

Marketing for Industrial & Manufacturing Companies



Z Corp
PR & DIGITAL
www.zcorppr.com

The RIGHT Team for YOUR Business

CLEAR POSITIONING. INDUSTRY VISIBILITY. SALES SUPPORT.

Strategic communications, PR, digital marketing and content built around the way industrial and manufacturing companies actually operate.

We combine the expertise and strategic thinking of a large agency with the responsiveness and personalized attention of a boutique firm.

Our team understands the challenge of turning complex capabilities into clear, credible messaging—helping you reach decision-makers, support sales and stand out in a specialized market.



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EXPERIENCE THAT
UNDERSTANDS THE WORK

Z CORP PR & DIGITAL

We Understand Today's Industrial Challenges



Reaching Decision-Makers

Getting in front of the technical and business leaders who influence the sale.



Explaining Complex Capabilities

Turning specialized products, processes and expertise into clear value.



Standing Out

Differentiating the company in a crowded or highly specialized market.



Supporting Long Sales Cycles

Staying visible and credible throughout a complex buying process.



Recruiting Skilled Workers

Showing prospective employees why the company is worth joining.



Creating Consistent Content

Keeping communications active without overwhelming internal staff.



Demonstrating Marketing ROI

Connecting communications efforts to measurable business goals.



Working With Limited Resources

Building momentum when the internal marketing team is small or stretched.

Manufacturers are expected to build visibility, support sales and attract talent—often with limited internal marketing resources.



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Results **We Deliver**

Strategic communications and marketing that support measurable business growth.



Increase qualified leads



Strengthen sales support



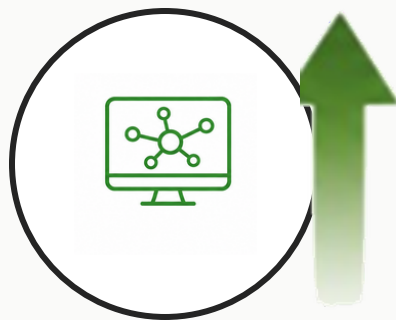
Clarify complex capabilities



Expand industry visibility



Attract skilled talent



Improve digital presence



Build customer trust



Maintain consistent communications



Stronger visibility. Clearer value. Better opportunities.

Helping industrial and manufacturing companies grow, compete and stay top of mind.



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Why Our Industrial Experience Matters

Industrial and manufacturing companies serve specialized markets. Their communications must speak clearly to the needs of:

- Plant & Operations Leaders
- Engineers & Technical Teams
- Procurement & Purchasing
- Distributors & Channel Partners
- Customers & Prospects
- Skilled Workforce & Recruits

Our team understands how to turn complex capabilities into clear, credible communications that strengthen visibility, support sales and help industrial companies stand out in specialized markets.

Experience Supporting:



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CASE STUDY

PIRTEK: Making Emergency Response the Message

We identified what matters when equipment goes down, then built campaigns around it.

**THE CHALLENGE**
Emergency-driven demand

**THE ADVANTAGE**
A mobile hose shop

**THE RESPONSE**
Own the emergency moment



- Hose failures stop equipment and productivity
- Customers search for help under pressure
- Every minute of downtime matters

- Certified, professionally trained technicians
- 24/7/365 service with a one-hour ETA
- Replacement hoses made right on-site

- Lead with speed, readiness and expertise
- Repeat the differentiators consistently
- Show how PIRTEK helps minimize downtime

THE TAKEAWAY

Z Corp turned PIRTEK's operational strengths into one clear reason to call first: fast, expert emergency service with the hose shop brought directly to the job site.



THE HOSE SHOP
COMES TO YOU.

CAMPAIGN FOCUS

The recurring messages that make PIRTEK different

- **24/7/365**
Emergency service availability
- **1-HOUR ETA**
Fast response when work stops
- **CERTIFIED**
Professionally trained technicians
- **ON-SITE**
Replacement hoses made at the job

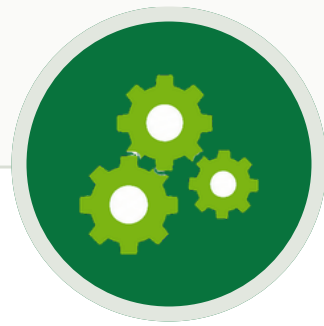


ONE CLEAR PROMISE

PIRTEK is ready when equipment goes down.

Our Services. Your Goals.

Integrated communications and marketing solutions designed around how industrial and manufacturing companies sell, hire and grow.



CLARIFY

Turn complex capabilities into clear, relevant value.

- Capability messaging
- Technical content
- Sales materials



REACH

Connect with decision-makers where they research.

- Digital advertising
- Social media
- Email campaigns



BUILD TRUST

Strengthen credibility in specialized markets.

- Thought leadership
- Case studies
- PR & media relations



GROW

Support pipeline, workforce and market expansion.

- Lead generation
- Recruitment marketing
- Strategic communications



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Z Corp - Your Industrial Marketing Partner



- **Large Agency Expertise**
Decades of experience
- **Boutique Agency Service**
Direct access to a senior team
- **Industrial & Manufacturing Understanding**
Technical markets, audiences and sales cycles
- **Fully Integrated Support**
PR + Digital + Content + Events
- **Flexible Partnership Model**
Customized to your goals and resources

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