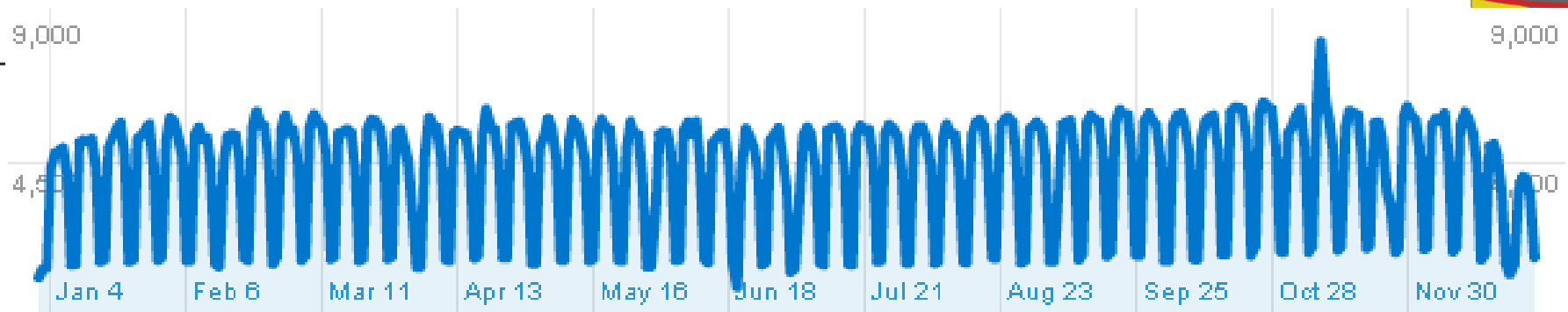
6.



talk.newagtalk.com

2,120

Power of Social Media



**all visits to ingersollrandproducts.com by day*

- One day spike was caused by a single post to an Ag Talk message board about our Chipping Hammer product.

<http://talk.newagtalk.com/forums/thread-view.asp?tid=194901>

Welcome to **AgTalk**

- We received 1905 visits from Ag Talk on November 9th.

Maintaining a presence on major social networks is important, but it is more important to engage customers where they are already having conversations.

- 1352 referrals from Facebook for all of 2010
- 27 referrals from Twitter for all of 2010
- 126 referrals from YouTube for all of 2010



The Agtalk Story



Welcome to **AgTalk**

AgTalk Home

Search Forums Skins Language

You are logged in as a guest. (logon | register)

AT+ Home Wiki Blogs Classifieds

New tool ,im impressed View previous thread :: View next thread
Message format
Threaded Go

Forums List -> Machinery Talk

tommyw-5088	Posted 11/9/2010 00:52 (#1428063) Subject: new tool ,im impressed
Central Texas	<p>I was helping one fellow drive races out of a hub at work today .</p> <p>Driving out races is a lost talent , Lots of newer mrchanics have never done it .</p> <p>A co worker came from the trailer shop while i was beating the races out .</p> <p>He said "you dont use the big air hammer like we do in the trailer shop ".</p> <p>I am going to get one of these . http://www.ingersollrandproducts.com/IS/Product.aspx-am_en-487</p> <p>Knocked out the races in 2 hits .</p>

Top Bottom



Our Social Media Listening Toolkit



➤ Google blog search

➤ Google discussions

➤ Google Analytics

➤ Adobe OMNITURE®

➤ radian6



Listening via



When searching within Google use the search discussions option



Web Images Videos Maps News Shopping Gmail more

Google Search Instant is on

About 6,580 results (0.19 seconds) Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- Books
- Places
- Blogs
- Realtime
- Discussions**
- Recipes
- Fewer

Any time
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

Sorted by relevance
Sorted by date

All discussions
Forums
Q&As

Standard results
Sites with images

All results
Nearby

Ingersoll-Rand Nirvana VFD Faults
13 posts - 1 author - Last post: 21 hours ago
Recently installed a model IRN200H-2S, 200HP Ingersoll-Rand Nirvana air compressor. It is fed from a PMT which also serves a process line ...
www.control.com/thread/1026210483 - Cached - Similar

