



Say it like you mean it.

Digital Marketing & Communications for IMS New Zealand Ltd

**An indicative case study by Stefan Olsen @ Ed
for businesses in the aerospace industry**

Ed delivers the full suite of digital marketing and communications services for IMS and its global brands Cloudburst and Ground-Effect.

CLIENT RELATIONSHIP: MAR 2016 – PRESENT

- | | |
|--|--|
| 1. Digital Communications Strategy | 7. Website Design & Development |
| 2. Ongoing Content Development | 8. Email Design & Monthly Newsletters |
| 3. Image / Video Prep & Uploading | 9. Google Analytics Metrics |
| 4. News Articles & Case Studies | 10. Facebook Insights |
| 5. Social Media Activity & Management | 11. MailChimp Reporting |
| 6. Online Advertising Budgets | 12. 7-day Support & Maintenance |

Click on the logos / icons below to visit the digital channels



IMS
NEW ZEALAND LTD

AVIATION PARTS AND
EQUIPMENT SUPPLY



IMS, Cloudburst & Ground-Effect

Ed began working with IMS in early 2016 by first redeveloping their website. This involved a substantial upgrade to a slick online presence that was central to their brand and reflected their positioning as a global player in the helicopter equipment industry.

In May 2018 IMS engaged further with Ed in order to take the reins of their digital marketing and communications by: refreshing the website; overhauling monthly email newsletters, and; streamlining and organising their Facebook and Instagram channels.

Then, in November 2018, core product lines Cloudburst and Ground-Effect got their own Facebook and Instagram channels. This was necessary as sales and support for CB and GE were now growing fast under their international partners' own brand umbrellas.

The following pages document the Ed and IMS relationship by profiling the various digital marketing and communication components. It includes details about the strategy and execution of the services delivered, data and results, and client comment.

1. Digital Communications Strategy

Prior to May 2018 IMS were using Facebook, Instagram and email newsletters sporadically. Content was satisfactory but there wasn't enough of it and it didn't cover all the activity going on within IMS and with their products around the world.

ED'S APPROACH TO STRATEGY

- + Discussed and defined client's online business goals and objectives.
- + Created an overarching strategy document outlining what will be done and when.
- + Recommended an overhaul of visual identity for social media and email newsletters.
- + Created Google Calendars for activity: deliverable dates, content generation, execution.
- + Clean-up of brand's messaging TOV (tone-of-voice) for consistency, clarity, cadence.
- + Gathering of base content: QnA docs supplied to IMS to complete and return.
- + Identified digital touch-points then planned activity around these with weightings.
- + Recommended quarterly meetings with IMS to discuss all activity, data, results.

IMS DIGITAL CHANNELS



2. Ongoing Content Development

The bane of many businesses wanting to enhance their digital presence is the development of quality content. Ed provides QnA templates for IMS to complete and return. This base content is then written up as posts, news articles and case studies.

CONTENT GENERATION WITH ED

- + As above base content for website articles comes from completed QnAs.
- + Content is also sourced from feeds of partners and distributors of IMS products.
- + IMS lets Ed know about events being attended and Ed source's content from these.
- + The six categories of content on the IMS website is on a six-month rotation.
- + Cloudburst and Ground-Effect brochure content is broken up and used for posts.
- + Photos and video is also taken at IMS product deliveries then posted as 'journal'.
- + We also keep an eye on helicopter industry news and repost important updates.

3. Image / Video Prep & Uploading

IMS supplies images of various quality from a range of sources: partner social media posts, images/video taken on phones, industry bodies/events libraries. Ed processes, edits and adjusts this content then loads stills to Dropbox ready for use or to Youtube for video.

ORGANISING IMAGERY & VIDEO

- + Receives and/or retrieves stills/video from client and edits: eg. resizing, colour, etc.
- + Video is uploaded to Youtube channel, categorised, keyword tagged, unique URL'd.
- + Video is then ready for use in social media posts, articles or product pages on website.
- + Images are colour adjusted then sized for use in Facebook, Instagram and website.
- + Any new stills are also loaded to the IMS website's super gallery.
- + Imagery loaded to the website is also tagged with keywords for SEO.
- + All images and video are filed for future use in a Dropbox resource library.

4. News Articles & Case Studies






As Ed isn't working inside IMS everyday, content needs to be fed through to Ed for use in digital marketing and communication channels. To take the pressure off IMS, QnA docs are provided for IMS internally or an IMS client/partner to complete and return for writing.


LONG-FORM CONTENT CREATION

- + Provide QnA doc to identify key focus areas for IMS to put together draft material.
- + Receive completed QnA docs, ask additional questions, carry out further research.
- + Prepare logos, still imagery, video, create shortened and customised URLs for links.
- + Write and refine supplied base content into three 300-400w stories per month
- + Design-style and draft news articles / case studies with logos, images, video, links.
- + Send for approval then adjust if necessary, publish to IMS website and social media.
- + Goal is to write at least one article every month for each of IMS / CB / GE.

WEBSITE NEWS ARTICLES & CASE STUDIES

Cloudburst Fire Bucket Generates Huge Interest at Helitech International

 Facebook  Instagram  YouTube  Subscribe  Phone

  Oct 18, 2018 / / in Case Studies, IMS News /



Thanks to our European partners and distributors **Patria Helicopters AB (Sweden)** the Cloudburst Fire Bucket was well-represented at **Helitech International** held October 16-18 in Amsterdam.

Helitech: Dedicated to the Worldwide Helicopter Industry

Helitech International (recently renamed the 'Vertical Flight Expo & Conference') is the largest helicopter trade show in Europe dedicated to helicopter products, parts, accessories and services.

The event brings together leading manufacturers, suppliers, buyers and engineers from throughout the industry and from all over the world with an audience from civilians to government and military operators with a range of helicopter capacities and requirements.



The event brings together leading manufacturers, suppliers, buyers and engineers from throughout the industry.

Patria Showcases Cloudburst Fire Bucket

With two decades at this prestigious event, 70m2 of show space, and some of their top brass in attendance, we were very fortunate to have **Patria** displaying the **Cloudburst Fire Bucket**, which generated plenty of serious interest throughout the three-day event.

Visitors to Patria's stand also pointed out how the **Cloudburst Fire Bucket** stood out among the other fire buckets on show due to its inherent durability and how effective it would be over its competitors when fighting fires.






About

IMS is a family-owned company based in the Hawke's Bay region of New Zealand. With solid roots within the engineering and aviation industries...

[Read more](#)


Latest News

Latest

- **The IMS Express E-Newsletter Oct '18**
1 week ago
- **Latest Developments: Cloudburst Fire Bucket with Monsoon Valve**
2 weeks ago
- **Cloudburst Fire Bucket Generates Huge Interest at Helitech International**
2 weeks ago
- **The IMS Express E-Newsletter Sep '18**
1 month ago
- **Otway Helicopters: IMS Long-Term Friends & Loyal Customers**
2 months ago

Otway Helicopters: IMS Long-Term Friends & Loyal Customers

 Facebook  Instagram  YouTube  Subscribe  Phone

  Sep 24, 2018 / / in Client Case Study, IMS News /



Otway Helicopters Pty Ltd is a family owned and operated aerial agriculture spraying, spreading and seeding business based out of Irrewarra, Victoria, Australia.

Long-Term Friends & Loyal IMS Customers Since 2010

Owners Rob and Sandy Martin have been long-term friends and loyal customers of IMS for almost a decade after buying their first Ground-Effect Spreading Bucket back in March 2010. Their extremely busy and professional operation relies on top-notch equipment and 24-7 service and support provided by IMS.



The trusty Robinson R44 helicopter is a great match for Ground-Effect Spreading Buckets by IMS.

Spraying, Spreading & Seeding Australian Farms

Otway Helicopters spray, spread and seed farms right across southeast Australia operating a Ground-Effect Spreading Bucket with their Robinson R44 helicopter to great effect.






About

IMS is a family-owned company based in the Hawke's Bay region of New Zealand. With solid roots within the engineering and aviation industries...

[Read more](#)

Latest News

Latest

- **The IMS Express E-Newsletter Oct '18**
1 week ago
- **Latest Developments: Cloudburst Fire Bucket with Monsoon Valve**
2 weeks ago
- **Cloudburst Fire Bucket Generates Huge Interest at Helitech International**
2 weeks ago
- **The IMS Express E-Newsletter Sep '18**
1 month ago
- **Otway Helicopters: IMS Long-Term Friends & Loyal Customers**
2 months ago

5. Social Media Activity & Management

One of the key reasons Ed was contracted to deliver digital comms services to IMS was to take social media management away from in-house staff. Ed manages and executes everything across social media with input from IMS for initial base content.

ED ACROSS SOCIAL MEDIA


- + Plan all future social media activity in Google Calendar beginning of each month.
- + Role includes all activity across IMS / CB / GE channels: Facebook & Instagram.
- + Notify IMS of deliverable dates for base content for Ed to write and publish proper.
- + Post 3-5 times per week for each of the 3xFB/IG channels + cross-sharing between.
- + Planning, content generation/writing, draft/scheduling and publishing/management.
- + Transfer social media content posted to website and email newsletters.
- + Manage IMS feeding of day-to-day company activity for events, client deliveries, etc.
- + Keep seasonal focus appropriate: CB promotions in AU-NZ for fire season etc.

