

liquid

ENVIRONMENTAL
SOLUTIONS

Clean. Reliable. Innovative.

Sales Support

Lead Generation and Strategic Messaging

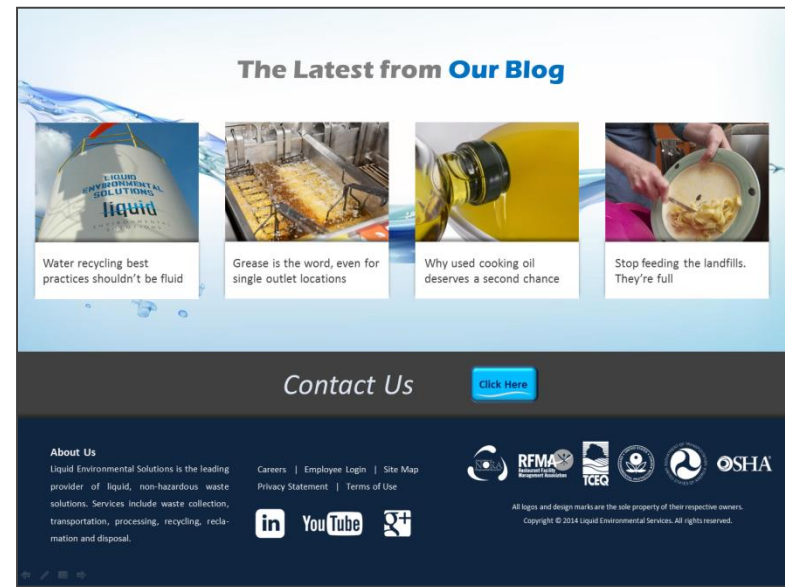
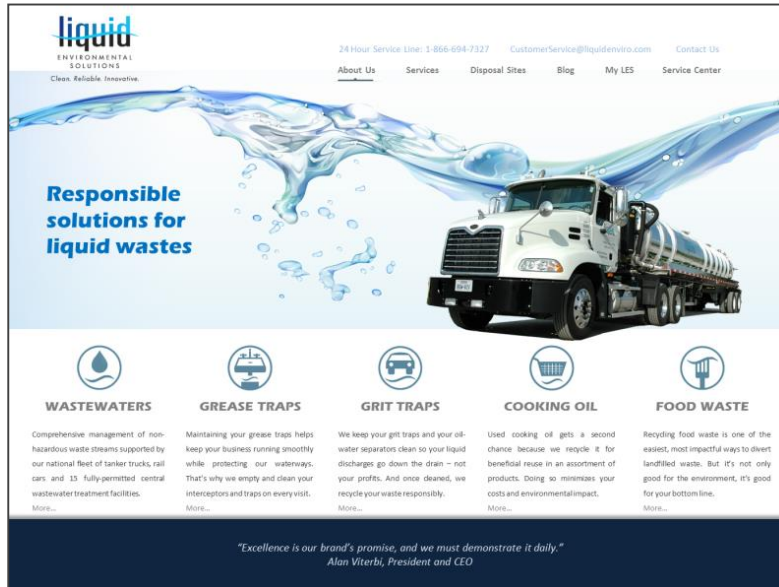


Lead Generation (Overview)

- **Organic Search (Content Driven)**
 - Website
 - Blog
 - YouTube
 - Google+
 - **Inbound Links**
 - Directories
 - Vendors
- **Google Places (all locations)**
 - **Localized search results**
 - Grease trap cleaning Tampa
 - Wastewater disposal Texas
- **Google Ad Words and Landing Pages**
 - Keyword-based ads that link to landing pages for lead capture
 - **Permission-based downloads**
 - Whitepaper
 - Newsletter
- **Email Campaigns**
 - SIC/NAICS specific messaging
 - Customer/industry segmentation
- **Engagement**
 - LinkedIn
 - Newsletter
 - Blog

Organic Search

Making sure we're found when users search key terms and phrases such as wastewater disposal, grease trap cleaning, food waste recycling, etc.



Service oriented user interface with "Contact Us" on every page, which rings or emails our customer service center



Localized Search and Adwords

Google grease trap tampa

Web Shopping Images Maps News More Search tools

About 65,900 results (0.38 seconds)

Grease Trap Specialists - RotoRooter.com
Ad www.rotorooter.com/GreaseTrap
Expert Plumbers Available 24/7. Even Nights and Weekends. Call Now!
Roto-Rooter Plumbing & Drain Service has 969 followers on Google+
95020 Tampa West Blvd, Tampa, FL - (813) 528-4100

Commercial Grease Traps
www.thermaco.com/
(866) 452-4836
Grease separators & interceptors for in-ground & in-kitchen drains.