Fault 41 on ingersoll rand air compressor (Nirvana n100)? - Yahoo ...
Solved - 2 answers - May 8, 2008
Did you try shutting off the power to the unit or unplugging it? Try that first and leave it off for an hour or so then re-power it. ...
answers.yahoo.com > ... > Home & Garden > Maintenance & Repairs - Cached

INGERSOLL RAND
Dec 20, 2009... air screwdrivers ingersoll
ingersoll rand 3 ingersoll rand nirvana
bu7a ingersoll rand ...
groups.google.com/g/93d7#03/t/be140e0d

First Air Compressor? [Archive] - Forums
36 posts - 11 authors - Last post: Feb 11, 2010
From the Ingersoll Rand website: Nirvana variable speed inverter with a HYBRID PE...
www.powerwagonadvertiser.com/forums/ar

Machine tripping out VSD 41 fault t
2 answers - Apr 27, 2010
Ingersoll rand Nirvana N75 kw compressors
to air compressors and it includes basic...
www.fixya.com > Air Compressors - Cache

Manufacturing Plant engineering - C
6 posts - 4 authors
All of the fixed units run from a sequencer,
to air compressors and it includes basic...
www.eng-tips.com > ... > Manufacturing Pla

Carencro Air Compressor
neworleans-general - 55 posts - 14 authors
I finally visited some friends out here and realized
sure do get air time though. Where are you living again? ...
groups.google.com/g/83d7#fc/t/b3ba7e6737ea177/d/66bda8d398da136a

Bulletin
User Name Password Login Help Register
Remember Me?

Forum Blogs What's New?
Today's Posts FAQ Calendar Forum Actions Quick Links Advanced Search

Forum > Technical (VW & Audi) > Tools and Machinery > Ingersoll Rand Impact?

If this is your first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Reply to Thread

Thread: Ingersoll Rand Impact?

10-23-2010 09:14 PM #1

Venkman
Member
Join Date: Jun 24th, 2005
Location: Harrisburg, PA
Posts: 4,099

Ingersoll Rand Impact?

I'm looking to buy an Ingersoll Rand Titanium Impact wrench but from what I see there are a couple different models. From what I hear there is one "good" one and some of the other models are not so good. I think the model is 21350 and then there are others with max something or other and quiet technology. After breaking 2 craftsmen impacts (which I only bought because I was told they were made by IR and being it had the craftsman name I could get a 3yr warranty vs 2yr) I need something that will last longer, I don't feel like running to Sears every other week to replace my impact. I think what I remember reading is that the one to get is just the 21350 and not the quiet or max stuff. Does that sound right to anyone who has used these? What are the best prices you've seen them for. I've heard anywhere from 250-300 but all I have found have been 290+. I don't mind paying if it will last for a while but I don't want to see it for cheaper the week after I buy it either. Any input on these guns or something you would recommend instead would be great. I need something quick. Also any tips on maintaining these, I heard you can grease them as well as oil them but not sure about that.

Buy my Borbits
<http://forums.vwvortex.com/showthread...et-Eor-Wheels>

Reply With Quote



Listening via

Google blog search



When searching within Google use the search blogs option



Web Images Videos Maps News Shopping Gmail more ▾

Google Search Instant is on ▾

About 45 results (0.33 seconds) [Advanced search](#)

- Everything
- Images
- Videos
- News
- Shopping
- Books
- Places
- Blogs**
- Realtime
- Discussions
- Recipes
- Fewer

Top Stories

Posts
Homepages

Any time
Past 10 minutes
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

Sorted by relevance
Sorted by date

Ingersoll Rand 300g – 6" Air Random Orbit Sander | Ingersoll Rand ...
Apr 3, 2011 by IR
Ingersoll Rand Rotor IRT2141-53 Ingersoll Rand 300g - 6" Air Random Orbit Sander NEW Ingersoll Rand 3445MAX 4-1/2" Air Angle Grinder IR Ingersoll Rand Gasket IRT231-283 NEW Ingersoll Rand Chop Grease Pump LM2250E-31-B 38.4" Ingersoll ...
<http://ingersollrandairratchet.com/> - More results from Ingersoll Rand Air Ratchet

