

Marketing Plan

If KM International is fortunate enough to be awarded a Sourcewell contract, KM International expects to continually create awareness and market the contract award to current and potential Sourcewell Members. To do this KM International will utilize a variation of advertising channels that would include print, social media, online marketing, and industry trade shows.

Print Advertising

KM International is a frequent advertiser in the “The Municipal” Magazine and the APWA Reporter Magazine, which have 12,000 and 21,000 subscribers respectively, a majority of which are currently or potentially Sourcewell members. If awarded the contract KM International would utilize the Sourcewell logo, and our contract information to bring awareness to the contract award in these print advertising campaigns.

Online Advertising

KM International has an extensive online marketing campaign that includes a Google AdWords campaign, targeted contextual ads campaign, annual banner ad on the APWA Buyers Guide website, and bi-weekly E Mail newsletters. In addition to the banner ad’s KM International also participates in the APWA’s “Featured Products and Services Newsletter” and The Municipals’ Monthly Newsletter both of which are ideal opportunities to create awareness for a potential Sourcewell contract award. Like the print advertisements, KM International would utilize the Sourcewell awarded vendor logo to create awareness through these various online marketing channels.

The KM International website would be updated to include the Sourcewell awarded vendor logo and contract information and lead to a link to the Sourcewell site, where customers could gather more information on both the Sourcewell and KM Internationals specific contract details, this is similar to what KM International already does with the GSA and NCPA.

KM International recently had a complete website redesign in which we advertise our GSA contract and other membership association logos on the footer of every page. If awarded the Sourcewell contract, we would do the same with the Sourcewell logo while also making it a clickable link to our contract information. In addition to the logo on the footer each equipment page has a “how to buy” tab where we would also include the Sourcewell logo and contract details.

Trade Shows

KM International in conjunction with its distributors attend 10-12 Municipals based trade shows a year. A list of trade shows attended regularly is below:

- APWA Snow Conference: 1,500 Attendees
- APWA PWX National Show
- Joint Engineers Technical Conference (Hosted by Society of American Military Engineers)
- International Construction and Utility Equipment Expo (ICUEE)

North American Recreation and Parks Show
 6-8 Regional APWA Shows (Michigan, Mid-Atlantic, New England, Ohio, Wisconsin, etc.)

To create buzz at these shows and bring attention to the Sourcewell, KM International would create marketing material such as brochures and catalogs reflecting a Sourcewell award. In addition to the marketing material KM International would create banners highlighting an Sourcewell award with contract information.

KM Internationals current customer base is approximately 60% municipal entities that are either already Sourcewell members or eligible to become Sourcewell members. KM International sells both direct as well as through distributors spanning across 35 states all of whom are well connected with regional municipalities, and state level DOT agencies. KM International is confident that we can leverage these relationships and create awareness for a potential Sourcewell awarded contract.

Sample Marketing Material



KM 8000T ASPHALT HOTBOX RECLAIMER

- MAINTAIN ASPHALT TEMPERATURES FOR 3 DAYS
- ABILITY TO PATCH YEAR ROUND WITH HOTMIX ASPHALT
- REDUCE DEPENDENCY ON EXPENSIVE COLD PATCH MATERIAL
- ELIMINATE REPEAT VISITS TO THE SAME REPAIR AREAS
- PERFECT MACHINE FOR FILLING POTHOLES, AND MAKING ANY OTHER ASPHALT REPAIRS



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- Produces 4 Tons Per Hour
- Recycle Millings or Saw Cut Material
- Meets Plant Mix Specifications
- Ability to Produce and Use Hotmix Year Round

NEVER RE WITHOUT HOTMIX AGAIN

KM 8000T ASPHALT HOTBOX

- Reduce your Dependence on Cold Patch
- Reclaim Excess or Bulk Stored Asphalt
- Maintain Asphalt Temps for 2 Days
- Year Round Hotmix Asphalt Patching

POTHOLE PATCHING MADE EASY



KM International products are used by thousands of municipalities across the US to help maintain their streets, roads, and highway systems. KM International works as a partner to your organization to not only supply you with the right equipment, but to create a strategic preventative maintenance action plan.

Available on these National Contracts



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