Commercial Grease Traps
www.usaequipmentdirect.com/
170+ Grease Trap Models & Styles!
Restaurant Quality, Factory Prices!

Grease Traps For Sale
www.primasupply.com/grease-traps
4.8 ★★★★★ rating for primasupply.com
(877) 745-8851
We Beat Any Price & Ship It Free!
35,000 Orders - Buy With Confidence

Grease Traps Tampa
www.wow.com/Grease+Traps+Tampa
Search for "Grease Traps Tampa"
Look Up Quick Results Here!

Grease Traps at Grainger®
www.grainger.com/Grease_Traps
Shop for Grease Traps Now!
Expert Service Available 24-7.

Grease Trap Cleaning
www.harringtonservices.com/
Fort Worth Grease Trap Cleaning.
We do it right the first time!

Grease traps
www.kitchenofglam.com/
10 Years Extended Warranty.
Cantag. Endure Series. Order Now!

Dormont® Grease Traps - WebstaurantStore.com
Ad www.webstaurantstore.com/Grease-Traps
4.7 ★★★★★ rating for webstaurantstore.com
35+ Commercial Grease Traps Here. Restaurant Grease Traps. Only \$140!
WD-50® 100 lb Grease Trap - 101 lbs. to 500 lbs. - Dormont® WD-50-A

Buy Quality Grease Traps - GreaseTrapSales.com
Ad www.greasetrapsales.com
Approved and certified, No rusting. Ships by UPS, seamless construction

Grease Trap - City of Tampa
www.tampagov.net/dept_wastewater/./Grease_./Grease_Traps.asp Tampa
Grease Trap. A grease trap is an interceptor whose rated flow is 50gpm or less and is a device located inside a facility and/or under a sink designed to collect, ...

Grease traps - Tampa Plumbing Company
grableplumbing.com/grease-trap-cleaning.html
On top of the hassle and headache such a calamity would cause, the City of Tampa has been cracking down on the upkeep of grease traps recently, placing an ...

Tampa Grease Trap Cleaning - Yellowpages.com
www.yellowpages.com/Tampa,FL - Yellowpages.com
Results 1 - 22 of 22 - Find 22 listings related to Grease Trap Cleaning in Tampa on YP.com. See reviews, photos, directions, phone numbers, and more for the best ...

DAR PRO Solutions
www.darpro.com/
5 Point Pledge - National Service Center - Locations - Report Grease Trap ... covering all 50 states for used cooking oil removal, trap maintenance and fat and ... You've visited this page 2 times. Last visit: 7/5/14

Paid Ad (Pay-Per-Click)
Organic Search

wastewater disposal texas

Web Images News Shopping Maps More Search tools

About 207,000 results (0.44 seconds)

Wastewater Treatment Plants: Compliance Resources
www.tceq.texas.gov/.../Water-Compliance-Resources Texas
Jun 20, 2014 - Resources for small-business owners and local governments who operate wastewater treatment facilities in Texas.

Oilfield Disposal Sites
Ad www.tciioilfieldfactoring.com/
Disposal WellSites, Get paid Faster
Turn Disposal Invoices into Cash

Water Removal
www.blackmonmooring.com/
Blackmon Mooring Has 24/7 Emergency Response Services- Call Now!

Portable Water Treatment
www.rodissystems.com/
(505) 334-5865
Cost-effective portable systems for wastewater treatment and recycling.

Oilfield Water Transfer
www.breakwaterenergy.com/
(713) 501-7917
National Provider of Oilfield Water Services.

Wastewater Treatment
www.peroxychem.com/
Environmentally Responsible Technology for Water Treatment
See your ad here >

Wastewater Operators - Texas Commission on ...
www.tceq.state.tx.us/./w/w... Texas Commission on Environmental Quality
Jump to How do I renew my wastewater treatment operator license? - ? You will be mailed a renewal notification to the last known address on file at least ...

Wastewater and Stormwater Permits and Registrations
www.tceq.state.tx.us/./was... Texas Commission on Environmental Quality
Jul 8, 2014 - Applications, other forms, and rules for obtaining wastewater and stormwater permits and registrations. Wastewater Treatment and Permits.