GOOGLE ACTIVITY CALENDAR EXAMPLE

Calendar view for November 2018:

Mon	Tue	Wed	Thu	Fri	Sat	Sun
12	13	14	15	16	17	18
CB Brochure Post 4:30 – 5:30am	Ag Operator Article – see note below 4:30 – 6:30am	CB Brochure Post 4:30 – 5:30am	GE Newsfeed Share 4:30 – 6:30am	CB Newsfeed Share 4:30 – 6:30am	GE Brochure Post 4:30 – 5:30am	
IMS Post – Ground Support – Fuel Trailers 7 – 9am		NAAA Reno – Dec 3-6 – Check notes below 7 – 9:15am		IMS Post – Partner Plug 7 – 9am		IMS Post - Ethos Post 7 – 9am
INSTAGRAM 10 – 11am		Remind Jordan @ Articles for IMS / CB / GE – Also, Shows coming up – New Sales/Deliveries – Client Testimonials – Diary Snapshots 10am – 1:45pm				
INSTAGRAM 11am – 12pm						
INSTAGRAM 12 – 1pm						

Facebook / IMS



IMS
NEW ZEALAND LTD

IMS New Zealand - International Helicopter Equipment Specialists
@imshelicopter

Home

Shop

Posts



Videos

Photos

See more

Promote

Manage Promotions



Liked

Follow

Share

Watch Video

Create Post

Live

Event

Offer


Job

Write a post...

Photo/Video

Feeling/Activ...


Check in



IMS New Zealand - International Helicopter Equipment Specialists


Published by Stefan Olsen · November 5 at 11:05 AM

The Ground-Effect Conveyor Loader is designed to work alongside the Ground-Effect Spreading Bucket for Aerial Agriculture, providing efficient loading of lime, fertiliser and other agri-inputs for on-farm spreading. For more details and to WATCH the VIDEO visit: bit.ly/ge-conveyor-loader



IMSHALI.COM


Ground-Effect Loading Systems. Designed by IMS to work alongside the Ground-Effect Spreading Bucket range.



IMS New Zealand - International Helicopter Equipment Specialists

Published by Stefan Olsen · 16 hrs

The Cloudburst Fire Bucket for Aerial Firefighting has been designed to be strong, simple, lightweight and extremely effective. It's being utilised throughout the world achieving superior aerial fire suppression results. Find out more and watch the DEMO VIDEO here: bit.ly/cloudburst-fire-bucket-monsoon-valve



The IMS Story & Ethos

IMS is a family-owned company based in the Hawke's Bay region of New Zealand with solid roots within...

See More

Page Tips

See All

Know Friends Who Might Like Your Page?

Invite friends to like IMS New Zealand - International Helicopter Equipment Specialists and help you connect with more people.

See All Page Tips

60% response rate, 12 mins response time

Reply more to turn on the badge

2,009 likes +32 this week

Simon Hendery

2,014 follows

See Pages Feed

Posts from Pages you've liked as your Page

Boost "Designed t..." for \$5


This post is performing better than 90% of your posts. Boost it to reach up to 1,100...

3 were here 0 this week

Community

See All

Instagram / IMS



imsheliworldwide

Follow

46 posts

146 followers


181 following

IMS New Zealand

www.imsheli.com




POSTS

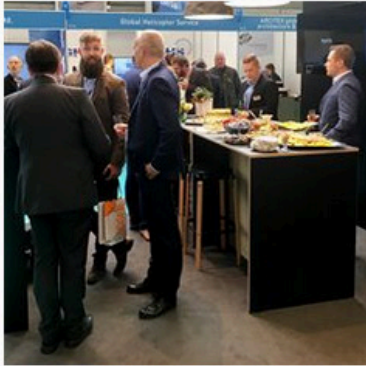
TAGGED





The IMS Ethos #2: World Leaders in Helicopter Equipment


"We utilise the latest engineering methods and technology to produce equipment to a standard not found elsewhere on the planet. We work alongside industry partners to stay ahead of market demands with efficiency and reliability"













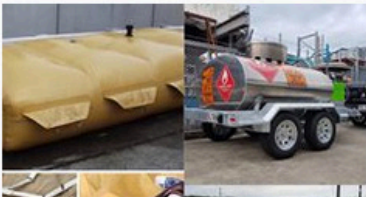













Facebook / CB



Cloudburst Fire Bucket for Aerial Firefighting
@cloudburstfirebucket

Home

Posts

Reviews


Photos

Shop

See more

Promote


Manage Promotions



Liked Following Share ... Watch Video

Cloudburst Fire Bucket for Aerial Firefighting
Published by Stefan Olsen [?] · October 31 at 11:12 AM ·

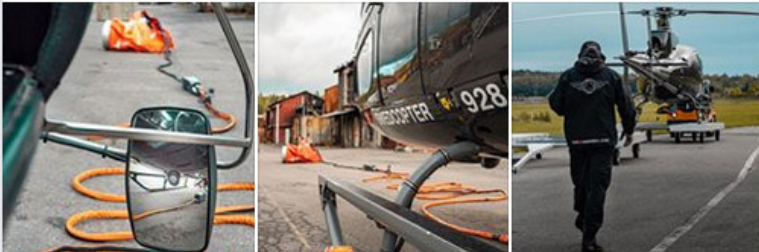
Cloudburst Fire Buckets have unique features not found in any other fire bucket on the planet. Check out all the details and see them in action with this great demo video: bit.ly/cloudburst-fire-bucket-monsoon-valve




IMSHeli.COM
Cloudburst Fire Buckets – Exclusive to IMS Ltd
Cloudburst fire buckets by IMS can be dip-filled from... [Learn More](#)

Cloudburst Fire Bucket for Aerial Firefighting
Published by Stefan Olsen [?] · October 31 at 11:09 AM ·

Some great shots from HeliAir Sweden AB, the new owners of a Cloudburst Fire Bucket for fighting fires in northern Europe. For more about Cloudburst Fire Buckets and the full range of accessories please visit: www.imsheli.com/project/cloudburst-fire-buckets



About See All



Promote your business locally to lead people directly to 30-32 Leyland Street, Onekawa.

[Promote Local Business](#)

30-32 Leyland Street, Onekawa
Napier, New Zealand 4110
[Get Directions](#)

021 583 033
Typically replies within a few hours
[Send Message](#)

<http://www.imsheli.com> [Promote Website](#)

Aerospace Company

Hours
Always Open

[Suggest Edits](#)

100% response rate, 1 hour response time
Respond faster to turn on the badge

121 likes +66 this week


121 follows

[See Pages Feed](#)
Posts from Pages you've liked as your Page

7,876 post reach this week

438 video views this week

Instagram / CB

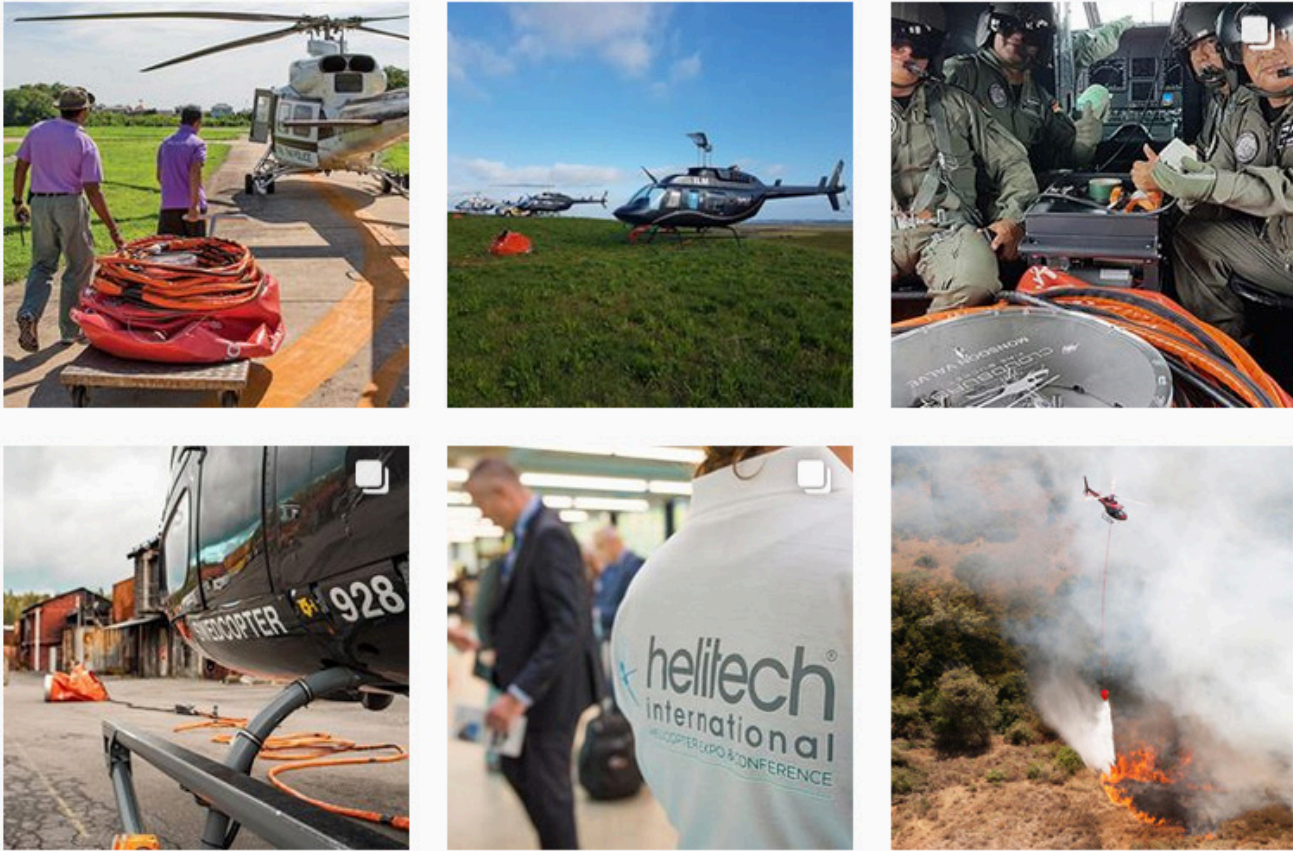


cloudburstfirebucket Follow ...