Ingersoll Rand 6" Air Random Orbit Sander 300G
Oct 4, 2010 by admin
The Ingersoll Rand Vacuum-Ready Random Orbital Sander is ideal for high-quality finish in auto body and woodworking and produces a swirl-free finish. Air Consumption (CFM): 8, CFM at Load: 15.5, Speed (RPM): 10000, Pad Diameter (in. ...
<http://randomorbital Sanderssales45.co.cc/>

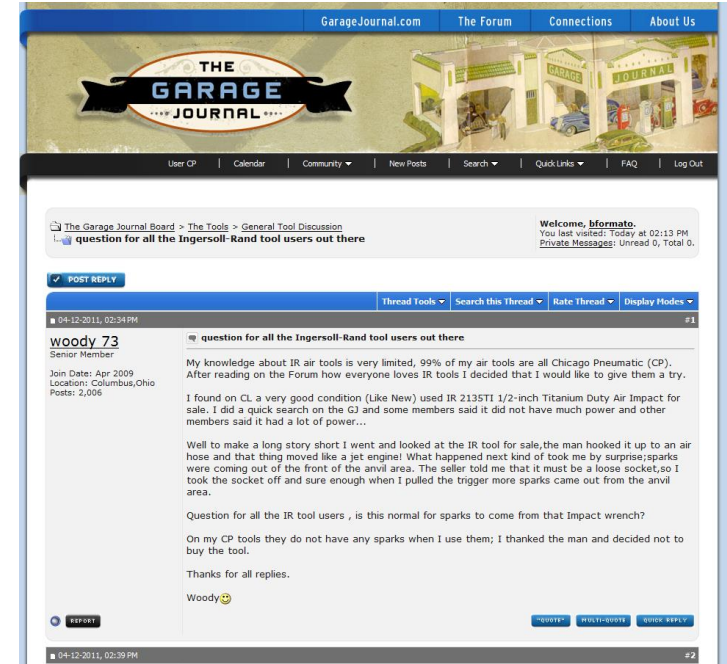
Ingersoll Rand 6" Air Random Orbit Sander 300G
Jul 19, 2009 by Antoinette
Ideal to use for high quality finish work in auto body and woodworking. SPECIFICATIONS: .20 HP, 10000 RPM, 6" pad diameter, 8 CFM, 15.5 CFM air consumption at load, 1/4" air inlet, 5/16" min. hose size. **random orbit sander.**
<http://orbit-floor-sander.blogspot.com/>

6 Pad Vacuum Ready Orbital Sander
May 16, 2010 by admin
Ingersoll Rand Vacuum-Ready Random Orbital Sander Model 300G Air Consumption (CFM): 8, CFM at Load: 15. 4151-2 Ultra Duty 6-Inch Vacuum Ready Two Handed Orbital Sander, Ingersoll Rand Vacuum-Ready Random Orbital Air Sander- 6In. ...
<http://quarter-urgent.co.cc/>

Gold Rush Cheerleaders pictures from football photos on webshots
Sep 25, 2009
The random action of the sander makes most sanding a Ingersoll Rand Vacuum-Ready Random Orbital Sander æ Model# 300G Chicago Pneumatic Mini Air Random Orbital Sander Kit æ 21 CFM, 15000 RPM | Buy orbital sander TAG ...
<http://community.webshots.com/user/rwa360a> - More results from Latest photos from rwa360a at Webshots



Listening via



By viewing the Traffic Sources—Referring Sites we could see that sites like www.garagejournal.com referred 288 visitors to our site. By following the links back to their site we could engage in the conversation.

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The Hull Truth Boating and Fishing Forum

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11-09-2010, 05:17 AM

#9 ▲

Brad1

Senior Member 

Join Date: Jan 2004
Location: Pittsburgh, Pennsylvucky
Posts: 3,652



Central Pneumatic air tools from Harbor Freight are pure junk. End of story.