Texas Onsite Wastewater Association
www.txowa.org/
Welcome to TOWA the only Organization Working to Promote the Texas Onsite ... field of Wastewater Treatment by protecting Public Health and the Environment. ... TOWA also hosts the Texas Onsite Wastewater Annual Conference in Waco.
Calendar of Events - Contact Us - Education - Links

Gainesville, TX - Official Website - Wastewater Treatment P...
www.gainesville.tx.us/.../Public-Services-Department Gainesville
The plant staff is responsible for receiving, treating and disposing of the treated wastewater. The plant is continuously monitored to ensure it is in compliance of ...

About Our Wastewater System - North Texas Municipal ...
https://ntmwd.com/wastewatersystem.html
to cities and communities within the service area. The NTMWD regional wastewater treatment plants are designed, constructed, and operated using wastewater

Wastewater Treatment and Compliance : City of Bryan, Tex...
www.bryantx.gov/water/./wastewater-treatment-and-compliance/ Bryan
Plant Effluent (Treated Wastewater). Each of Bryan's wastewater treatment plants have a Texas Pollution Discharge Elimination System (TPDES) Permit that ...

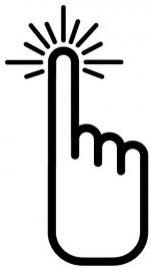
Pay-Per-Click Ads (Sample)

Ads ⓘ

Wastewater Disposal Sites

www.liquidenviro.com/wastewater

Responsible recycling and disposal services with liability protection



Ads ⓘ

Clean Your Grease Traps Now

www.liquidenviro.com/grease

Responsible recycling and disposal services with liability protection



Route to Landing Page



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Email Campaigns

- Analysis of existing customer base
- Segmentation by SIC/NAICS
- List purchase

332313 Plate Work Manufacturing

This U.S. industry comprises establishments primarily engaged in manufacturing fabricated metal plate work, including cutting, punching, bending, shaping, and welding purchased metal plate.

Cross-References. Establishments primarily engaged in--

- Manufacturing power boilers and heat exchangers--are classified in industry 332410, Power Boiler and Heat Exchanger Manufacturing;
- Manufacturing heavy gauge tanks--are classified in industry 332420, Metal Tank (Heavy Gauge) Manufacturing; and
- Manufacturing metal plate cooling towers--are classified in U.S. industry 333415, Air-Conditioning and Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
332313	332313	332313	Airlocks, fabricated metal plate work, manufacturing
332313	332313	332313	Baffles, fabricated metal plate work, manufacturing
332313	332313	332313	Bins, fabricated metal plate work, manufacturing
332313	332313	332313	Breechings, fabricated metal plate work, manufacturing
332313	332313	332313	Buoys, fabricated plate work metal, manufacturing
332313	332313	332313	Casings, scroll, fabricated metal plate work, manufacturing
332313	332313	332313	Chutes, fabricated metal plate work, manufacturing
332313	332313	332313	Covers, annealing, fabricated metal plate work, manufacturing
332313	332313	332313	Covers, floating, fabricated metal plate work, manufacturing
332313	332313	332313	Culverts, fabricated metal plate work, manufacturing
332313	332313	332313	Cupolas, fabricated metal plate work, manufacturing
332313	332313	332313	Cyclones, industrial, fabricated metal plate work, manufacturing
332313	332313	332313	Ducting, fabricated metal plate work, manufacturing
332313	332313	332313	Fabricated plate work manufacturing
332313	332313	332313	Flanges, fabricated metal plate work, manufacturing
332313	332313	332313	Flanges, flange covers, fabricated metal plate work, manufacturing

722511 Full-Service Restaurants

This U.S. industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing carryout services, or presenting live nontheatrical entertainment.

