

We Build the Story.

Marketing + Advertising + Branding + Design + Web + Photography + Video



Staying Top of Mind in B2B Advertising

95% of your potential customers are not currently in the market for your goods or services.

-LinkedIn B2B Institute

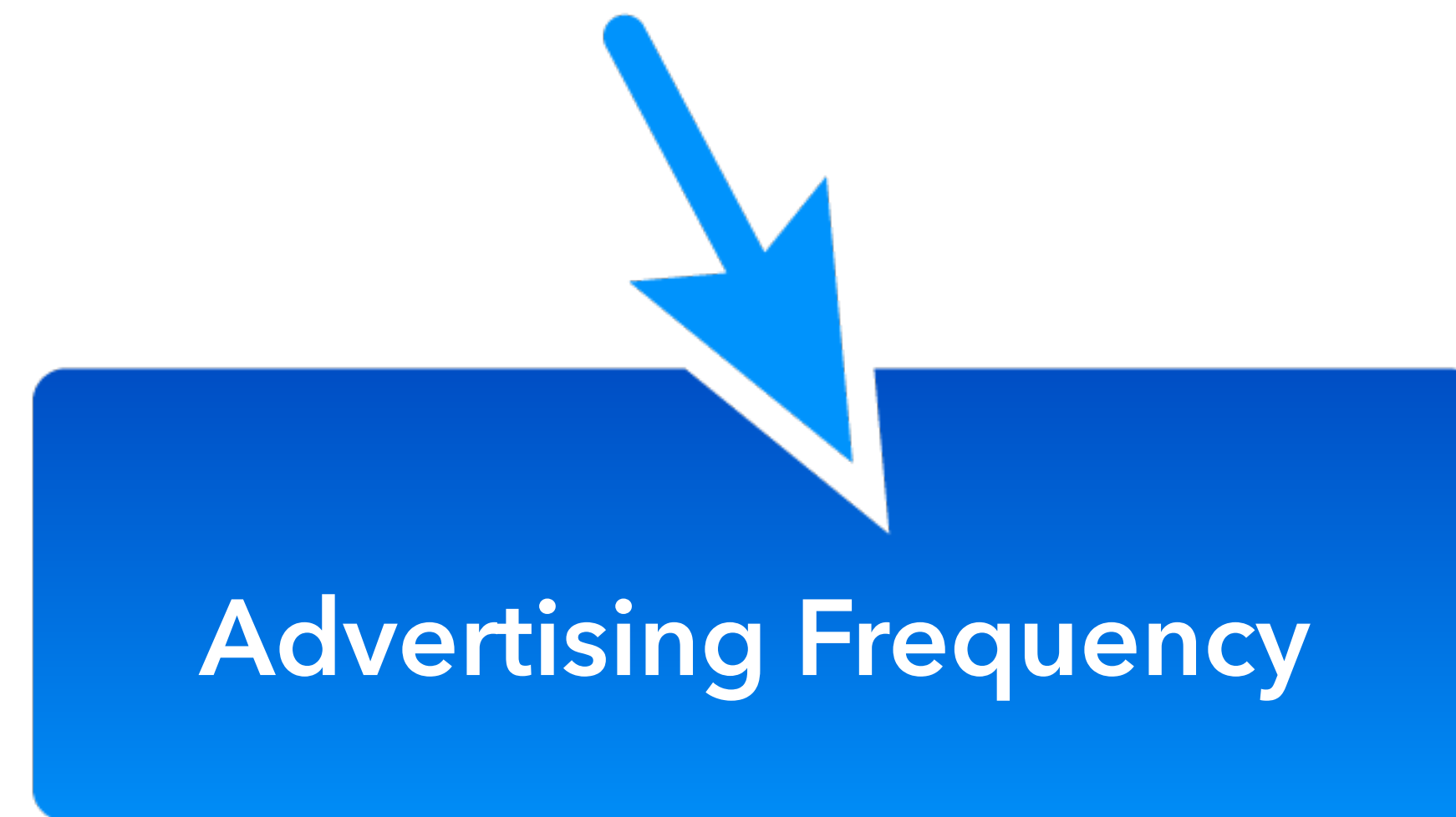
Staying Top of Mind in B2B Advertising

B2B buyers do not make purchase decisions as quickly as B2C consumers, with sales cycles running anywhere from 3-12 months, or longer for higher-value, higher-complexity transactions.

-Spot.io

Staying Top of Mind

Brand consistency and advertising frequency work in tandem to keep your company top of mind for buyers throughout long sales cycles.



Branding: Why Does it Matter?

"Your brand is the single most important investment you can make in your business."

-Steve Forbes, Editor-in-Chief of Forbes Magazine

Branding

Establishes Trust

Builds Belief in Company & Products

Creates Value

“Products are made in a factory, but
brands are created in the mind.”

-Walter Landor



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Even the slightest deviation can harm your brand's credibility.



Your Brand is More Than Your Logo

All the feelings, thoughts and impressions you associate with a company define its brand. Think of your brand as your ship and the logo as the flag.

Logo & Identity
Mission & Values
Messaging
Customer Interactions
Customer Touch Points

Branding Overview



National Tube Supply is a distributor of mechanical tube & chrome bar to the fluid power industry & heavy equipment manufacturers across North America.

Brand Consistency

Messaging & Voice

Messaging (*Brand Promise*)

Just-in-time Delivery

Massive Inventory

Global Sourcing Capabilities

Voice

Straightforward

Reliable

To-the-point



“The Right Supply, Right On Time.”

