



PRESIDENT'S CLUB 2021

Marketing for Growth

Cary Bainbridge, SVP & Chief Marketing Officer

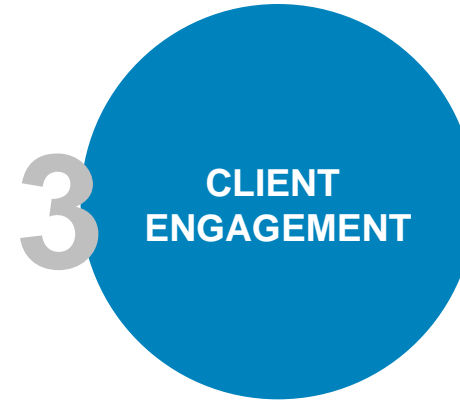
Core 4 Marketing Priorities



Drive and engage inbound leads and remarket to them to stay top of mind



Targeted outreach to prospects and clients with clear “Call to Actions”



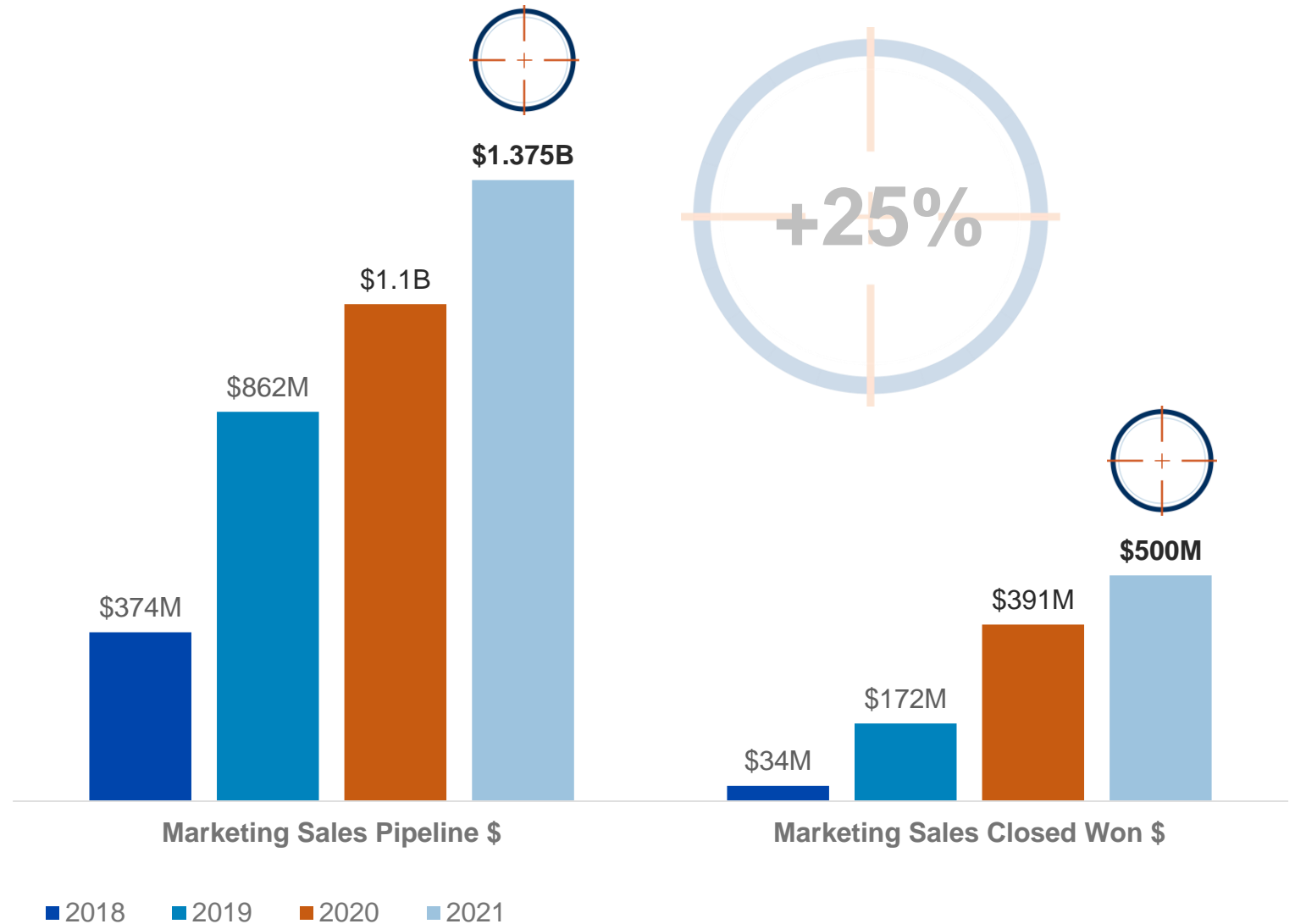
Contract lifecycle engagement on best practices in service delivery across offerings



