



**WORLD CLASS
MARKETING SUPPORT**

**NATIONAL
BROADCAST**

**LEAD
GENERATING**

**BRAND
BUILDING**



THE 8TH WONDER OF THE WORLD

In the not so glamorous world of industrial marketing, the ErectaStep brand stands out, to say the least. The 8th Wonder concept clearly and creatively communicates ErectaStep's value proposition and main selling points (MSP's) while also developing a memorable brand among the splintered field of inferior products in the marketplace.

As part of our success we've worked hard to master the search engine marketing space. (SEM) We've worked hard on search engine optimization (SEO) by harnessing over 15,000 keywords, enabling ErectaStep to dominate search engine results pages (SERP). Bottom line, if you search for anything related to metal stairs - ErectaStep is the first thing you'll see, both on the organic results, but also in the paid section, or pay per click (PPC). This is key, when he who gets called first, is likely to get the sale.



ErectaStep Toy Kit

ErectaStep Marketing Program

- Dealer Starter Kit
- Multichannel - Integrated Campaign
- Search Engine Dominance
- Pay Per Click Dominance
- Trade Show opportunities
- SEO and PPC Assistance
- Website Asset Sharing
- On-site demo truck presentations

DEALER STARTER KIT

- Video Assets - TV and Web
- Web Graphic Assets
- Branding Graphic Assets
- Print Ad Slicks
- Digital Ad Slicks
- Full line brochures - 50 ct
- Full line Sell Sheets - 250 ct
- ES sell sheets - 250 ct
- Full Line POP Up
- 8th Wonder Showroom Poster
- 8th Wonder Character Cut Out
- Swag Starter Kit



CATALOGS AND BROCHURES

With catalogs, brochures, and sell slicks available you can explain and show how ErectaStep can be modeled to fit almost any cross over or platform need. Illustrate the idea and sell product quickly and easily with a library of print materials at your fingertips.

National TV Spots and Online videos

Targeting television reaches far more potential customers, but requires a larger investment. If you're interested, please contact Jason Wilder to discuss this opportunity. 1-843 822-5100



We're On The Road!

Discover the endless possibilities ErectaStep has to offer with a hands on look at a complete ErectaStep configuration as well as a RollaStep TR-series and a YellowGate, the Universal Safety Gate. With over 20 trucks roaming across the U.S., you can offer your client the experience of seeing and using the product ahead of purchase. Contact us to schedule an on-site demo for your potential customer.