National Tube Supply's tagline

Brand Consistency

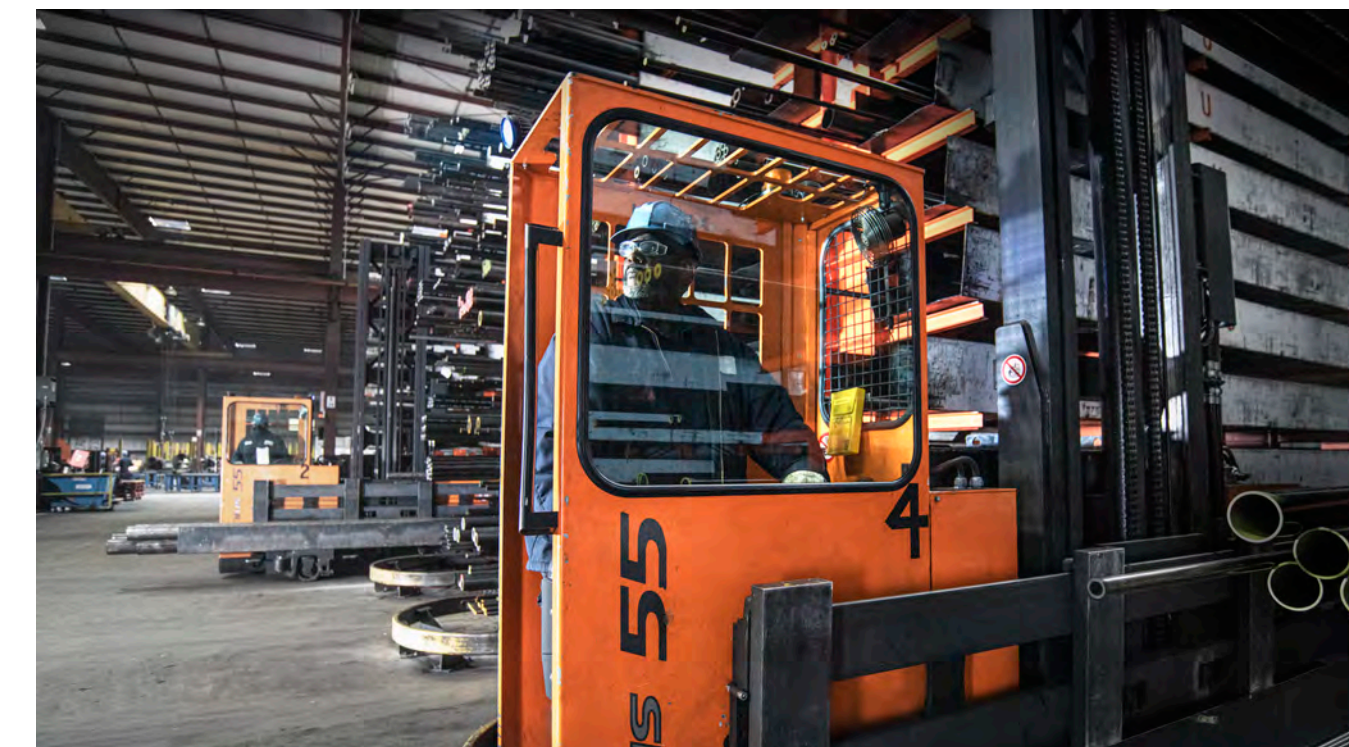