Packaged solutions to facilitate client conversations on differentiated service offerings

Drive for Measurable Marketing Results

SIGNIFICANT GROWTH AND CONTINUED OPPORTUNITY AHEAD



OneTeam Marketing Assisted Wins

SEATTLE MARINERS



- Multi-email engagement, local Seattle ABM web page visit, filled out contact form
- Business & Industry, Janitorial @**\$3.3M**
- Team facilitated:
 - **Marketing:**
Melissa Rosenblatt
 - **Inside Sales:**
Weyni Chambers
 - **Sales:**
Tim Helmboldt
 - **Sales Support:**
Lesley Quinonez
 - **Operations:**
Art Rodriguez, Mike Mendonca, Chris Braden, Louis Serrano

WEIS/VOLKSWAGEN



- Visited multiple web pages on abm.com, engaged with EV Readiness survey and filled out contact form
- Technical Solutions, EV/Power @**\$195k**
- Teams facilitated:
 - **Marketing:**
Monica Scott
 - **Inside Sales:**
Jamie Rowe
 - **Sales:**
Mike Vassallo, Matt Makoid, Ernest Goins
 - **Sales Support:**
Megan Opferman
 - **Operations:**
Gordon Braun, Thomas Berton

PUTNAM PUBLIC SCHOOLS



- Multi-email engagement with EnhancedClean campaign, visited local Hartford web page and filled out contact form
- Education, In-house Custodial @**\$1M**
- Teams facilitated:
 - **Marketing:**
Ashley Torres
 - **Inside Sales:**
Collin Robinson
 - **Sales:**
Larry Simpson, James Norton
 - **Sales Support:**
Lana Khoury
 - **Operations:**
Andy Canicatti

LET'S STAY

HEALTHY TOGETHER.

From the things you touch to the air you breathe, ABM delivers healthier facilities with the latest approaches and innovations backed by experts

DISINFECTING SURFACES



A Three-Step Approach for
Cleaning and Disinfecting Surfaces

DISINFECTING THE AIR



A Comprehensive Program to
Improve Healthier Indoor Air Quality

Together, **EnhancedClean** and **EnhancedFacility** help reduce viral transmission on surfaces and in the air.

We help you build greater occupant trust and confidence regarding your commitment to their health and safety, while improving building health during the pandemic and beyond.

Advertising Outreach to Amplify Our Message

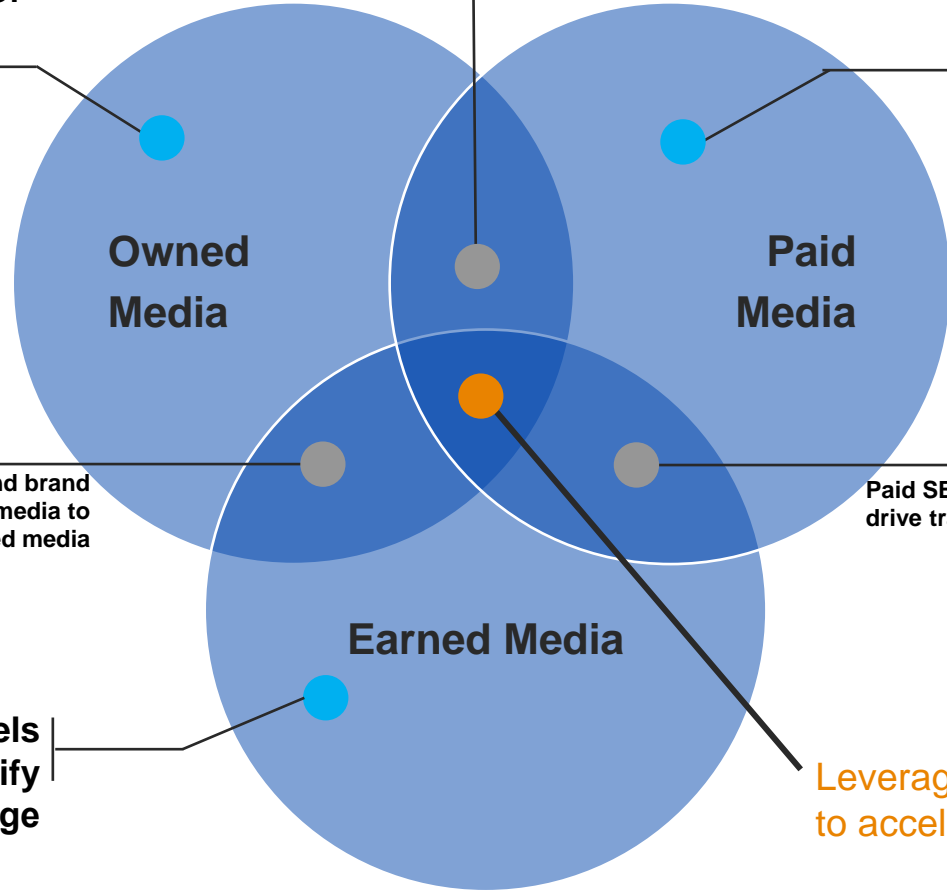
Maximize targeting of clients and prospects, through trade, national and regional media by leveraging three types of marketing media across all channels and tactics