Not sure of the requirements for a grinder, but some air tools require a dual stage air compressor. Some air sanders come to mind.

Grady White SeaFarer 226 w/Yamaha F225 - **SOLD**


Starcraft 16ft SC w/OMC 60 and 9.9



11-09-2010, 05:37 AM

#10 ▲

twobyfour

Admirals Club 

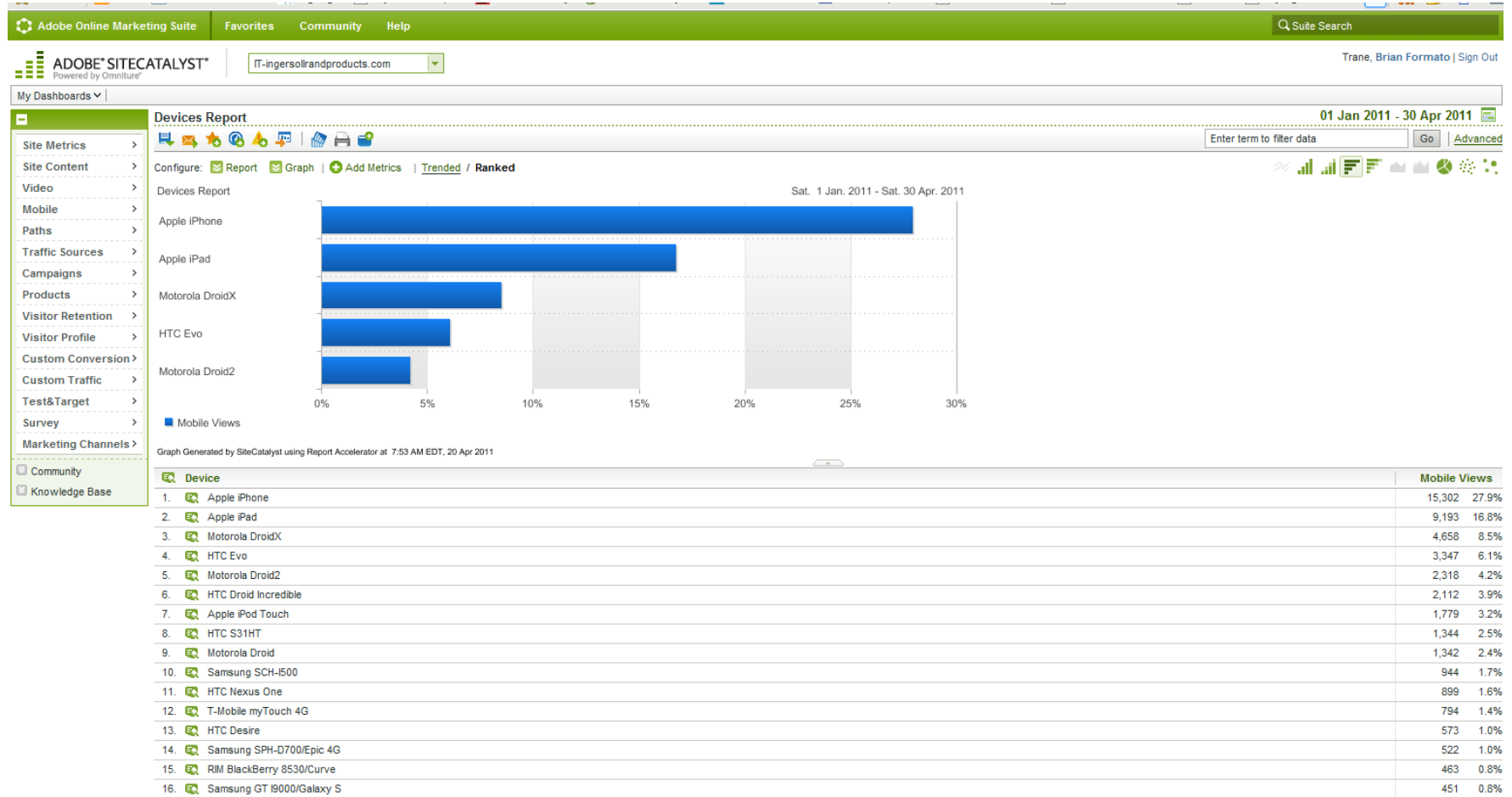
Join Date: May 2008
Posts: 1,221



Ingersoll Rand is the Rolls Royce of air tools.. Many NASCAR teams use them.. Lots of Snap-On and MAC tools are made by IR.. Having said that, most airtools suffer from lack of volume of air, because most homeowners don't spend enough money to buy an adequate compressor.. Homeowners looking to run airtools should never buy a single stage, 110 volt compressor.. About the only thing these are good for are filling up tires, tubes, and trim guns.



Listening via



Devices report showing Apple IOS traffic to site

richmondevents

Listening via



The screenshot displays the radian6 dashboard interface. At the top, navigation links include Dashboard, Configuration, Help, and Video Tutorials. The user is logged in as Allison Aiken. The main content area features a line chart titled 'Industrial Technologies - (Total # of posts: 1781)'. The y-axis represents the 'Number of Posts' (0 to 50), and the x-axis shows dates from March 18 to April 7, 2011. Three data series are plotted: Pumps (green), Air Compressors (blue), and Tools (magenta). The Tools series shows the highest volume, peaking at approximately 55 posts around March 22. An inset window shows search results for 'Tools' (Total # of posts: 59). The results list three items:

- INGERSOLL RAND TYPE-30 RECIPROCATING AIR COMPRESSOR - 5 HP, 230 VOLT 3 PHASE, MODEL# 2340L5-V**
Posted on Apr 15, 2011 at 9:24 PM
- **Ingersoll Rand** Type-30 Reciprocating Air Compressor - 5 HP, 230 Volt 3 Phase, Model# 2340L5-V by **Ingersoll-Rand** Buy new: \$1,199.99 (Visit the Hot New Releases in Air **Tools** list for authoritative information on this product's current rank.) Review & Description **Ingersoll Rand**'s legendary