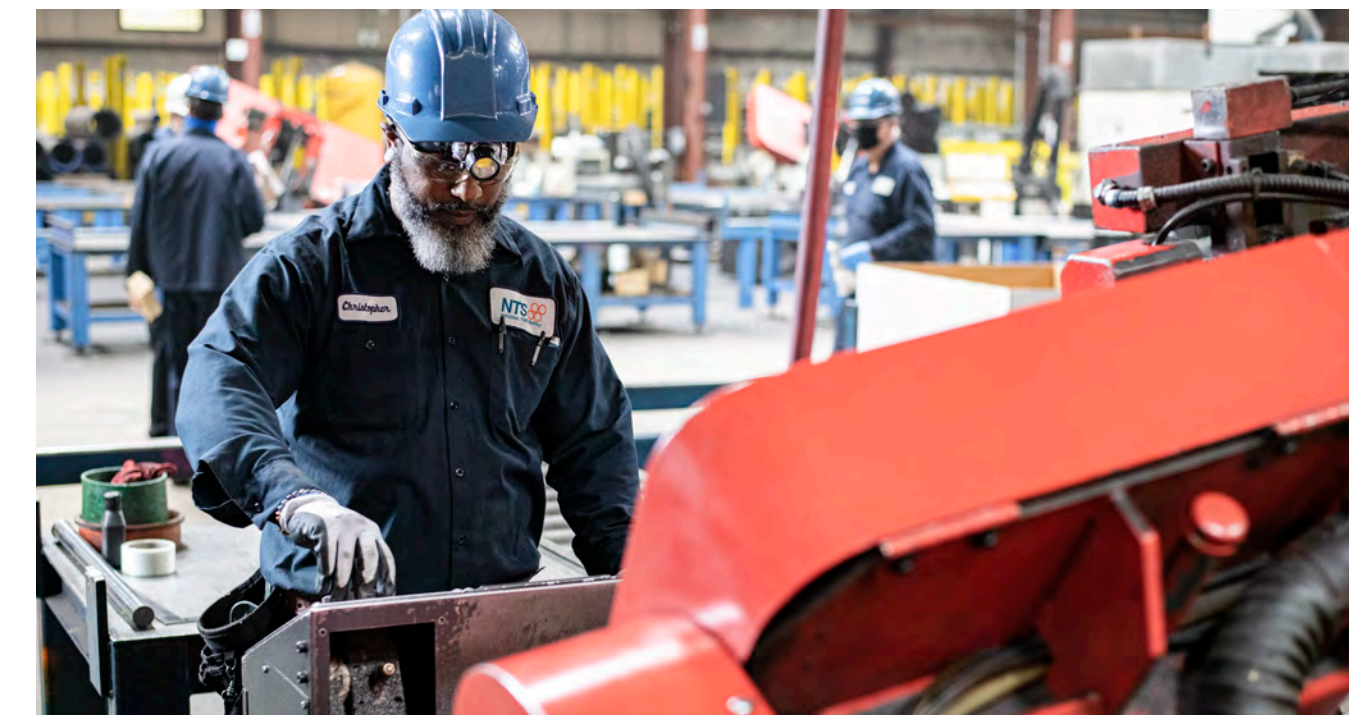
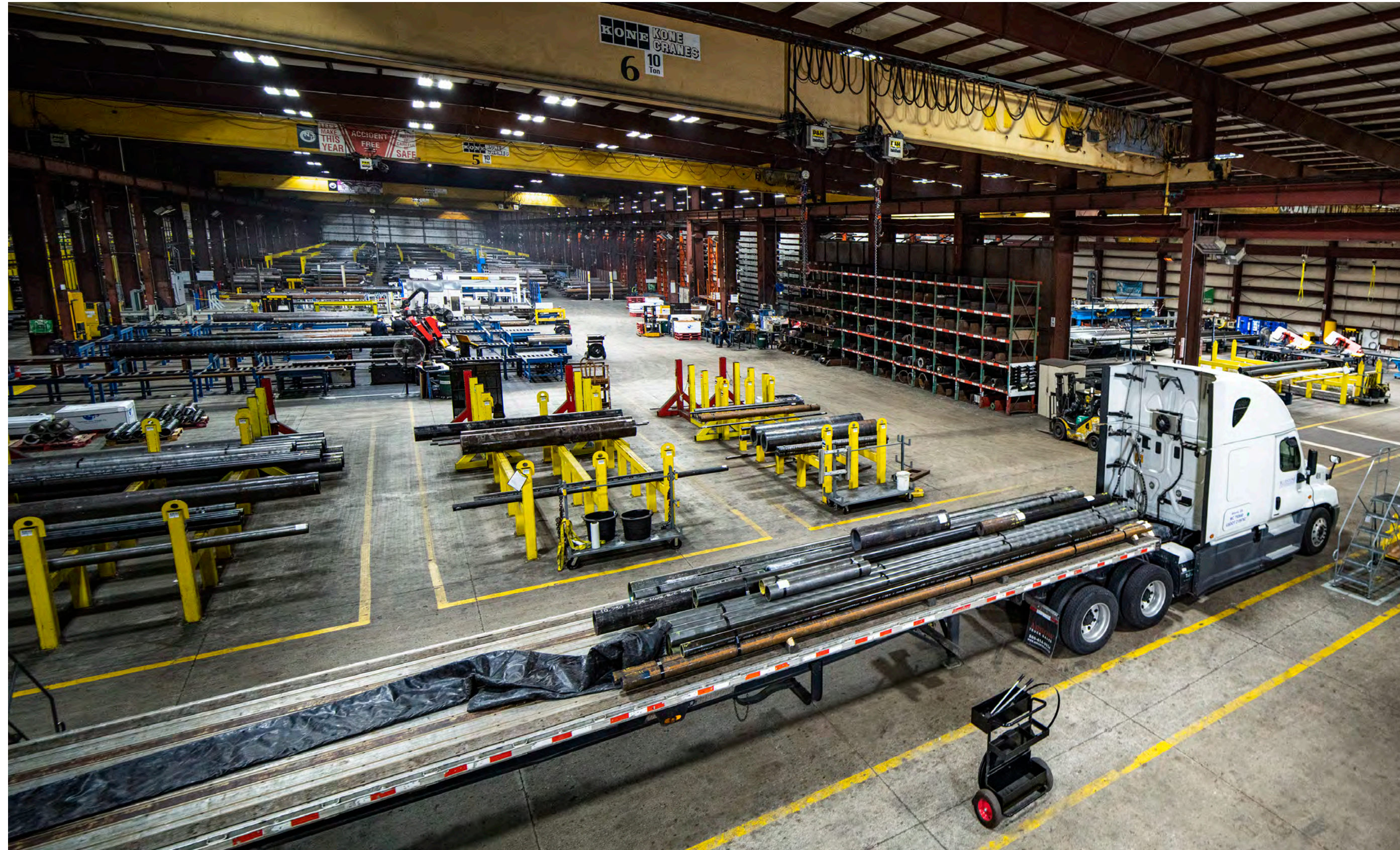
Website + Print