5 posts 6 followers 0 following

Cloudburst Fire Bucket
The Cloudburst Fire Bucket has unique features not found in any other fire bucket worldwide and can be dipfilled from any water source to fight fires.
www.imsheli.com/project/cloudburst-fire-buckets

POSTS TAGGED




Facebook / GE



Ground-Effect Spreading Bucket for Aerial Agriculture
@groundeffectspreadingbucket

Home
Posts
Reviews
Photos
Shop
See more


Promote
Manage Promotions



Liked Following Share Watch Video

Ground-Effect Spreading Bucket for Aerial Agriculture
Published by Stefan Olsen · October 31 at 12:13 PM ·

Otway Helicopters Pty Ltd is a family owned and operated aerial agriculture spraying, spreading and seeding business based out of Irrewarra, Victoria, Australia. Owners Rob and Sandy Martin bought their first Ground-Effect Spreading Bucket back in March 2010. Read their story here: bit.ly/otway-helicopters




IMSHeli.COM
Otway Helicopters Pty Ltd – Irrewarra, Victoria, Australia – IMS Long-Term Friends & Loyal...
Learn More

Ground-Effect Spreading Bucket for Aerial Agriculture
Published by Stefan Olsen · November 8 at 10:00 AM ·

The Ground-Effect Spreading Bucket for Aerial Agriculture comes in 12 different sizes from the 200L model right up to a giant 1650L super spreader. READ MORE, DOWNLOAD a brochure and WATCH the DEMO VIDEO here: bit.ly/ground-effect-spreading-bucket

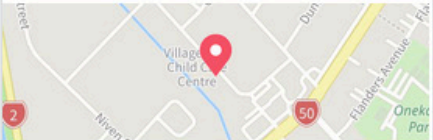
GROUND-EFFECT SPREADER BUCKET CAPACITIES

Part Number	Capacity (Litres)	Capacity (US Gallons)	Capacity (Cubic Feet)
GE200	200	53	7
GE300	300	79	10.6
GE350	350	92	12.4
GE400	400	106	14.1
GE500	500	132	17.8
GE600	600	159	22.2
GE750	750	198	27.5
GE900	900	237	33.5
GE1000	1000	264	37.3
GE1350	1350	355	49.9
GE1500	1500	396	55.3
GE1650	1650	436	58.3



Ground-Effect Spreading Bucket for Aerial Agriculture
Send Message

About See All



Promote your business locally to lead people directly to 30-32 Leyland Street, Onekawa.

Promote Local Business

30-32 Leyland Street, Onekawa
Napier, New Zealand 4110
Get Directions

021 583 033

Typically replies within a few hours
Send Message

<http://www.imsheli.com> Promote Website

Aerospace Company

Hours
Always Open

Suggest Edits

100% response rate, 1 hour response time
Respond faster to turn on the badge


121 likes +66 this week

121 follows


See Pages Feed
Posts from Pages you've liked as your Page

7,876 post reach this week

438 video views this week



Instagram / GE



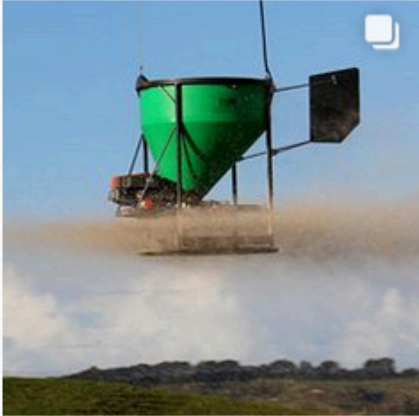
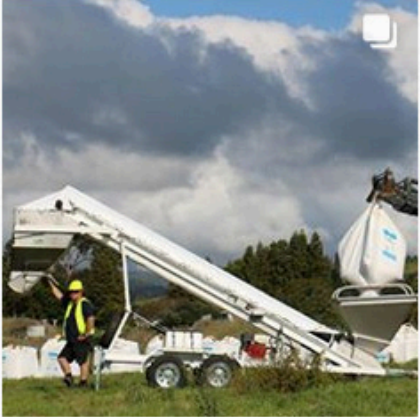




groundeffectspreadingbucket Follow

6 posts 10 followers 0 following

Ground-Effect Spreading Bucket
The Ground-Effect Spreading Bucket has a unique hopper design for complete evacuation of pellet or liquid fertilizer, lime, shingle and dry ag inputs.
www.imsheli.com/project/ground-effect-spreading-buckets

POSTS TAGGED



6. Online Advertising Budgets

From an initial monthly spend of just NZ\$100 on boosting Facebook posts (that also advertise on Instagram) the budget was lifted to NZ\$350 per month from November 2018. This allowed 'like page' ads to run for the new CB and GE pages, and for IMS.

FACEBOOK BUDGET ALLOCATION

- + Place boosts on selected posts from each of the IMS / CB / GE Facebook pages.
- + Create a Facebook 'Like Page' ad for each of IMS / CB / GE and run ongoing.
- + Develop target audiences for all the key areas / continents in the world: north/south.
- + Rotate target audiences for northern / southern hemisphere activity every 3/6 months.
- + Cloudburst – spring / summer (6mo) for NZ-AU fire season then vica versa with north.
- + Ground-Effect – autumn/winter (6mo) for Europe-North America ag-hort sector, v/v.
- + IMS – rotate every 3mo – NZ-AU-Pacific – North / South America – Europe – Asia.

7. Website Design & Development

An effective website is never complete as it requires ongoing and constant modifications and new content refreshment. As new products and imagery/video are being added to the IMS site and better ways of doing things is revealed, updates to content and tech are carried out on the fly.

WEBSITE AS CORNERSTONE OF STRATEGY

- + Initial redesign/redevelop early 2016 – refresh early 2018.
- + Ongoing maintenance, design tweaks, technical enhancements, SEO improvements.
- + Created a ‘Team’ section to profile key staff with background, experience and daily roles.
- + Added a super ‘Gallery’ to showcase all imagery from throughout site / well categorised.
- + Moved key Home page details to more prominent positions as calls-to-action.
- + Duplicated ‘Make an Inquiry’ form from Contact Us to its own page for prominence.
- + Moved partner/distributors away from Contact Us as standalone page with contact details.
- + Add/change imagery and video as better quality content comes in.

IMS WEBSITE



WEBSITE SUPER GALLERY



01.
[Home](#)

02.
[Products](#)

03.
[Distributors](#)

04.
[Enquiries](#)

05.
[News](#)

06.
[Team](#)

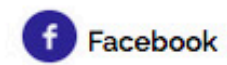
07.
[Gallery](#)

08.
[Contact](#)

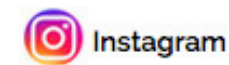
[Translate](#)

Select Language ▾

IMS Image Gallery



Facebook



Instagram



YouTube



Subscribe



Phone

Gallery

[View Entire Gallery](#)

[Cloudburst](#)

[Ground-Effect](#)

[Lifting & Construction](#)

[Emergency Support](#)

[Remote Precision](#)

[Ground Support](#)



WEBSITE TEAM & DISTRIBUTORS



- 01. Home
- 02. Products
- 03. Distributors
- 04. Enquiries
- 05. News
- 06. Team
- 07. Gallery
- 08. Contact

Translate
Select Language ▾

The IMS Team

- Facebook
- Instagram
- YouTube
- Subscribe
- Phone



Richard Lane MANAGING DIRECTOR

Richard is heavily involved in the design and development of all IMS products. He believes constant innovation and product improvements have been the key to the success and rapid growth of the company.

Richard travels throughout the globe as the face of IMS at tradeshow. He also visits clients to ensure he's constantly up-to-date with the forever evolving helicopter industry's needs.

Show more about Richard

Send Richard a Message or call +64 21 470 062



Jordan Salmons SALES MANAGER

Jordan works across the day-to-day operations at IMS. He maintains an acute focus on the way customers interact with the company and is well-versed in dealing with different cultures, markets and individuals from all over the world.

Spending a large amount of time ensuring IMS is achieving exceptional results in every client relationship, Jordan believes it's paramount the company stays at the forefront of the helicopter equipment industry by relentlessly pushing the envelope through design and innovation.

Show more about Jordan

Send Jordan a Message or call +64 21 583 033



Kevin Donovan AFTER SALES SERVICE & TECHNICAL SUPPORT

Kevin is an integral part of the quality assurance and product development side of IMS. Not only does he lead the assembly team, he also offers service and technical support to all IMS clients and products.

Kevin has a genuine interest in the application of helicopter equipment and he strives to produce only the best underslung helicopter equipment, while supporting and servicing IMS products in operation within the aviation industry.

Show more about Kevin


Send Kevin a Message or call +64 21 583 009


About


IMS is a family-owned company based in the Hawke's Bay region of New Zealand. With solid roots within the engineering and aviation industries ...


Read more


Latest News

- Latest
- 

The IMS Express E-Newsletter Oct '18
1 week ago
- 

Latest Developments: Cloudburst Fire Bucket with Monsoon Valve
2 weeks ago
- 

Cloudburst Fire Bucket Generates Huge Interest at Helitech International
2 weeks ago
- 

The IMS Express E-Newsletter Sep '18
1 month ago
- 

Otway Helicopters: IMS Long-Term Friends & Loyal Customers



- 01. Home
- 02. Products
- 03. Distributors
- 04. Enquiries
- 05. News
- 06. Team
- 07. Gallery
- 08. Contact

Translate
Select Language ▾

Distributors of IMS Products

- Facebook
- Instagram
- YouTube
- Subscribe
- Phone

European Distributor & Service Centre

Patria Helicopters AB
www.patriahelicopters.com
Helikoptervägen 1
190 60 Stockholm Arlanda, Sweden
Phone 1 +46 8 408 994 51
Phone 2 +46 73 944 9070
customersupport@patriahelicopters.com





About


IMS is a family-owned company based in the Hawke's Bay region of New Zealand. With solid roots within the engineering and aviation industries ...


