

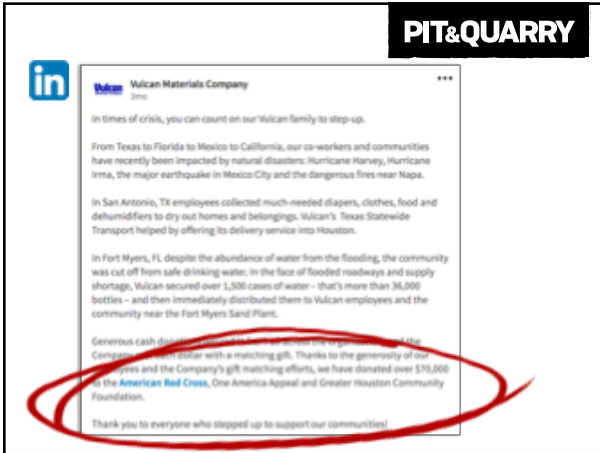


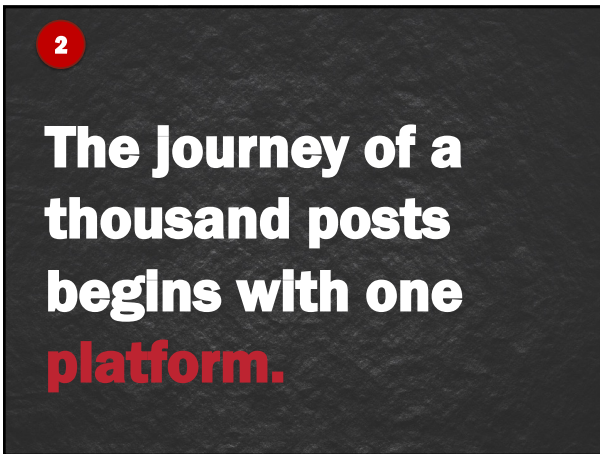


Social Media Is Ruining Everything

EXCEPT...

- ✓ Free publicity.
- ✓ Job listings.
- ✓ Corporate culture.
- ✓ Employee morale.
- ✓ **Marketing & selling.**







Start with Twitter.

PROS

- ✓ **Fast.** Takes a minute to set up.
- ✓ **Cheap.** Grow through follow-followback.
- ✓ **Easy.** Spread message with #hashtags.

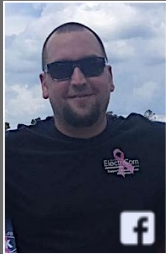
 A screenshot of a Twitter post. The post features a photo of a yellow excavator in a construction setting. Below the photo are buttons for 'Upload my image' and 'Suggest hashtags'. A list of suggested hashtags is shown, including #construction, #vehicle, #soil, #equipment, #bulldozer, #utility, #home, #american, and #power. A large purple hashtag icon is also visible.

#OklahomaAgg **PIT&QUARRY**

 A screenshot of the Twitter profile for 'DOLESE'. The profile header includes the name 'DOLESE', a bio 'The official Twitter page of the Dolese Bros. Co. #OklahomaAgg', and statistics for Tweets (314), Following (469), Followers (409), and Likes (103). A tweet from DOLESE is visible, dated Jan 27, with the text 'Can't get enough Dolese? Keep up with us on @Facebook and @LinkedIn, too!'. Below the tweet is a large blue button that says 'Like us on Facebook!' with a Facebook logo. A red arrow points to the 'Follow' button on the profile.



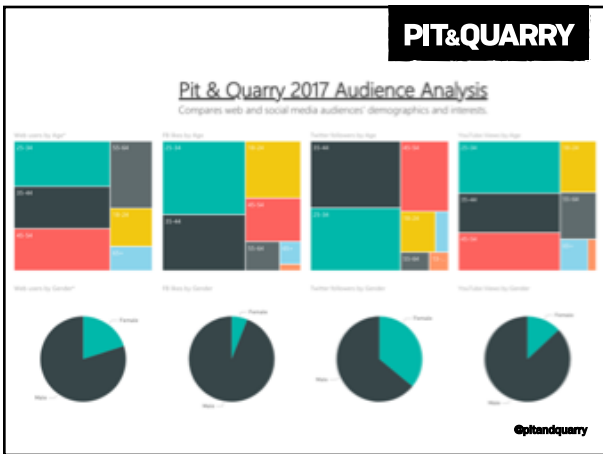
PIT&QUARRY



- ✓ 35 years old
- ✓ Operations manager
- ✓ Enjoys investing, travel, outdoors, sports on TV
- ✓ Republican
- ✓ Homeowner
- ✓ iPhone User
- ✓ Interested in business news, construction technology

4

Did You Know




PIT&QUARRY

SUBSCRIBER WHO
READS BOTH P&Q
AND PP&E

↓

4,442

↓














Good data >
Big data

- ▶ Facebook Insights
- ▶ Analytics.Twitter.com
- ▶ Analytics.Youtube.com
- ▶ CRM
- ▶ Email subscriber list
- ▶ *Qualitative sources*

4

Don't waste **time.**

PIT&QUARRY

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning							
Mid-day							
Evening							

5

**Be content only
when you have
the right content.**



PIT&QUARRY

IN THE NEWS

- ▶ **DRONES, DRONES, DRONES!**
- ▶ Quarterly earnings
- ▶ Employment moves
- ▶ Big company names: Lehigh Hanson, Martin Marietta, Vulcan
- ▶ Kevin Yanik's blog posts