Your website is your home base, and you should have at least one piece of physical media to share with prospects.

Brand Consistency

Photography



Imagery that aligns with your brand promise and voice reinforces your brand's credibility.

Brand Consistency

Stationery + Business Cards



Leverage every touch point to build brand equity.

Brand Consistency

Fleet & Uniforms



Brand + culture should align – engage your team, make them believers too!

"A brand is a promise. A good brand is a promise kept."

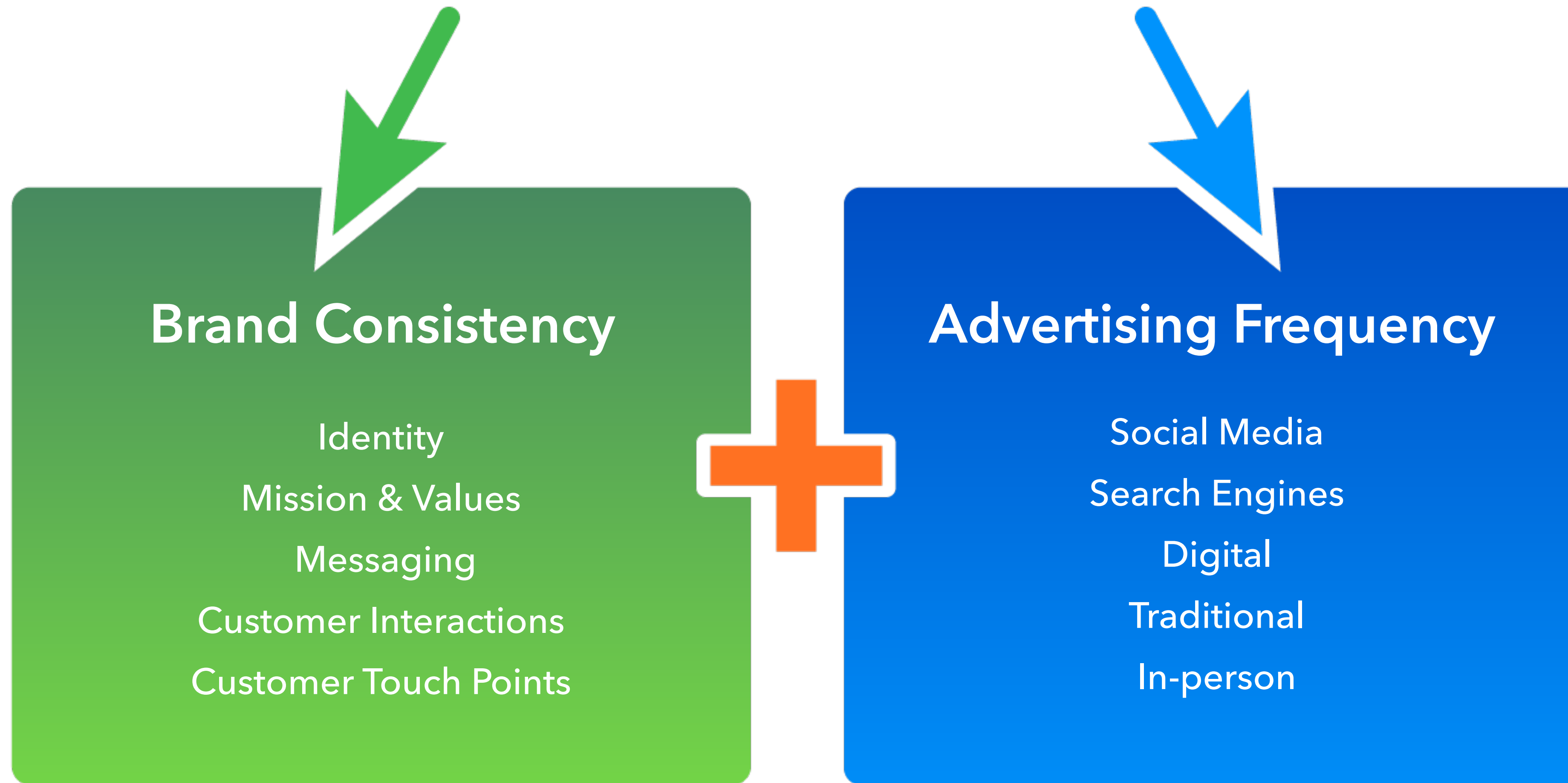
-Muhtar Kent, Former CEO, The Coca-Cola Company

“Advertising is the way great brands get to be great brands”

-Al Ries, Father of Positioning

Staying Top of Mind

Branding establishes trust. Advertising is its strategic partner in staying top of mind.



Staying Top of Mind

An Integrated Advertising Case Study



ConExpo - Con/Agg is the largest construction and aggregate tradeshow in the world. It takes place in Las Vegas every three years, drawing 140,000+ attendees. NTS exhibited in 2023 and challenged DHM to make a greater impact in 2026.

National Tube Supply's Goals

- Introduce New California Facility
- Showcase New Company Acquisitions
- Build Upon & Expand Customer Audience

The Biggest Challenge: 🤔

Build Upon & Expand Customer Audience

In 2023, NTS was a pass-by booth. Due to product display limitations and competition from big name exhibitors, there was no draw to their relatively small booth. DHM needed to find a way to engage attendees.

DHM's Solution

Build a Sandbox



But Not Just Any Sandbox...

a giant 11' x 7' sandbox that holds almost two tons of sand, where attendees can drive an RC excavator and dig for swag (in exchange for a lead gen badge scan).