Cross-References. Establishments primarily engaged in--

- Providing food services where patrons generally order or select items and pay before eating--are classified in U.S. industry 722513, Limited-Service Restaurants;
- Selling a specialty snack or nonalcoholic beverage for consumption on or near the premises--are classified in U.S. industry 722515, Snack and Nonalcoholic Beverage Bars;
- Preparing and serving alcoholic beverages and known as bars, taverns, or nightclubs--are classified in industry 722410, Drinking Places (Alcoholic Beverages); and
- Presenting live theatrical productions and providing food and beverages for consumption on the premises--are classified in industry 711110, Theater Companies and Dinner Theaters.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722110	722110	722511	Bagel shops, full service
722110	722110	722511	Diners, full service
722110	722110	722511	Doughnut shops, full service
722110	722110	722511	Family restaurants, full service
722110	722110	722511	Fine dining restaurants, full service
722110	722110	722511	Full service restaurants
722110	722110	722511	Pizza parlors, full service
722110	722110	722511	Pizzerias, full service
722110	722110	722511	Restaurants, full service

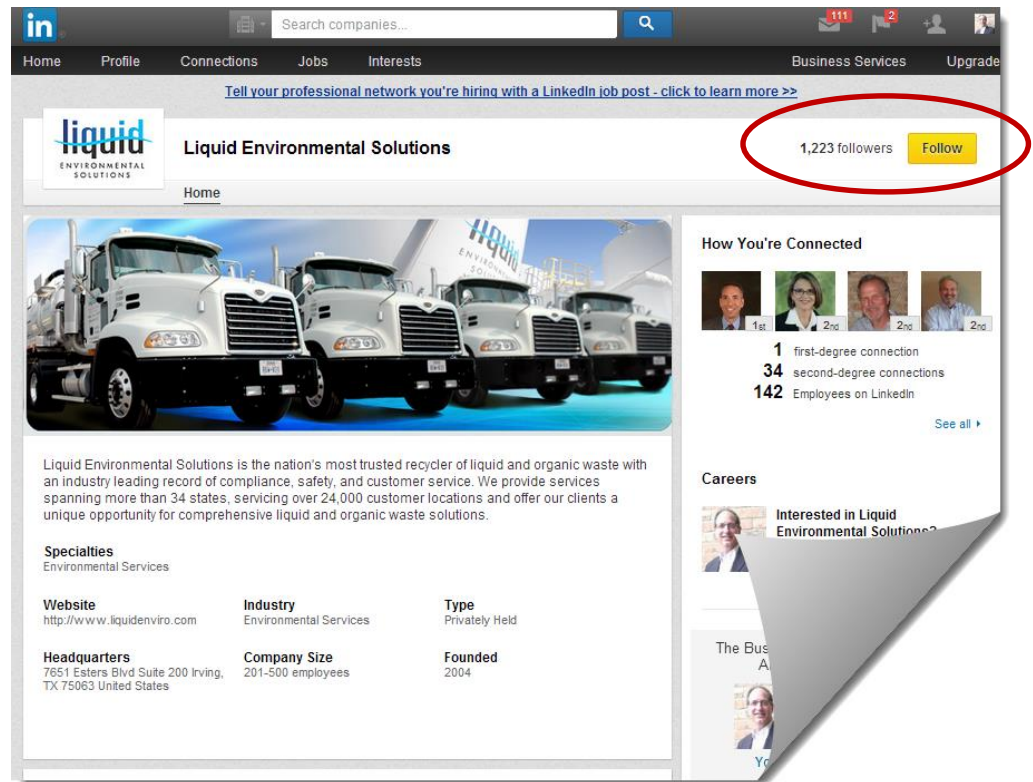
liquid

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Engagement (Lead Nurturing)

- Follow-Up Emails
- Relevant Articles
- Blog Posts
- LinkedIn
 - Followers/Posts
 - Group Discussions
 - Showcase Pages for each waste stream



The screenshot shows the LinkedIn profile for Liquid Environmental Solutions. The company name is 'Liquid Environmental Solutions' with a logo. A red circle highlights the '1,223 followers' and a yellow 'Follow' button. Below the header is a featured image of several white trucks. The main text describes the company as 'the nation's most trusted recycler of liquid and organic waste'. To the right, there are sections for 'How You're Connected' (1 first-degree connection, 34 second-degree connections, 142 Employees on LinkedIn) and 'Careers' (Interested in Liquid Environmental Solutions?).