Read more


Latest News

- Latest
- 

The IMS Express E-Newsletter Oct '18
1 week ago
- 

Latest Developments: Cloudburst Fire Bucket with Monsoon Valve
2 weeks ago
- 

Cloudburst Fire Bucket Generates Huge Interest at Helitech International
2 weeks ago
- 

The IMS Express E-Newsletter Sep '18
1 month ago
- 

Otway Helicopters: IMS Long-Term Friends & Loyal Customers
2 months ago

Canada Distributor

Aerial Mission Solutions
www.aerialmissionsolutions.com
94 Princess Diana Drive
Markham, Ontario L6C 0H2
Canada
sales@aerialmissionsolutions.com
Phone: 705-440-3477



USA Distributor

Aerial Mission Solutions
www.aerialmissionsolutions.com
2 Airport Road
Flora, IL 62839
United States of America
sales@aerialmissionsolutions.com
Phone: 618-816-1815



Central & South America Distributor

Aerial Mission Solutions
www.aerialmissionsolutions.com
sales@aerialmissionsolutions.com
Phone: +1 705-440-3477



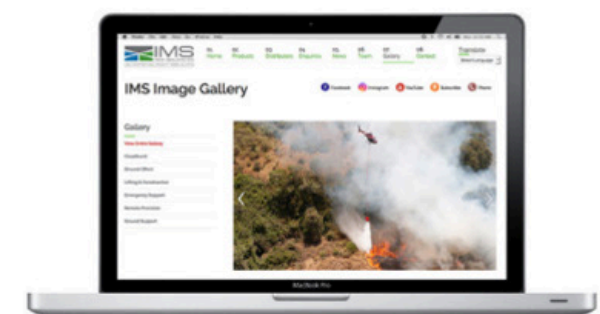
8. Email Design & Monthly Newsletters

Ed redesigned the email newsletter (eNL) template to better reflect the IMS brand attributes. A more appropriate layout was created that would work for a wide range of content. Various modules are able to be implemented depending on the content supplied.

EMAIL IS STILL KING OVER SOCIAL MEDIA

- + Congregate social media content and select most appropriate for inclusion in eNL.
- + Write teasers from website case studies and news articles to include in eNL.
- + Compose and prepare imagery, draft/approve and send eNL last day of the month.
- + Prepare html and add eNL to website news section as individual news post.
- + Write a shortened teaser post for the eNL to post on Facebook and Instagram.
- + Use social media channels to push users not on eNL database to visit site / eNL.
- + Monitor eNL results / bounces / unsubscribes / and other metrics.

EMAIL NEWSLETTERS



CLIENT DELIVERIES • INDUSTRY UPDATES • IMS PRODUCT PROFILES

This month we check out the latest delivery to IMS client **Heli-Sika Helicopters**. We also report in from the **Asia Pacific Aerial Fire Fighting 2018 Conference** held in Wollongong, NSW, Australia. And, we profile the **IMS range of lifting and construction** products.



IMS CLIENT DELIVERY: **HELI-SIKA HELICOPTERS GE CONVEYOR LOADER**

Heli-Sika Helicopters recently took delivery of a Ground-Effect Hydra Loader to keep up with their busy operation in Ardmore, New Zealand.

[WATCH THE VIDEO NOW!](#)



IMS INDUSTRY UPDATE: **AERIAL FIREFIGHTING 2018 CONFERENCE**

The Asia Pacific Aerial Fire Fighting 2018 Conference was held at the Novotel Wollongong Northbeach in NSW, Australia 29-30 August.

[VIEW THE FULL REPORT](#)

GROUND-EFFECT IS NOW ON SOCIAL MEDIA! FACEBOOK & INSTAGRAM

With partners around the globe now selling and supporting Ground-Effect products we thought it time this range also got its own social media channels.

[GROUND-EFFECT ON](#)



CASE STUDIES • PRODUCT PROFILES • NEWS & UPDATES

This month we put the spotlight on IMS client **Aerial Mission Solutions**. We also give you the lowdown on the all-new Ground-Effect **Spitfire Fire Lighter**, lifting equipment, fuel trailers and concrete buckets. And, don't forget to check out our freshly updated website!



IMS PARTNER SPOTLIGHT: **AERIAL MISSION SOLUTIONS** Canada, US, S.Africa, China

Aerial Mission Solutions offer the very best in utility equipment for aviation. They are currently our much-valued partners in both North and South America, South Africa and China.

[VISIT WEBSITE](#)



IMS PRODUCT SPOTLIGHT: **SPITFIRE FIRE LIGHTER** Ground-Effect Range

The Ground-Effect Spitfire Fire Lighter system from IMS has been developed with operators in mind. The key considerations when developing this unit were safety and simplicity.

[MORE INFO](#)

SWIVELS & REMOTE HOOKS FOR REMOTE PRECISION

For all types of helicopter missions we stock the durable and versatile range of Mechanical Specialties remote hooks with full cage and wiring loom to match



CLOUDBURST FIRE BUCKET FLIES AT HELITECH, NEW MONSOON VALVE WITH MULTI DROP & A FOCUS ON REMOTE PRECISION

This month we put the IMS industry spotlight on **Helitech International** in Amsterdam where IMS was represented by **Patria Helicopters AB**.

We also check out the **Cloudburst Fire Bucket's Monsoon Valve** as the southern hemisphere nears the summer firefighting season.

And, we're profiling the **IMS Remote Precision** range of products along with **New Social Media Channels** for our core brands, and the addition of a **Super Gallery** on our website so you can view all our helicopter equipment photos in one place!



IMS INDUSTRY REPORT: **HELITECH INTERNATIONAL** 16-18 October, Amsterdam

Thanks to our European partners and distributors Patria Helicopters AB the Cloudburst Fire Bucket was well-represented at Helitech International held recently in Amsterdam.

[READ POST-EVENT
ARTICLE](#)



IMS PRODUCT UPDATE: **THE CB MONSOON VALVE** With Full Time Multi Drop

The IMS production team have been working on the actuation speed of the monsoon valve on the Cloudburst Fire Bucket with some exciting results for the future of one of our core products.

[WATCH DEMO VIDEO
NOW!](#)

CHECK OUT THE NEW IMS SUPER GALLERY NOW LIVE ON OUR WEBSITE!

We've recently made a few new additions to the **IMS website**. Namely, we've created a new section for a **Super Gallery** where all our helicopter equipment images can be viewed in one place. They're organised in the same categories as in our main product section or you can [view the entire gallery](#).

IMS HELICOPTER EQUIPMENT SALES & SUPPORT WORLDWIDE

Cloudburst and Ground-Effect are our core products but we also manufacture a wide range of other helicopter equipment including. [Click on any of the below images to view the full range of IMS helicopter equipment.](#)



9. Google Analytics Metrics

Ed monitors the IMS site's Google Analytics (GA) daily and every three months puts together a detailed report comparing the past three months with the same three months the previous year. From this data Ed puts together key points and recommendations.

GOOGLE ANALYTICS IS INVALUABLE

- + Develop quarterly GA reports and present key metrics comparing previous year.
- + Provide talking points with recommendations for quarterly meetings.
- + Top channel acquisition is a key focus to see the change in social media traffic.
- + Another area looked at is the device source of traffic: desktop, tablets and phones.
- + Countries are also closely scrutinized as online activity is geographically targeted.
- + Also, pages visited is looked at to see which posts and products have been visited.
- + The quarterly meetings are also an opportunity to look at more GA insights.

10. Facebook Insights

Ed constantly monitors Facebook and Instagram activity for IMS, CB and GE. With multiple posts being published most days a close eye is kept on likes, comments and shares. And like Google Analytics, a quarterly report is issued detailing key Facebook/Instagram activity.

SIX SOCIAL MEDIA CHANNELS

- + Develop quarterly Facebook reports that present data for paid and non-paid posts.
- + Put together basic Instagram data from the previous three months.
- + Look at the number of impressions (how many newsfeeds a post appeared in).
- + Also, we hone in on click through to the IMS website to see what pages were visited.
- + Analysis is done on spend and which posts were most effective when boosted.
- + Provide key talking points for quarterly meeting with recommendations.
- + The quarterly meetings are also an opportunity to look at more social media insights.

11. MailChimp Reporting

As mentioned earlier in this document, email newsletters (eNLs) are composed and sent to the entire database of approx 1600 recipients at the end of every month. Content is sourced from the month's social media and website activity, and any other supplied material.

MAILCHIMP METRICS KEY

- + Develop quarterly MailChimp reports that present data across the three months.
- + Put together comparative MailChimp data to see how well the eNLs have performed.
- + Key metric include how many people opened the eNLs.
- + Also assessed are the click through rates to the IMS website.
- + We look at who opened the eNLs, the countries they reside, and top links clicked.
- + Another area looked at are the number of bounces and unsubscribes and reasons why.
- + Provide key talking points for quarterly meeting with recommendations.
- + The quarterly meetings are also an opportunity to look at more MailChimp insights.

12. 7-day Support & Maintenance

Due to the nature of digital marketing and communications, Ed remains available for any urgent issues 8am-8pm seven days a week. Also, there are some posts that need attention on the weekends and at nights although these usually don't number many.