Insert sandbox here



DHM Created a Gamified Experience

To play, the only requirement was a badge scan. This controlled the premium giveaways and gave us the data mining we were looking for.

Now We Need Players...



How do we keep NTS and the sandbox experience top of mind leading up to and during the show?



OBITUARY

Former USW President Leo Gerard has passed



Leo W. Gerard, who led the United Steelworkers union (USW) as international president for more than 18 years, died Sept. 21. Gerard, who retired in July 2019, served the union in numerous leadership roles throughout a career spanning more than 50 years, which began at the age of 18 at a nickel smelter in his hometown of Sudbury, Ontario.

"Leo Gerard spent his entire life fighting for workers across the world, and his impact on the USW, and the global labor movement, has been immeasurable," said USW International President David McCall. "He inspired countless other workers to carry on the fight for justice and fairness. He will be missed, but we intend to honor his legacy by continuing that work."

PEOPLE



Aluminum producer gets new president

Novelis Inc.'s board of directors appointed Greg Schlicht as president and executive vice president to oversee all aspects of the business throughout North America. For the past 16 years, Schlicht has worked at Novelis, most recently as chief commercial officer and vice president of commercial, Novelis North America.

INSTALLATION

Expanded metals expert buys press



Niles Expanded Metals has installed a Brück expanded metal press machine at its Niles, Ohio, facility. The Brück STM 350-3700 features a maximum pressing force of 350 metric tons with a working width of 145 inches, allowing for the manufacture of wide-format expanded metal sheets. Carbon and stainless steel, aluminum and other alloys can be processed with a great deal of precision and consistency, to make products ranging from lightweight decorative meshes to heavy-duty industrial grating.

NTS
NATIONAL TUBE SUPPLY
A Member of the Nucor Group

Premier Supplier of Carbon & Alloy Steel Mechanical Tubing for the Heavy Equipment Industry

YOU BUILD IT BUT CAN YOU DIG IT?

CONEXPO CON/AGG
Las Vegas, NV | March 3-7, 2026

Show us what you've got!
Dig up some swag at our RC challenge in booth #S83332.

register here

The Right Supply, Right On Time.
nationaltubesupply.com | 800.229.6872

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Ramp Up Advertising

Print Advertising

NTS Website Landing Page and CTA

ConExpo Company Profile

Paid LinkedIn Advertising

Organic Social Media (Increased Frequency)



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NTS Website Landing Page and CTA

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Organic Social Media (Increased Frequency)



Use Promo Code: NAT8453C for a discount on registration

GET YOUR TICKETS HERE



Join National Tube Supply at
ConExpo-Con/Agg Booth S83332

Can You Dig It?

Visit Booth S83332 and put your skills to the test at our RC excavator challenge! Maneuver your excavator through our sand course to unearth hidden swag.