Source: [Blogspot \(stumiasinensibird.blogspot.com\)](#)
- PORTER CABLE C7501 60 GALLON 135 MAX PSI STATIONARY COMPRESSOR**
Posted on Apr 15, 2011 at 8:53 PM
- 2-cylinder motor achieves 135 psi tank pressure and enables the unit to recover full air quickly. Patented automatic belt-tensioning system adjust compressor belt as needed over time minimizing maintenance. -----
Ingersoll Rand SS3L3 3-Horsepower 230-Volt 60-
Source: [Generic Blogs \(www.bestpersianmusic.com\)](#)
- ATLAS COPCO ROTO EXTEND : ACTUAL NEWS**
Posted on Apr 15, 2011 at 8:20 PM
copco air compressor atlas copco construction **tools** inc recip compressors atlas copco atlas copco cobra combi **tools** catalog atlas copco **ingersoll rand** turbo compressor atlas copco jobs at atlas copco atlas copco cobra

Each search result includes a sidebar with engagement metrics: Comment Count, Unique Commenters, Engagement, Likes and Votes, Inbound Links, and Sentiment.



Our lessons learned



- Niche social media sites provide a great opportunity to connect directly with customers which can help:
 - Customer Service
 - Building brand advocacy
 - Proactively heading off negative feedback
 - Aid in new product development
 - Drive product engineering advances
- Most of the tools to aid in the listening are free
- Engaging product managers in the conversation can provide great insights and customer intimacy
- We are now considering adding product ratings and boards to our own website



What are you doing with Niche Social Media



- How many of you are actively engaged in message board dialogues?
- Has your organization done anything to build a customer advocacy program using social media?
- What do you see as the biggest challenge for your organization regarding social media?
- Do you see social media as a fad or do you think that this will become a permanent channel of communication?
- What tools do you use to monitor social media sites?