ED IS COMMITTED TO IMS

- + 8am-8pm support and maintenance 7 days a week for urgent issues.
- + Whenever necessary the resolution of any posts or website content with problems.
- + Monitoring of website and GA, social media channels (x6) and eNL reads / opens.
- + Essentially, the monthly fees charged cover the cost of having a marketing arm in Ed.
- + The benefit with using Ed is knowing you have a dedicated manager of your comms.
- + Ed has a drive and a passion for making digital marketing and communications work.
- + Yes, Ed is remunerated, but the real rewards come from seeing businesses thrive ...

The Results & Client Feedback

“Ed has opened us up to avenues that we just didn’t know existed to the extent that they do. Stefan has been fantastic in putting it all together and keeping the pressure on for all our digital marketing.

Jordan Salmons, Sales Manager, IMS



Google Analytics

3,253 Website Visits

01.08.18 – 31.10.18 (3mo-2018)

1,067 Website Visits

01.08.17 – 31.10.17 (3mo-2017)

305%

Website Traffic Increase

“Our international exposure is noticeably a whole lot higher. We get comments from all around the world – they see that we’re doing a lot. They’re very interested in what we’re doing and how we’re doing it and it’s working very well.”

Jordan Salmons, Sales Manager, IMS



29.2% Open Rate

16.3% Industry Average

5.5% Click Rate

1.8% Industry Average

243%

Above Industry Averages

“Stefan picks up on what we’re trying to get across and takes it into reality. We’re a lot more driven now to discover content, through Stefan’s prompting. We put a schedule together, which we all work to, we give him raw content and what he produces is just fantastic.”

Jordan Salmons, Sales Manager, IMS



Google Analytics

9,553 Website Visits

01.08.18 – 31.10.18 (3mo-2018)

3,575 Website Visits

01.08.17 – 31.10.17 (3mo-2017)

267% **Page Views Increase**

“Before we ran our social media ourselves and it’s just not our forte. That’s why we started working with Ed. We didn’t know how good it could be and how much could be done. Stefan’s really opened us up to that. It’s fantastic what he’s doing and what he’s exposing us to.”

Jordan Salmons, Sales Manager, IMS

facebook

IMS Facebook Page / Past 28 Days

44,455 Post Reach

10,249 Video Views • 2,376 Post Engagements • 147 New Page Likes

Cloudburst Facebook Page / Past 7 Days / (since page created)

8,964 Post Reach

245 Video Views • 173 Post Engagements • 72 New Page Likes

Ground-Effect Facebook Page / Past 7 Days / (since page created)

15,686 Post Reach

500 Video Views • 719 Post Engagements • 121 New Page Likes

Ed is well-positioned through services delivered to IMS and is subsequently seeking working relationships as a provider of digital marketing and communications for aerospace businesses affiliated with IMS and its brands Cloudburst and Ground-Effect.



Say it like you mean it.

For more details please contact Stefan Olsen @ Ed

027 285 3800 • aerospace@ed.net.nz • www.ed.net.nz

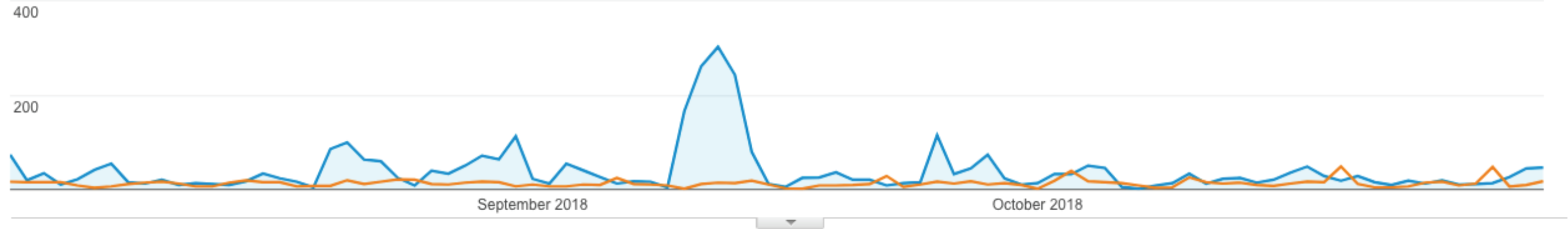
Appendix 1:

Google Analytics Metrics

OVERVIEW

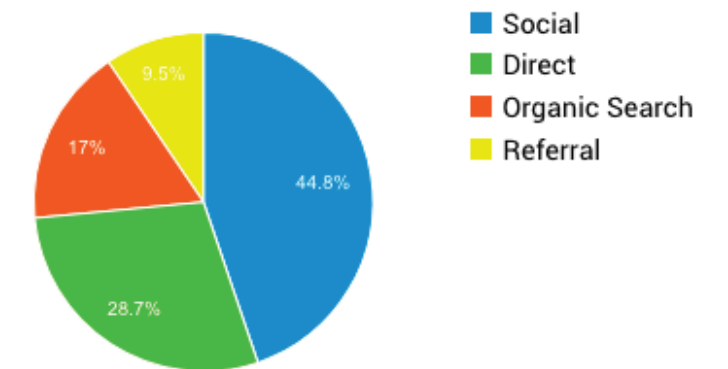
01-Aug-2018 - 31-Oct-2018: ● Users

01-Aug-2017 - 31-Oct-2017: ● Users



Top Channels

1 Aug 2018 - 31 Oct 2018



Users

204.87%

3,253 vs 1,067



New Users

205.01%

3,102 vs 1,017



Sessions

191.83%

3,928 vs 1,346



Number of Sessions per User

-4.28%

1.21 vs 1.26



Page Views

167.22%

9,553 vs 3,575



Pages/Session

-8.43%

2.43 vs 2.66



Avg. Session Duration

2.82%

00:02:10 vs 00:02:06



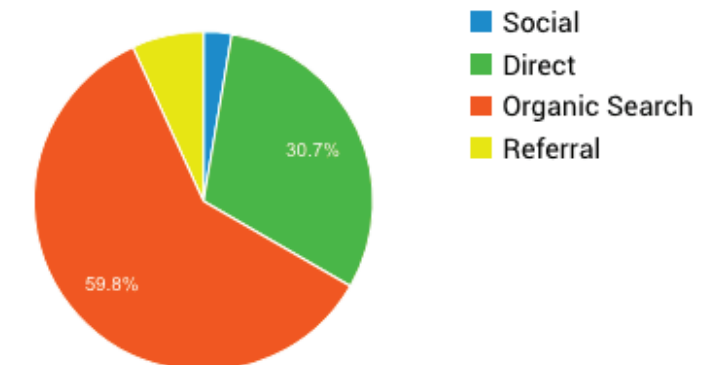
Bounce Rate

32.29%

72.63% vs 54.90%



1 Aug 2017 - 31 Oct 2017



CHANNELS





	Acquisition	
	Users ↓	New Users ↓
	204.87% ↑	205.01% ↑
1 ■ Social	4,979.31% ↑	
2 ■ Direct	184.04% ↑	
3 ■ Organic Search	13.58% ↓	
4 ■ Referral	321.62% ↑	

	Default Channel Grouping	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		204.87% ↑ 3,253 vs 1,067	205.01% ↑ 3,102 vs 1,017	191.83% ↑ 3,928 vs 1,346
<input type="checkbox"/>	1. Social			
	01-Aug-2018 - 31-Oct-2018	1,473 (44.80%)	1,390 (44.81%)	1,757 (44.73%)
	01-Aug-2017 - 31-Oct-2017	29 (2.68%)	26 (2.56%)	33 (2.45%)
	% Change	4,979.31%	5,246.15%	5,224.24%
<input type="checkbox"/>	2. Direct			
	01-Aug-2018 - 31-Oct-2018	943 (28.68%)	903 (29.11%)	1,105 (28.13%)
	01-Aug-2017 - 31-Oct-2017	332 (30.66%)	323 (31.76%)	386 (28.68%)
	% Change	184.04%	179.57%	186.27%
<input type="checkbox"/>	3. Organic Search			
	01-Aug-2018 - 31-Oct-2018	560 (17.03%)	508 (16.38%)	715 (18.20%)
	01-Aug-2017 - 31-Oct-2017	648 (59.83%)	603 (59.29%)	843 (62.63%)
	% Change	-13.58%	-15.75%	-15.18%
<input type="checkbox"/>	4. Referral			
	01-Aug-2018 - 31-Oct-2018	312 (9.49%)	301 (9.70%)	351 (8.94%)
	01-Aug-2017 - 31-Oct-2017	74 (6.83%)	65 (6.39%)	84 (6.24%)
	% Change	321.62%	363.08%	317.86%

SOURCE / MEDIUM

	Source/Medium ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		204.87% ↑ 3,253 vs 1,067	205.01% ↑ 3,102 vs 1,017	191.83% ↑ 3,928 vs 1,346
<input type="checkbox"/>	1. m.facebook.com / referral			
	01-Aug-2018 - 31-Oct-2018	1,047 (31.79%)	979 (31.56%)	1,155 (29.40%)
	01-Aug-2017 - 31-Oct-2017	14 (1.29%)	14 (1.38%)	14 (1.04%)
	% Change	7,378.57%	6,892.86%	8,150.00%
<input type="checkbox"/>	2. (direct) / (none)			
	01-Aug-2018 - 31-Oct-2018	943 (28.63%)	903 (29.11%)	1,105 (28.13%)
	01-Aug-2017 - 31-Oct-2017	332 (30.57%)	323 (31.76%)	386 (28.68%)
	% Change	184.04%	179.57%	186.27%
<input type="checkbox"/>	3. google / organic			
	01-Aug-2018 - 31-Oct-2018	528 (16.03%)	480 (15.47%)	674 (17.16%)
	01-Aug-2017 - 31-Oct-2017	609 (56.08%)	566 (55.65%)	780 (57.95%)
	% Change	-13.30%	-15.19%	-13.59%
<input type="checkbox"/>	4. facebook.com / referral			
	01-Aug-2018 - 31-Oct-2018	348 (10.56%)	337 (10.86%)	467 (11.89%)
	01-Aug-2017 - 31-Oct-2017	9 (0.83%)	7 (0.69%)	12 (0.89%)
	% Change	3,766.67%	4,714.29%	3,791.67%
<input type="checkbox"/>	5. l.facebook.com / referral			
	01-Aug-2018 - 31-Oct-2018	47 (1.43%)	45 (1.45%)	55 (1.40%)
	01-Aug-2017 - 31-Oct-2017	2 (0.18%)	2 (0.20%)	2 (0.15%)
	% Change	2,250.00%	2,150.00%	2,650.00%