Ramp Up Advertising

Print Advertising

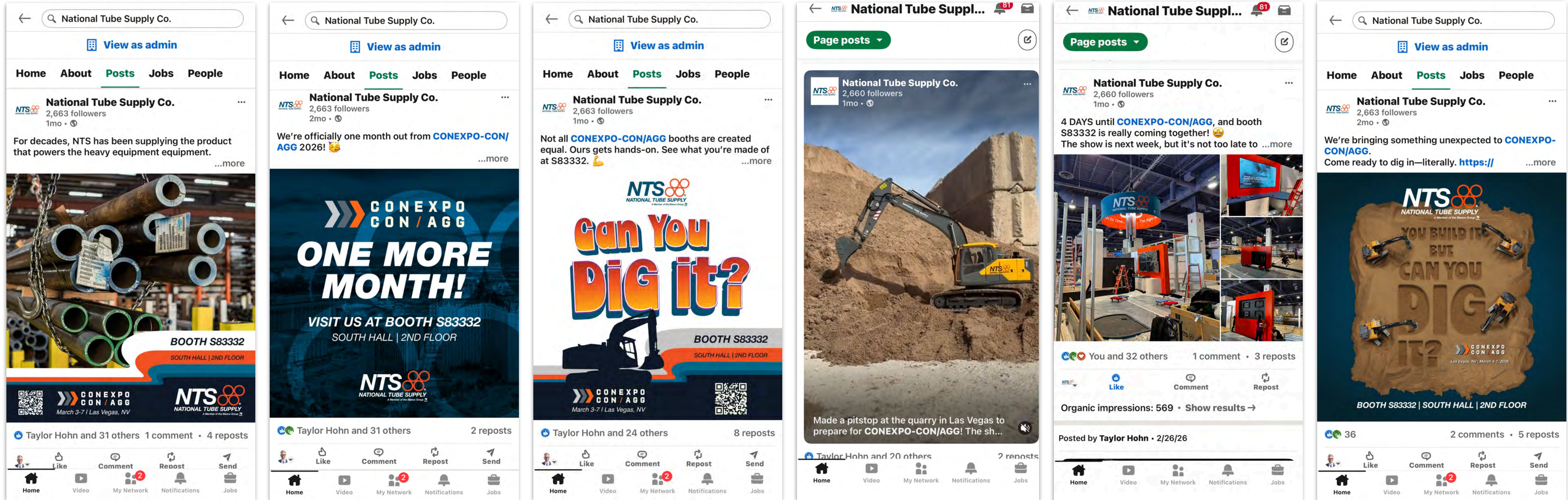
NTS Website Landing Page and CTA

ConExpo Company Profile

Paid LinkedIn Advertising

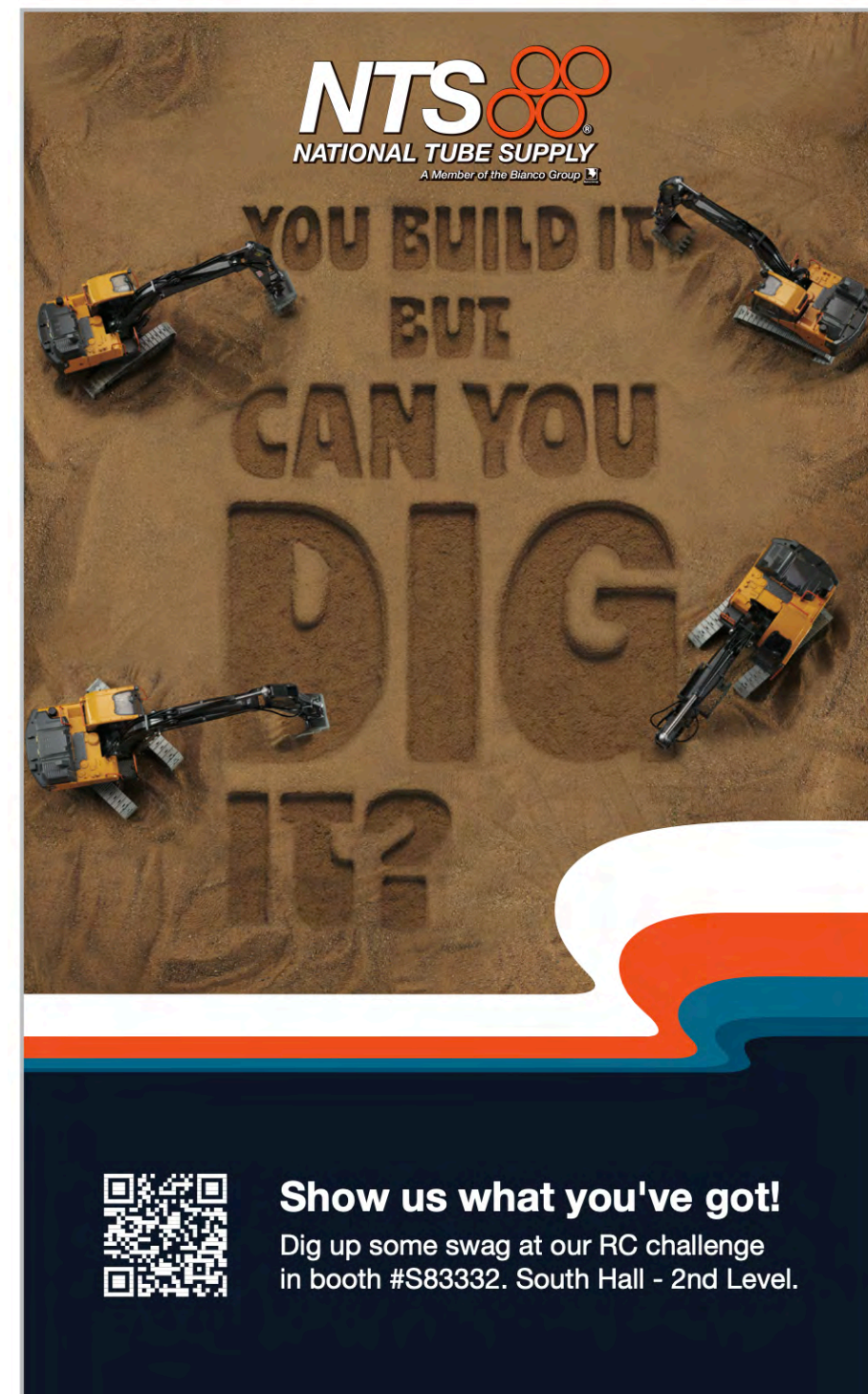
Organic Social Media (Increased Frequency)

Social Activity Prior to ConExpo



We increased frequency to keep NTS top on mind for a show that is the size of a city. Social content utilized NTS's corporate brand elements coupled with show-specific sub-branding for consistency.