Specialties	Website	Industry	Type
Environmental Services	http://www.liquidenviro.com	Environmental Services	Privately Held

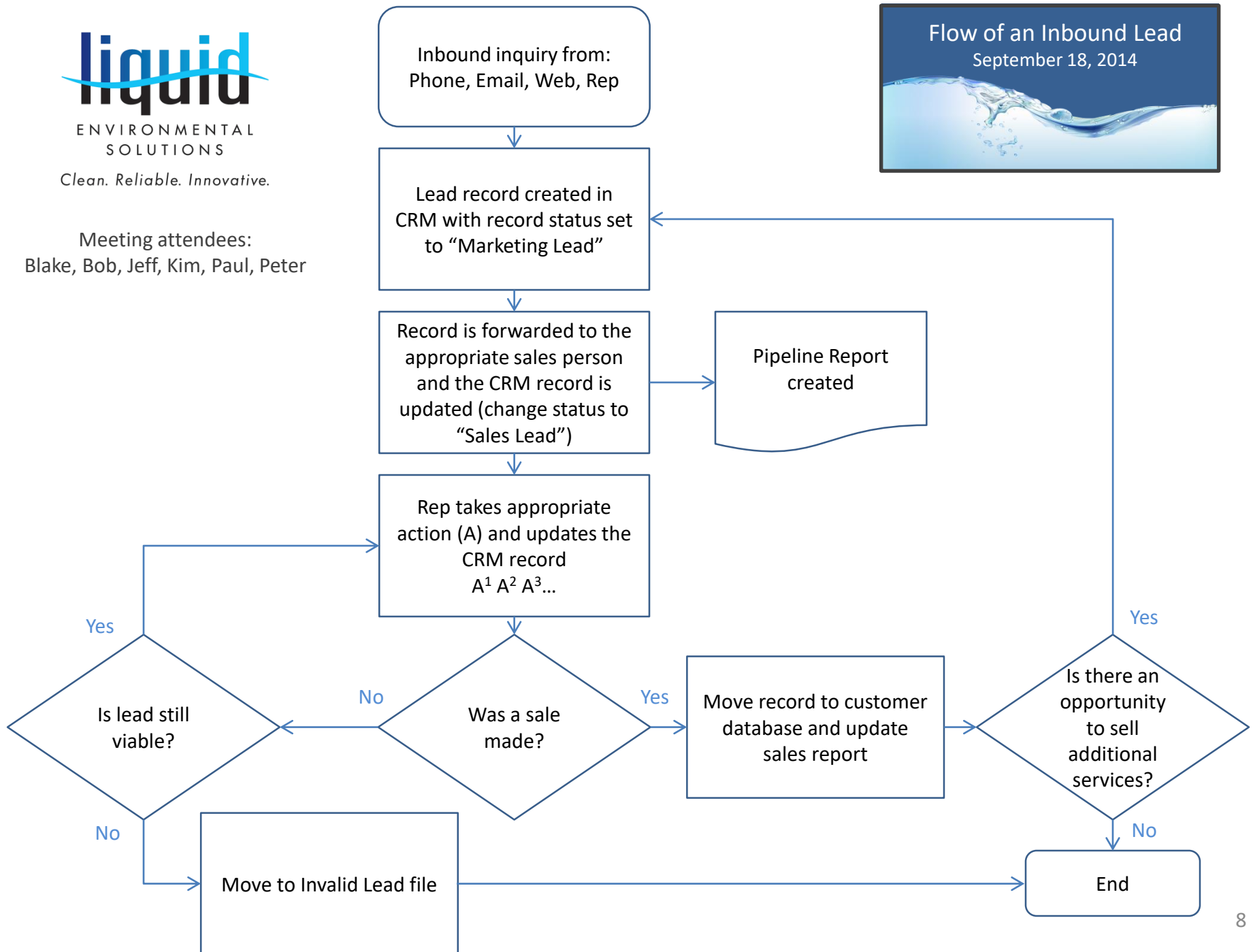
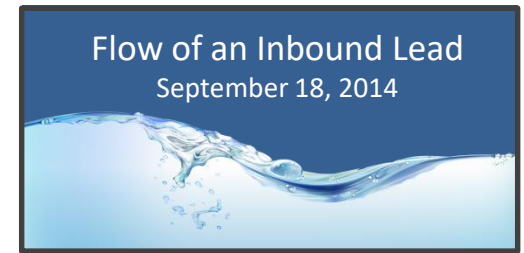
Headquarters	Company Size	Founded
7651 Esters Blvd Suite 200 Irving, TX 75063 United States	201-500 employees	2004



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Meeting attendees:
Blake, Bob, Jeff, Kim, Paul, Peter



Strategic, Integrated (Simplified) Messaging Consistently Communicating the LES Difference




Efficiently and Responsibly Managing Your Grease Traps and Interceptors



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