COUNTRIES

Country	Users	% Users
1.  Venezuela		
01-Aug-2018 - 31-Oct-20	796	<div><div></div></div> 24.44%
01-Aug-2017 - 31-Oct-20	0	<div><div></div></div> 0.00%
% Change	100.00%	100.00%
2.  New Zealand		
01-Aug-2018 - 31-Oct-20	607	<div><div></div></div> 18.64%
01-Aug-2017 - 31-Oct-20	350	<div><div></div></div> 32.68%
% Change	73.43%	-42.97%
3.  United States		
01-Aug-2018 - 31-Oct-20	329	<div><div></div></div> 10.10%
01-Aug-2017 - 31-Oct-20	203	<div><div></div></div> 18.95%
% Change	62.07%	-46.71%
4.  Australia		
01-Aug-2018 - 31-Oct-20	321	<div><div></div></div> 9.86%
01-Aug-2017 - 31-Oct-20	101	<div><div></div></div> 9.43%
% Change	217.82%	4.51%

DEVICES

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	204.87% ↑ 3,253 vs 1,067	205.01% ↑ 3,102 vs 1,017	191.83% ↑ 3,928 vs 1,346
1. mobile			
01-Aug-2018 - 31-Oct-2018	1,643 (50.48%)	1,558 (50.23%)	1,866 (47.51%)
01-Aug-2017 - 31-Oct-2017	248 (23.24%)	236 (23.21%)	330 (24.52%)
% Change	562.50%	560.17%	465.45%
2. desktop			
01-Aug-2018 - 31-Oct-2018	1,417 (43.53%)	1,360 (43.84%)	1,836 (46.74%)
01-Aug-2017 - 31-Oct-2017	761 (71.32%)	727 (71.48%)	940 (69.84%)
% Change	86.20%	87.07%	95.32%
3. tablet			
01-Aug-2018 - 31-Oct-2018	195 (5.99%)	184 (5.93%)	226 (5.75%)
01-Aug-2017 - 31-Oct-2017	58 (5.44%)	54 (5.31%)	76 (5.65%)
% Change	236.21%	240.74%	197.37%

PAGES VISITED

	Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?
		167.22%  9,553 vs 3,575	134.24%  6,451 vs 2,754	18.91%  00:01:30 vs 00:01:16	191.83%  3,928 vs 1,346
<input type="checkbox"/>	1. /				
	01-Aug-2018 - 31-Oct-2018	1,496 (15.66%)	984 (15.25%)	00:01:21	866 (22.05%)
	01-Aug-2017 - 31-Oct-2017	931 (26.04%)	749 (27.20%)	00:01:07	697 (51.78%)
	% Change	60.69%	31.38%	21.41%	24.25%
<input type="checkbox"/>	2. /project/fuel-and-water-cells-emergency-support/				
	01-Aug-2018 - 31-Oct-2018	1,085 (11.36%)	998 (15.47%)	00:01:53	975 (24.82%)
	01-Aug-2017 - 31-Oct-2017	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)
	% Change	∞%	∞%	∞%	∞%
<input type="checkbox"/>	3. /project/ground-effect-spreading-buckets/				
	01-Aug-2018 - 31-Oct-2018	749 (7.84%)	514 (7.97%)	00:01:42	332 (8.45%)
	01-Aug-2017 - 31-Oct-2017	392 (10.97%)	272 (9.88%)	00:01:25	142 (10.55%)
	% Change	91.07%	88.97%	20.88%	133.80%
<input type="checkbox"/>	4. /project/cloudburst-fire-buckets/				
	01-Aug-2018 - 31-Oct-2018	603 (6.31%)	382 (5.92%)	00:02:12	234 (5.96%)
	01-Aug-2017 - 31-Oct-2017	446 (12.48%)	329 (11.95%)	00:02:49	202 (15.01%)
	% Change	35.20%	16.11%	-21.92%	15.84%
<input type="checkbox"/>	5. /gallery/				
	01-Aug-2018 - 31-Oct-2018	365 (3.82%)	76 (1.18%)	00:01:53	34 (0.87%)
	01-Aug-2017 - 31-Oct-2017	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)
	% Change	∞%	∞%	∞%	∞%
<input type="checkbox"/>	6. /project/conveyor-loaders/				
	01-Aug-2018 - 31-Oct-2018	355 (3.72%)	283 (4.39%)	00:01:23	188 (4.79%)
	01-Aug-2017 - 31-Oct-2017	88 (2.46%)	68 (2.47%)	00:01:39	14 (1.04%)
	% Change	303.41%	316.18%	-15.75%	1,242.86%
<input type="checkbox"/>	7. /news/				
	01-Aug-2018 - 31-Oct-2018	296 (3.10%)	101 (1.57%)	00:01:43	30 (0.76%)
	01-Aug-2017 - 31-Oct-2017	50 (1.40%)	39 (1.42%)	00:00:35	6 (0.45%)
	% Change	492.00%	158.97%	196.24%	400.00%
<input type="checkbox"/>	8. /otway-helicopters-ims-long-term-friends-loyal-customers/				
	01-Aug-2018 - 31-Oct-2018	271 (2.84%)	237 (3.67%)	00:02:10	203 (5.17%)
	01-Aug-2017 - 31-Oct-2017	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)
	% Change	∞%	∞%	∞%	∞%
<input type="checkbox"/>	9. /project/concrete-skips/				
	01-Aug-2018 - 31-Oct-2018	206 (2.16%)	139 (2.15%)	00:01:06	52 (1.32%)
	01-Aug-2017 - 31-Oct-2017	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)
	% Change	∞%	∞%	∞%	∞%
<input type="checkbox"/>	10. /distributors/				
	01-Aug-2018 - 31-Oct-2018	196 (2.05%)	130 (2.02%)	00:01:48	18 (0.46%)
	01-Aug-2017 - 31-Oct-2017	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)
	% Change	∞%	∞%	∞%	∞%











































































AUG-SEP-OCT 2018 – KEY POINTS – GOOGLE ANALYTICS

GOOGLE ANALYTICS AUG-SEP-OCT 2018 KEY POINTS

- Continued increase in visits (well up from previous 3mo)
Past 3mo = **3253 Users** / Same time last year = **1067 Users**.
- Visitors spending slightly more time on the site – **2m10s v 2m06s**.
- Visitors viewing slightly less pages per visit – **2.43p/visit v 2.66p/visit**.
- Bounce rate is too high although it appears this is due to many visits arriving just to view the specific page they clicked through to read.
 - **Social Media traffic** increased dramatically – **1473 v 29 visits**.
- **Direct traffic** (entering imsheli.com) also a big jump – **943 v 332 visits**.
 - Organic Search (**Google**) **slightly down** 2018 v 2017.
- Almost **32% of all visits** are coming from **Facebook on mobile** devices.
- Disproportionate number of visits from **Venezuela** due to targeting South America – will be pulling back spending and focusing more on AU and NZ.
- **NZ** visitors up **607/350**, **USA** visits up **329/203**, **Australia** up **321/101**.
- Proportionate visits across pages being promoted on **Facebook** and **eNL**.

Appendix 2: **Facebook Insights**

AUG 2018 – ALL POSTS

08/31/2018 12:17 PM		The August issue of the IMS Express is out! We cover the latest helicopter equipment delivery to Heli-Sika			2.7K		103		View Promotion
08/29/2018 7:40 PM		Day 1 at the Asia Pacific Aerial Fire Fighting 2018 Conference at the Novotel Wollongong Northbeach in			319		338		Boost Post
08/29/2018 2:30 PM		Jordan recently dropped in on Heli A1 Ltd working just outside of Otorohanga, Waikato, New Zealand. Heli A1			7.2K		1769		View Promotion
08/29/2018 8:30 AM		We're all set up and ready to roll at the Asia Pacific Aerial Fire Fighting 2018 Conference. The event is on today and			1.1K		1733		View Promotion
08/28/2018 9:46 AM		Multi hook carousels are vital for precision load splitting and accurate product placement. IMS manufacture 2-10			11.4K		727		View Promotion
08/27/2018 9:30 AM		We're very much looking forward to catching up with our good friends from Simplex Aerospace at the Asia Pacific			1K		106		View Promotion
08/25/2018 10:30 AM		Not long now until the Asia Pacific Aerial Fire Fighting 2018 Conference this Wed/Thu 29/30 August in			1.3K		119		View Promotion
08/24/2018 8:29 AM		IMS stock and distribute the Mechanical Specialties range of remote hooks to suit any application. They come			15.6K		1.4K14		View Promotion
08/21/2018 10:06 AM		Another solid shipment of Ground-Effect helicopter equipment ready for dispatch to Aerial Mission Solutions,			1.5K		10855		View Promotion
08/20/2018 9:21 AM		Recently Heli-Sika Helicopters took delivery of a Ground-Effect Hydra Loader to keep up with their busy operation			2.7K		21019		View Promotion
08/17/2018 7:30 AM		Great write-up about the IMS story in the latest The Profit magazine. Thanks for the exposure Damon Harvey and			1.2K		3839		View Promotion
08/14/2018 9:38 AM		Another great chopper shot by Precision Helicopters!			279		184		Boost Post
08/13/2018 7:30 AM		IMS produce a range of high quality swivels for any type of helicopter. We incorporate modern technology to			1.6K		1915		View Promotion
08/10/2018 9:00 AM		Cloudburst Long Lines by IMS are manufactured to suit each client's unique needs. From a wide range of aerial			1.4K		2212		View Promotion
08/08/2018 9:49 AM		The IMS Ethos #2: World Leaders in Helicopter Equipment. "We utilise the latest engineering methods			321		46		Boost Post
08/06/2018 8:00 AM		For lifting and construction developments the Ground Effect Concrete Bucket by IMS is ideal for the precise			1.4K		3116		View Promotion