Strategic Placement of Walk Board Ads



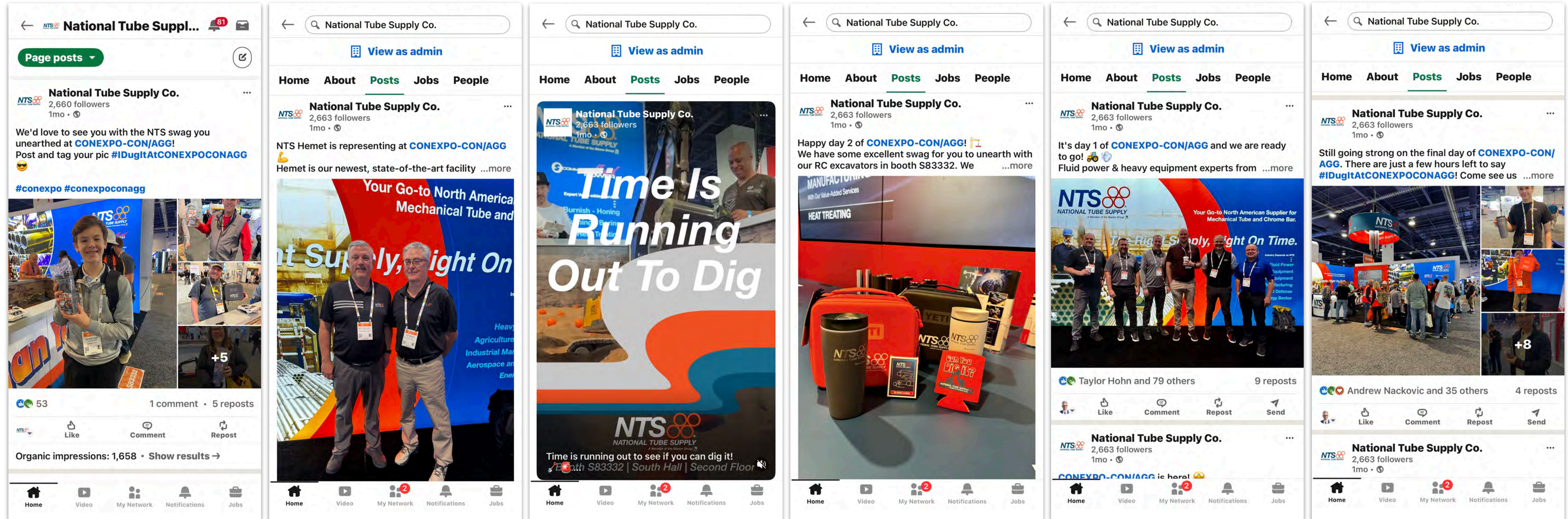
DHM placed walk board ads in high traffic areas, near registration and main hall entrances, directing people to NTS's booth.

Brand Ambassadors



DHM engaged brand ambassadors to facilitate the sandbox experience and connect players with NTS sales reps. We outfitted the ambassadors with branded gear to elevate the experience.

Social Activity *During* ConExpo



DHM ramped up frequency during the show, generating content from the show floor, while also engaging with posts from other exhibitors and attendees.

What Results Were We Hoping For?

Previous NTS 2023 ConExpo Show: **157** Badge Scans

Realistic Expectation: **400-500** Badge Scans

What We Hoped For: **900** Badge Scans

Hope is Not a Strategy – It's a Belief in Possibility.

What We Got 2,140 Badge Scans



What We Got 2,140 Badge Scans



What We Got

Lead Gen Results:

2,140 Badge Scans

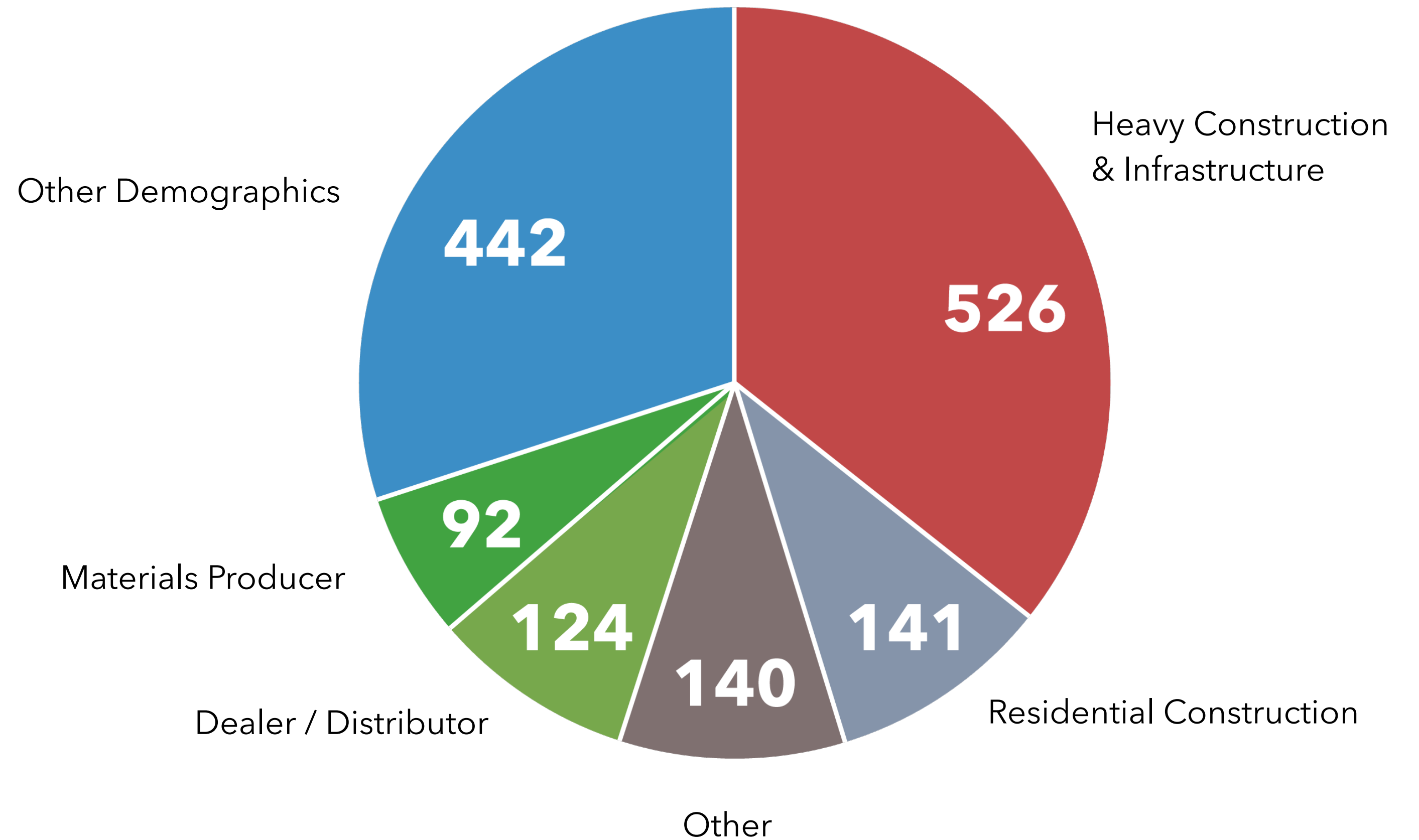
1,200 Qualified Leads

870 Company Contacts Registered on LinkedIn

Cost Per Lead (CPL):

\$120 (2026) vs **\$1,600** (2023)

Leads by Industry



What We Got

Advertising Results:

7.72 Million LinkedIn Ad Impressions

22,397 Organic Social Impressions - *up 220%*

125 New LinkedIn Followers - *up 205%*

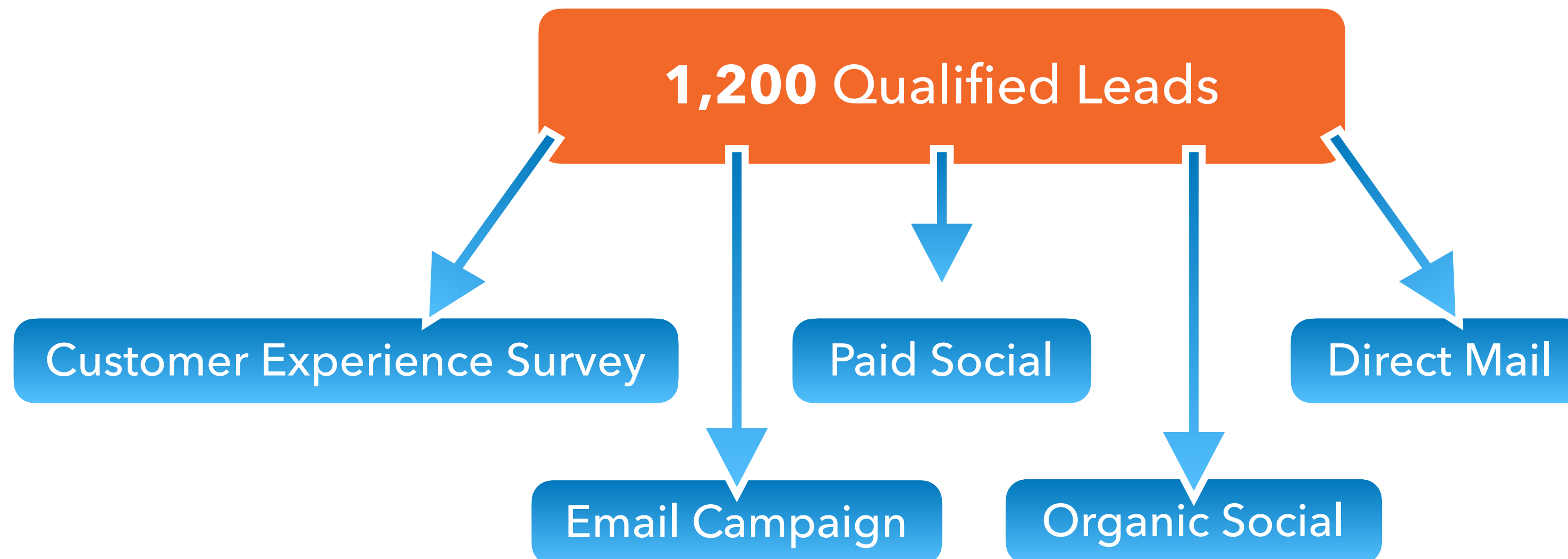
11.72% LinkedIn Engagement Rate (*Average engagement for B2B: 0.54%*)

3,000 Additional Website Visits

What's Next

Post Show Engagement

6-month campaign



Going forward, we're taking the leads generated from the show, creating a new target audience and introducing them to NTS through the various advertising channels.

In Conclusion:

The biggest challenge in B2B is that 95% of your customers are not currently in the market for your goods or services. Brand consistency builds trust and advertising frequency drives visibility, keeping **you** top of mind for when they're ready to buy.

Staying Top of Mind



Thank You!

Jason Farris

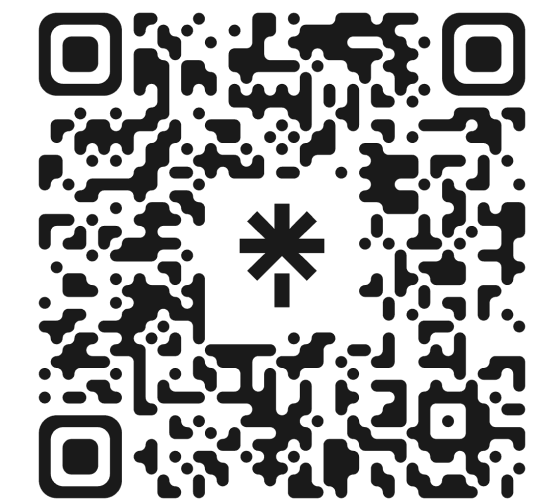
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