



Allied Mineral Products- AMT/China
2020 Marketing Priorities
September 2019

Project Owner: Ben Ge and marketing group

Overall Goal for China: Have a greater focus on specific products that will grow the business (both internal and external communications) and focus on the AMT website.

1. Build on the brand initiatives:

- **Connect with Erica on the website-** Marketing will work closely with Erica to ensure the new website is updated frequently.
- **Internal engagement and communications-** A new marketing group for AMT will be created that will consist of the following people: Ben Ge, Erica Chang, Ted Hang, Hunter Jin, Eric Yang, Samuel Liu, Will Sun, Vincent Li, Charles Yin, Tyler Cui and Alan Ye. We'll meet once a month and then once a quarter once things the moving. The goal will be share information, update the website and create relevant content that will help the sales team.
- **Case studies-** Marketing will create at least TWO case studies per year that will be sent internally. Products will be identified by AMP and AMT sales.

2. Grow the business initiatives:

- **Product marketing and awareness-** We will create communications with the sales team and current/prospective customers.
 - The focus for 2020 will be on:
 - Aluminum
 - Extrusion, Diecasting
 - Foundry
 - Coreless
 - Silica products and new silica products series
 - Steel melting

- Ladle castables
 - Z-tek products
 - Industrial
 - HW Incineration
 - 2 seminars every year. Also go to an industrial show every year.
 - Ferro Silicon
 - Shapes
- **Marketing Fundamentals-** Marketing will continue to build our website presence through content marketing, social media and PR. We will also invest in ongoing analytics and measurement tools to hone our efforts. We will provide monthly reports to you on our efforts. Marketing team to send Erica English internal education material for Erica to translate.

Proposed Budget

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| • Monthly / Quarterly calls with the group | 30-40 hours per year |
| • Updating website | 35-40 hours per year |
| ○ Expand incineration page | |
| ○ Adding new furnaces | \$5,000 |
| • Product marketing and awareness | 45-50 hours per year |
| • Website tracking Baidu analytics | 15 hours per year |