SEP 2018 – ALL POSTS



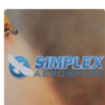






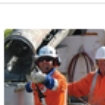
09/28/2018 3:43 PM		In the September issue of The IMS Express we put the client spotlight on Otway Helicopters Pty Ltd. We also			903		7 4		View Promotion
09/28/2018 8:00 AM		An IMS Cloudburst Fire Bucket will be on display at the Helitech International Helicopter Expo & Conference			1.1K		8 30		View Promotion
09/25/2018 10:00 AM		Since 2010 Otway Helicopters Pty Ltd have been using a Ground-Effect Spreading Bucket for their aerial			2.2K		194 77		View Promotion
09/24/2018 8:30 AM		IMS Emergency Support products ensure our clients have quick and efficient access to fuel and water when			1.2K		16 9		View Promotion
09/21/2018 2:30 PM		Whakatane-based (New Zealand) Frontier Helicopters testing out their Cloudburst Fire Bucket by IMS with their			40		31 11		Boost Post
09/18/2018 12:01 PM		Few great action shots of Ground-Effect Spreading Buckets by IMS spreading urea in Woorndoo, Victoria,			51		34 9		Boost Post
09/17/2018 8:45 AM		Ground-Effect Fuel Trailers by IMS are certified tanker units for remote delivery of Jet A1 or AV gas. They have a			1.6K		41 6		View Promotion
09/13/2018 1:21 PM		Check out these great shots of IMS Ground-Effect Spreading Buckets in action spreading fertilizer. Photos			611		116 30		Boost Post
09/10/2018 9:00 AM		The Cloudburst range of Fuel and Water Cells by IMS come in sizes from 800L to 10,000L. They've been			19.3K		2K 20		View Promotion
09/07/2018 10:54 AM		Some great shots from our good friends at Rotorwing Helicopter Services operating out of Lismore, NSW.			495		66 18		Boost Post
09/05/2018 9:11 AM		Some great shots from the Heli A1 Ltd team applying nitrogen to pasture around the Waikato recently. A few			52		134 14		Boost Post
09/04/2018 11:55 AM		Good to see IMS Ground-Effect Spreading Buckets hard at work over in Australia. Photo courtesy of our good			48		25 12		Boost Post
09/03/2018 10:44 AM		IMS Emergency Support. Our Cloudburst Dams are compact, quick and easy to set up, dismantle and			807		18 12		View Promotion

OCT 2018 – ALL POSTS

10/22/2018 10:51 AM				384		27		Boost Post
10/21/2018 11:19 AM				49		3712		Boost Post
10/20/2018 11:00 AM				38		136		Boost Post
10/19/2018 9:41 PM				1.7K		6617		View Promotion
10/19/2018 8:00 AM				1.1K		1710		View Promotion
10/18/2018 12:20 PM				1.1K		8319		View Promotion
10/17/2018 5:00 PM				38		136		Boost Post
10/17/2018 1:29 PM				1.8K		1011		View Promotion
10/16/2018 10:17 PM				2.4K		398		View Promotion
10/15/2018 9:00 AM				359		89		View Promotion
10/13/2018 11:00 AM				63		149		Boost Post
10/12/2018 10:30 AM				672		810		Boost Post
10/11/2018 10:02 AM				1.3K		914		Boost Post
10/08/2018 8:15 AM				697		8718		Boost Post
10/05/2018 3:10 PM				335		77		Boost Post
10/04/2018 9:49 AM				47		85		Boost Post
10/03/2018 6:30 AM				15.1K		22826		View Promotion
10/02/2018 12:30 PM				881		4525		Boost Post
10/01/2018 8:30 AM				560		365		View Promotion










10/30/2018 7:45 AM				4519		1.3K		View Promotion
10/29/2018 8:23 AM				57		795		View Promotion
10/25/2018 7:30 AM				89		341		Boost Post
10/24/2018 9:15 AM				22		278		Boost Post
10/23/2018 10:40 AM				245		49		Boost Post

AUG 2018 – BOOSTED



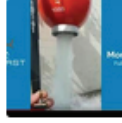





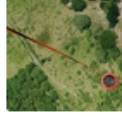
	Boosted Post Multi hook carousels are vital for precision lo... Promoted by Stefan Olsen on Aug 27, 2018 Completed	11,104 People Reached	73 Link Clicks	\$5.00 Spent of \$5.00 View Results
	Boosted Post Not long now until the Asia Pacific Aerial Fire ... Promoted by Stefan Olsen on Aug 26, 2018 Completed	882 People Reached	398 Post Engagement	\$4.88 Spent of \$5.00 View Results
	Boosted Post We're very much looking forward to catching ... Promoted by Stefan Olsen on Aug 26, 2018 Completed	733 People Reached	445 Post Engagement	\$5.00 Spent of \$5.00 View Results
	Boosted Post IMS stock and distribute the Mechanical Spec... Promoted by Stefan Olsen on Aug 23, 2018 Completed	15,144 People Reached	1,442 Post Engagement	\$10.00 Spent of \$10.00 View Results
	Boosted Post Another solid shipment of Ground-Effect heli... Promoted by Stefan Olsen on Aug 20, 2018 Completed	523 People Reached	56 Post Engagement	\$5.00 Spent of \$5.00 View Results
	Boosted Post Recently Heli-Sika Helicopters took delivery o... Promoted by Stefan Olsen on Aug 19, 2018 Completed	2,291 People Reached	134 Link Clicks	\$10.00 Spent of \$10.00 View Results
	Boosted Post Great write-up about the IMS story in the late... Promoted by Stefan Olsen on Aug 16, 2018 Completed	652 People Reached	-- Messaging Conver...	\$10.00 Spent of \$10.00 View Results
	Boosted Post IMS produce a range of high quality swivels f... Promoted by Stefan Olsen on Aug 12, 2018 Completed	871 People Reached	7 Link Clicks	\$8.00 Spent of \$8.00 View Results
	Boosted Post Cloudburst Long Lines by IMS are manufactur... Promoted by Stefan Olsen on Aug 9, 2018 Completed	924 People Reached	11 Link Clicks	\$8.00 Spent of \$8.00 View Results
	Boosted Post For lifting and construction developments the... Promoted by Stefan Olsen on Aug 5, 2018 Completed	963 People Reached	26 Link Clicks	\$5.00 Spent of \$5.00 View Results

	Boosted Post The August issue of the IMS Express is out! ... Promoted by Stefan Olsen on Aug 30, 2018 Completed	2,406 People Reached	966 Post Engagement	\$10.00 Spent of \$10.00 View Results
	Boosted Post Jordan recently dropped in on Heli A1 Ltd wor... Promoted by Stefan Olsen on Aug 28, 2018 Completed	6,704 People Reached	139 Link Clicks	\$5.00 Spent of \$5.00 View Results
	Boosted Post We're all set up and ready to roll at the Asia P... Promoted by Stefan Olsen on Aug 28, 2018 Completed	801 People Reached	35 Post Engagement	\$5.00 Spent of \$5.00 View Results

SEP 2018 – BOOSTED

	Boosted Post Patria Helicopters will be representing IMS wi... Promoted by Stefan Olsen on Sep 30, 2018 Completed	236 People Reached	54 Post Engagement	\$3.00 Spent of \$3.00 View Results
	Boosted Post In the September issue of The IMS Express w... Promoted by Stefan Olsen on Sep 27, 2018 Completed	665 People Reached	400 Post Engagement	\$20.00 Spent of \$20.00 View Results
	Boosted Post An IMS Cloudburst Fire Bucket will be on disp... Promoted by Stefan Olsen on Sep 27, 2018 Completed	444 People Reached	196 Post Engagement	\$10.00 Spent of \$10.00 View Results
	Boosted Post In the September issue of The IMS Express w... Promoted by Stefan Olsen on Sep 27, 2018 Completed	-- People Reached	-- Post Engagement	\$0.00 Spent of \$20.00 View Results
	Boosted Post Since 2010 Otway Helicopters Pty Ltd have b... Promoted by Stefan Olsen on Sep 24, 2018 Completed	839 People Reached	20 Link Clicks	\$5.94 Spent of \$10.00 View Results
	Boosted Post IMS Emergency Support products ensure our ... Promoted by Stefan Olsen on Sep 23, 2018 Completed	881 People Reached	125 Post Engagement	\$10.00 Spent of \$10.00 View Results
	Boosted Post Ground-Effect Fuel Trailers by IMS are certifi... Promoted by Stefan Olsen on Sep 16, 2018 Completed	1,296 People Reached	22 Link Clicks	\$7.00 Spent of \$7.00 View Results
	Boosted Post The Cloudburst range of Fuel and Water Cells... Promoted by Stefan Olsen on Sep 9, 2018 Completed	19,291 People Reached	1,803 Link Clicks	\$5.00 Spent of \$5.00 View Results
	Boosted Post IMS Emergency Support. Our Cloudburst Da... Promoted by Stefan Olsen on Sep 2, 2018 Completed	469 People Reached	19 Link Clicks	\$3.00 Spent of \$3.00 View Results