TAGS & CATEGORIES

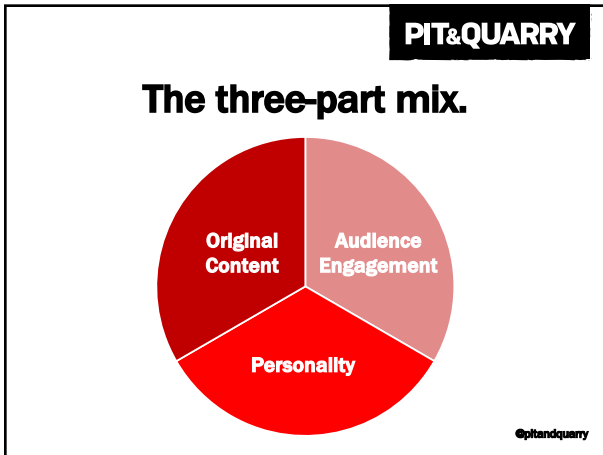
- ▶ MSHA
- ▶ Acquisitions
- ▶ Equipment Manufacturers

PERENNIAL FAVORITES

- ▶ Pit & Quarry University
 - Drilling & Blasting
 - Washing & Classifying
 - Screening

#OktohomeAgg





PIT&QUARRY

Types of posts that work.

Tweet 1: Canadian producer @FowlerConstruct realized a number of benefits by adding two wheel loaders to its fleet. buff.ly/2sUe0xi

Tweet 2: PIT & Quarry visited @LeightHanson's New Windsor #quarry and Union Bridge plant to see the @BEUMERcorp #conveyor that connects the sites.

Tweet 3: #Video: @WeirGroup's Donald Ruppert discusses the company's Ultra-Fines Recovery System @conexpoconagg 2017. buff.ly/2rd8byZ

ICYMI

Pit & Quarry @pitandquarry · Jan 24
 ICYMI: U.S. Chamber of Commerce President and CEO Thomas Donohue outlined a four-point plan for infrastructure modernization and investment. [bit.ly/2E4lyd8](#)



Pit & Quarry @pitandquarry · 17 Dec 2017
 Quiz: In the quarry, **Rocking** is handled in four potential stages. Let's see how much you know about these stages, as well as different types of crushers. [bit.ly/2u8400X](#)


ARE YOU A CRUSHING EXPERT?




QUIZZES

PIT&QUARRY

FBF & TBT



TOP NINE



You received 3.8k likes in 2017

86 Posts 3.8k Likes 64 Hashtags

PIT&QUARRY

"We show the nobility of big machines. We love our machines, so we bring them to our audiences."



7

Praise the process as much as the outcome.

#OklahomaAgg **PIT&QUARRY**

**One goal.
One constraint.**

- ✓ Grow followers?
- ✓ Get customers to comment?
- ✓ Be a source for news?
- ✓ Reach key prospects or shutouts?



PIT&QUARRY



HELP!
Where am I going to get all this stuff?

IF YOU GUYS COULD GIVE SOME SUGGESTIONS

THAT'D BE GREAT!

PIT&QUARRY

Share!

- ✓ **Twitter:** Retweet, Comment
- ✓ **Facebook or LinkedIn:** Copy & then tag account (via [Pit & Quarry](#))
- ✓ **Instagram:** Use the **Repost** app

PIT&QUARRY

Create.

Canva | www.canva.com

- ✓ Make graphics for social media
- ✓ Stock arts, designs and fonts
- ✓ Download the app.
- ✓ The best part: It's free!

PIT&QUARRY

Source.

iStock | www.istockphoto.com **Foter** | www.foter.com

- ✓ High-quality artwork
- ✓ Use photos for ads or content.
- ✓ Prices vary per photo.
- ✓ Quality varies.
- ✓ Creative Commons license varies.
- ✓ All photos are free.

PIT&QUARRY

Contract.

Upwork | www.upwork.com Fiverr | www.fiverr.com

- ✓ High-quality work
- ✓ Hire on a project basis.
- ✓ Writers, data analysts, web developers
- ✓ For the "lean entrepreneur"
- ✓ Hire as you go for a few bucks.
- ✓ Logos, profile setup, account management

PIT&QUARRY

Hire.

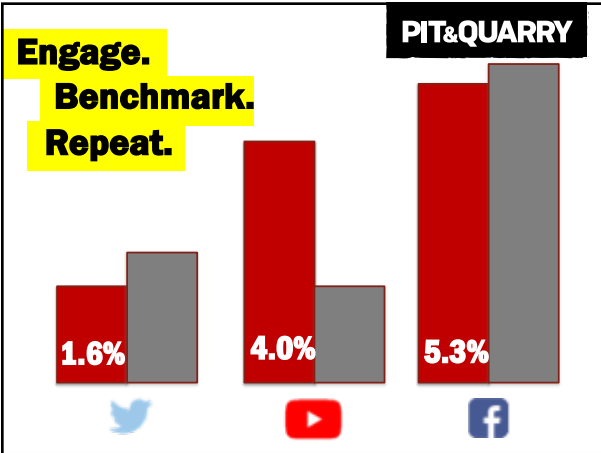
- ✓ Existing employee
- ✓ Entry-level marketing/communications person
- ✓ College intern
- ✓ Or, a combo of all of the above

@pitandquarry



8


Compete to win.



9


Establish a strategy.

#OklahomeAgg **PIT&QUARRY**




Snapshot doesn't make sense
(But it may in the future.)

PIT&QUARRY



- ✓ Enlighten. 💡
- ✓ Commiserate. 🐕
- ✓ Disagree. 😞



“COURAGE IS BEING SCARED TO DEATH AND SADDLING UP ANYWAY.”
John Wayne
PIT&QUARRY