

CECO Peerless: "Serve your ship, not your louver"

GOAL: Generate meetings with highly targeted engineers within NAVSEA and U.S.-based shipbuilders.

ATTRACT

Create buyer awareness that our brand is a potential solution provider to their problem.



Concepts



Programmatic advertising



Print advertising

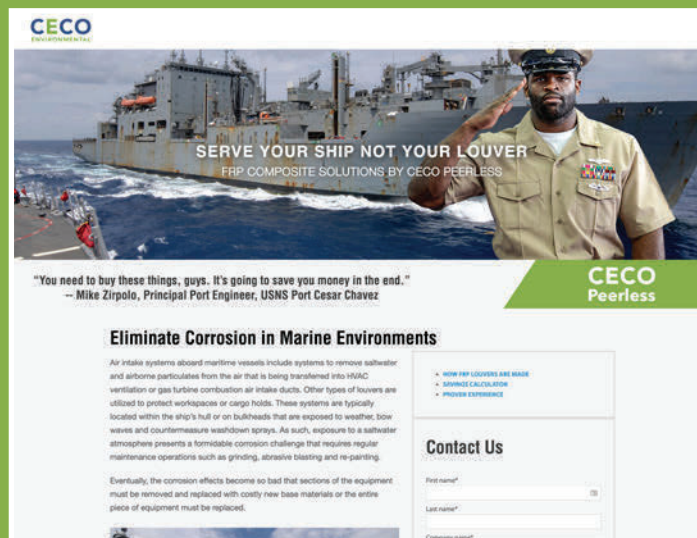


Search



INFLUENCE

Generate interest in a specific product/service that can solve the buyer's problem.



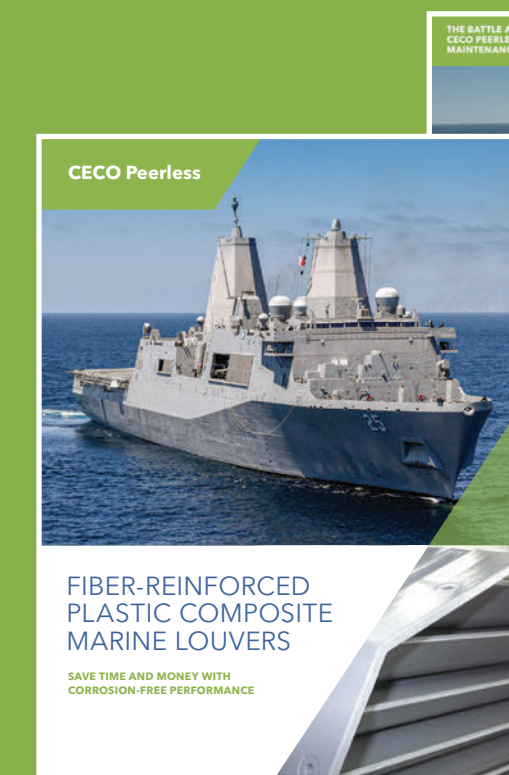
Landing page



Trade show



Videos



Brochure



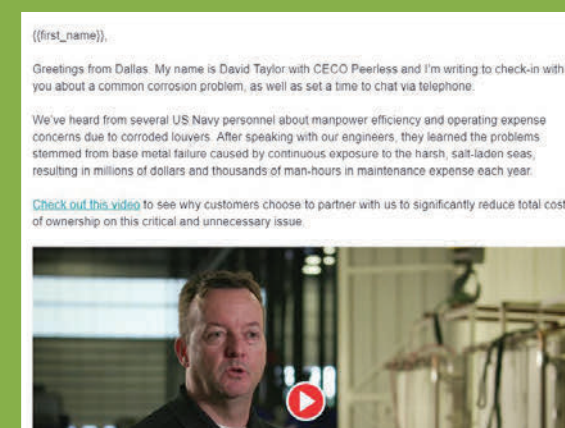
Technical Paper

CLOSE

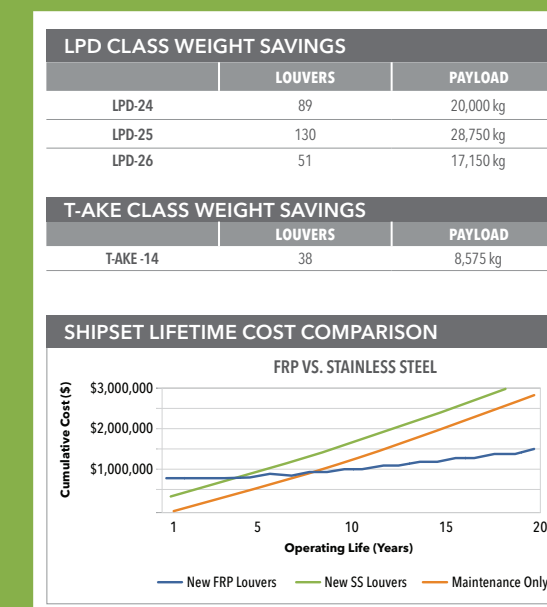
Reassure the buyer that the product/service in which they're interested will solve their problem.



Sales presentation



Sales automation



Calculator

"You need to buy these things, guys. It's going to save you money in the end."

— Mike Zirpolo, Principal Port Engineer, USNS Port Cesar Chavez



LinkedIn



Phone Calls