OCT 2018 – BOOSTED

	Boosted Post The IMS team have been working on the actu... Promoted by Stefan Olsen on Oct 29, 2018 Completed	905 People Reached	28 Link Clicks	\$5.00 Spent of \$5.00 View Results
	Boosted Post Patria Helicopters recently showcased our Cl... Promoted by Stefan Olsen on Oct 28, 2018 Completed	540 People Reached	2 Link Clicks	\$5.00 Spent of \$5.00 View Results
	Boosted Post On the final day of Helitech International our ... Promoted by Stefan Olsen on Oct 19, 2018 Completed	990 People Reached	28 Link Clicks	\$6.00 Spent of \$6.00 View Results
	Boosted Post With two decades at this prestigious event, 7... Promoted by Stefan Olsen on Oct 17, 2018 Completed	388 People Reached	101 Post Engagement	\$4.00 Spent of \$4.00 View Results
	Boosted Post There's plenty of interest in the IMS Cloudbur... Promoted by Stefan Olsen on Oct 16, 2018 Completed	1,364 People Reached	184 Post Engagement	\$6.00 Spent of \$6.00 View Results
	Boosted Post Multi hook carousels are vital for precision lo... Promoted by Stefan Olsen on Oct 18, 2018 Completed	774 People Reached	9 Link Clicks	\$6.00 Spent of \$6.00 View Results
	Boosted Post IMS stock and distribute the Mechanical Spec... Promoted by Stefan Olsen on Oct 16, 2018 Completed	2,028 People Reached	39 Link Clicks	\$6.00 Spent of \$6.00 View Results
	Boosted Post From tomorrow an IMS Cloudburst Fire Bucke... Promoted by Stefan Olsen on Oct 16, 2018 Not Approved	-- People Reached	-- Post Engagement	\$0.00 Spent of \$6.00 View Results
	Boosted Post IMS Cloudburst Long Lines come in a range o... Promoted by Stefan Olsen on Oct 2, 2018 Completed	14,867 People Reached	211 Link Clicks	\$5.00 Spent of \$5.00 View Results

AUG-SEP-OCT 2018 – KEY POINTS – FACEBOOK

- This data are pretty much self-explanatory but let me know if you have any questions.
- Common theme is the more a post is boosted the more impressions, views and clicks it gets.
 - Also, the better the image or video, the more successful the post metrics are.
- Now boosting posts to two core audiences: AU-NZ (CB – fire season) – Canada, USA, Europe (GE)
 - Audience profiles include those interested in various categories such as:
aviation, engineering, aerial agriculture, horticulture, farming, forestry, firefighting, agriculture, horticulture, etc
- In summary the approach to Facebook and Instagram activity over the past 3/6 months will be changing dramamtically from Nov 1 onwards – having created two new online presences for CB and GE, for the next 3mo we'll be targeting AU and NZ audiences with Cloudburst activity and Canada, USA, Europe with Ground-Effect.
These approaches will be reviewed every 3mo and change accordingly in sync with seasons.

Appendix 3:

MailChimp Reporting

AUG-SEP-OCT 2018 OVERVIEW

Monthly eNL – Oct 2018

Regular • Master

Sent on Thu, Nov 01, 2018 7:48 am

1,537

Subscribers

22.8%

Opens

4.8%

Clicks

Monthly eNL – Sep 2018

Regular • Master

Sent on Fri, Sep 28, 2018 2:30 pm

1,561

Subscribers

29.9%

Opens

4.7%

Clicks

Monthly eNL – Aug 2018

Regular • Master

Sent on Fri, Aug 31, 2018 8:30 am

1,584

Subscribers

31.1%

Opens

5.4%

Clicks

AUG 2018

Monthly ENL – Aug 2018

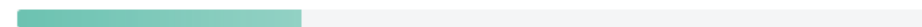
1,584 Recipients

List: Master

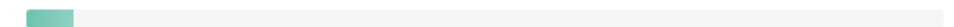
Delivered: Fri, Aug 31, 2018 8:30 am

Subject: IMS Delivery to Heli-Sika Helicopters <> Aerial Fire Fighting Conference
2018 <> Product Focus on Lifting & Construction Equipment

Open rate 31.1%



Click rate 5.4%



List average 25.6%

List average 1.7%

Industry average (Professional Services) 16.3%

Industry average (Professional Services) 1.8%

470 Opened	81 Clicked	72 Bounced	4 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries 1,512 95.5%

Clicks per unique opens 17.2%

Total opens 849

Total clicks 132

Last opened 11/1/18 8:56PM

Last clicked 10/1/18 10:35PM






Forwarded 0

Abuse reports 0

Top links clicked

https://www.imsheli.com/heli-sika-helicopters-take-delivery-of-a-grou	43
https://www.imsheli.com/industry-report-asia-pacific-aerial-fire-fightin	19
https://www.imsheli.com	18
https://gallery.mailchimp.com/fd4d915a17d70356612a9054d/files/cd5	12
https://www.imsheli.com/project/long-lines-lifting-and-construction/	9

Top locations by opens

 USA	238	30.3%
 New Zealand	180	22.9%
 Australia	164	20.9%
 Canada	75	9.6%
 China	14	1.8%

SEP 2018

Monthly ENL – Sep 2018

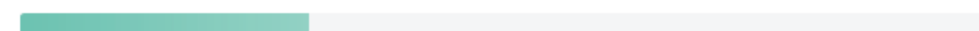
1,561 Recipients

List: Master

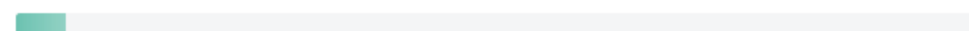
Delivered: Fri, Sep 28, 2018 2:30 pm

Subject: IMS Spotlight on Otway Helicopters (AU), EFI Ground-Effect Spreading Buckets (NEW), Emergency Support Products & Helitech International 16-18 Oct

Open rate 29.9%



Click rate 4.7%



List average 25.6%

List average 1.7%

Industry average (Professional Services) 16.3%

Industry average (Professional Services) 1.8%

449 Opened	71 Clicked	58 Bounced	7 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries 1,503 96.3%

Clicks per unique opens 15.8%

Total opens 823

Total clicks 89

Last opened 11/2/18 7:54PM

Last clicked 11/2/18 7:55PM






Forwarded 0

Abuse reports 0

Top links clicked

https://www.imsheli.com/otway-helicopters-ims-long-term-friends-loyal-c	22
https://www.imsheli.com	19
https://www.imsheli.com/ims-to-be-represented-by-patria-helicopters-ab	7
https://www.imsheli.com/project/ground-effect-concrete-bucket/	6
https://gallery.mailchimp.com/fd4d915a17d70356612a9054d/files/cd578	6

Top locations by opens

 USA	237	30.8%
 New Zealand	193	25.1%
 Australia	143	18.6%
 Canada	82	10.6%
 Italy	17	2.2%

OCT 2018

Monthly ENL – Oct 2018

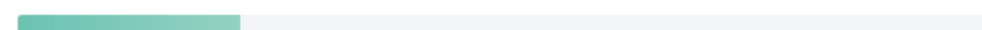
1,537 Recipients

List: Master

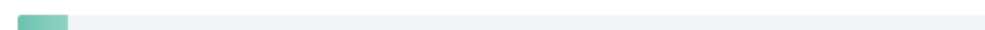
Delivered: Thu, Nov 01, 2018 7:48 am

Subject: Cloudburst Fire Bucket Flies @ Helitech in Amsterdam, NEW Monsoon Valve with Full Time Multi Drop & Focus on Remote Precision Range

Open rate 22.8%



Click rate 4.8%



List average 25.6%

List average 1.7%

Industry average (Professional Services) 16.3%

Industry average (Professional Services) 1.8%

340 Opened	71 Clicked	44 Bounced	1 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries 1,493 97.1%

Clicks per unique opens 20.9%

Total opens 520

Total clicks 98

Last opened 11/4/18 9:44AM

Last clicked 11/4/18 9:44AM






Forwarded 0

Abuse reports 0

Top links clicked

https://www.imsheli.com/latest-developments-cloudburst-fire-bucket-with-r	25
https://www.imsheli.com	15
https://gallery.mailchimp.com/fd4d915a17d70356612a9054d/files/1d0b29ac	11
https://www.imsheli.com/cloudburst-fire-bucket-generates-huge-interest-at-l	7
https://gallery.mailchimp.com/fd4d915a17d70356612a9054d/files/cd578e77-	7

Top locations by opens

 USA	128	26.7%
 New Zealand	101	21.1%
 Australia	94	19.6%
 Canada	78	16.3%
 Germany	10	2.1%

AUG-SEP-OCT 2018 – KEY POINTS – MAILCHIMP

- For all three months **Opens** are well above industry averages – often triple.
- For all three months **Clicks** to the website are up to 3-4x industry averages.
- **Bounces** are high but and seems to be mostly due to non-existent email addresses although some are being rejected due to strict server filter settings, which are difficult to keep up with but will be explored soon.
 - A few **Unsubscribes** in past three months but no **Abuse Reports** which is good.
- The newsletter links are getting very good **Clickthroughs** to the website as expected.
- **27-31%** of visits are from the **USA**, **23-25% New Zealand** and **Australia 19-21%**.
Canada, Germany, Italy, and China also appear with an increasing number of views.
- **Overall**, the **email newsletters** are **performing better than expected** and are worth continuing indefinitely as long as we can source and curate good quality content every month.



Say it like you mean it.

For more details please contact Stefan Olsen @ Ed

027 285 3800 • aerospace@ed.net.nz • www.ed.net.nz