1. Media channels ABM has complete control of



Paid media accelerates earned media sharing

3. Media channels that allow placement of tailored messaging for a fee



Organic SEO and brand content drive earned media to owned media

Paid SEO and advertising drive traffic to owned media

2. Media channels that amplify ABM's message

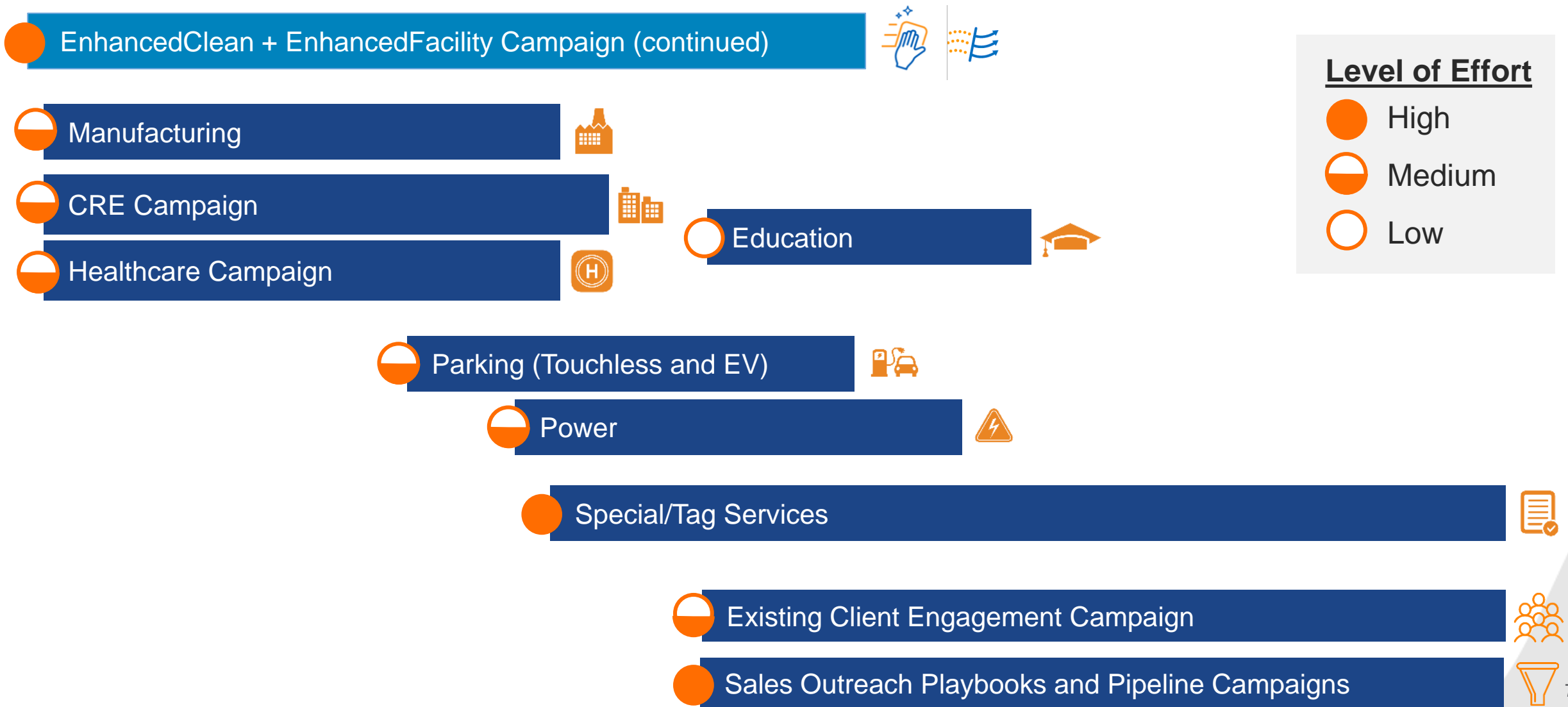
Leveraging all available media tactics leads to acceleration of brand awareness

Looking Ahead: Priority Growth Segments

Generate awareness and engagement in key segments with hyper-targeted service campaigns

2021 Q1

Q2



Level of Effort

- High
- ◐ Medium
- Low

Actions you should be taking now

- **Study and leverage** the Operations and Sales playbooks, conversations guides, email templates, pricing and assessment tools available
- **Reach out to your clients** and get meetings on the calendar to discuss their reopening plans and service needs
- **Engage your team:** Operator, Local BDM, SAM, EC/EF Specialists, Sales Support and Marketing teams for support on the client pitch strategy
- **Work your leads** and log opportunities into Salesforce

