

Campaign-in-a-Box

Predictive Maintenance



A collection of resources to help sell the value of Omron products

This document outlines everything contained in this Campaign-in-a-Box. Included are descriptions and examples for added clarity. The link above will take you to download any asset included in this document.

What's included

eBlast Kit: a word document with copy and a collection of images for two separate emails. Also included is an ideal example of an email blast. These materials should be used to generate mass eBlasts to customers.

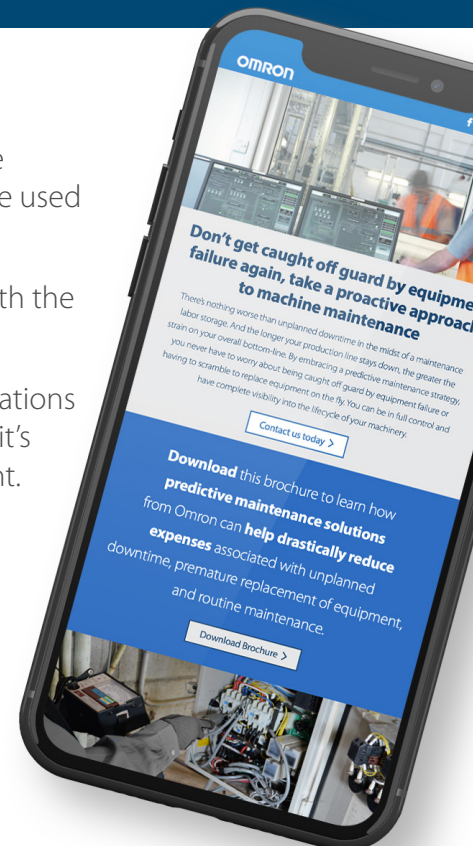
Email Signature Ads: ads that can be embedded into an email signature along with the hyperlink to maximize campaign visibility.

Canned Email Messages: a word document containing scripted email communications that sales reps can copy, paste, and send to customers directly. Intended to feel like it's coming from a person, messaging is not as formal, light on verbiage and to the point.

Image Collection: a collection of images to help create deliverables.

Social Media Kit: a series of canned social media posts divided by platform in a word document along with a folder of images to accompany the posts. This takes the work out of social media by allowing you to copy, paste, and post with ease.

Sales Materials: PDF sales materials including Success Stories, Product Brochures, Datasheets, Product Catalogs, etc.



Eblast Kit

Predictive Maintenance



Use these materials with your email service platform of choice (MailChimp, Constant Contacts, HubSpot) to generate mass eBlasts to send to customers.

Email 1

Email Subject line: How much is unplanned downtime costing you per year?

Preview text: Reduce expenses and unplanned downtime today

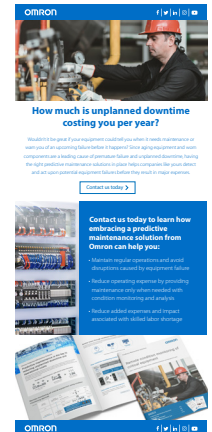
How much is unplanned downtime costing you per year?

Wouldn't it be great if your equipment could tell you when it needs maintenance or warn you of an upcoming failure before it happens? Since aging equipment and worn components are a leading cause of premature failure and unplanned downtime, having the right predictive maintenance solutions in place helps companies like yours detect and act upon potential equipment failures before they result in major expenses.

Contact us today to learn how embracing a predictive maintenance solution from Omron can help you:

- Maintain regular operations and avoid disruptions caused by equipment failure
- Reduce operating expense by providing maintenance only when needed with condition monitoring and analysis
- Reduce added expenses and impact associated with skilled labor shortage.

[Contact us today]



Email 2

Email Subject line: Don't get caught off guard by equipment failure again

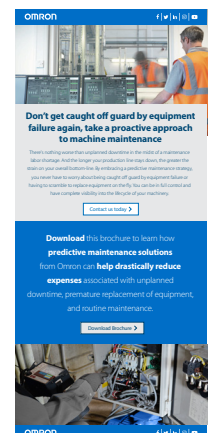
Preview text: Be in full control of your equipment's lifecycle

Don't get caught off guard by equipment failure again, take a proactive approach to machine maintenance

There's nothing worse than unplanned downtime in the midst of a maintenance labor shortage. And the longer your production line stays down, the greater the strain on your overall bottom-line. By embracing a predictive maintenance strategy, you never have to worry about being caught off guard by equipment failure or having to scramble to replace equipment on the fly. You can be in full control and have complete visibility into the lifecycle of your machinery.

Download this brochure to learn more about how predictive maintenance solutions from Omron can help you drastically reduce expenses associated with unplanned downtime, premature replacement of equipment, and routine maintenance.

[Download Brochure] [Contact Us]



Email Signature Ads

Predictive Maintenance

OMRON

JPEG ads that can be embedded as part of an email signature within outlook to cross promote Predictive Maintenance. Users ideally would embed a hyperlink to download assets or to go to a landing page.



OMRON
Real-time
equipment monitoring

[Learn more >](#)



OMRON
Reduce unplanned
downtime with
predictive maintenance

[Download now >](#)



OMRON
Ask me about
Predictive Maintenance

[Watch now >](#)



Thank you,
Brian Foster
Minima Veniam
555-555-555



OMRON
Reduce unplanned
downtime with
predictive maintenance

[Download now >](#)

[Send](#)     

Scripted email communications that individual sales reps within an organization can copy, paste, and send to customers directly. The copy is intended to feel like it is coming from a person: messaging is less formal, light on verbiage, and to the point.

Email 1

Email Subject line: Reduce your unplanned downtime with Predictive Maintenance from Omron

Hello (customer name),

I'm reaching out to see if you're interested in exploring predictive maintenance as a strategy vs conventional or reactive maintenance. Omron has released a series of products designed to:

- Reduce or eliminate unplanned downtime
- Monitor equipment condition from anywhere
- Reduce reliance on skilled maintenance labor and overall maintenance cost

Are you free for a 15-minute call later today?

Regards,

[NAME AND SIGNATURE]

Email 2

If there's no response to Email 1, reply back with Email 2 and attach "Predictive Maintenance Whitepaper" and "Automotive Success Story":

Subject Line: Let's chat about Predictive Maintenance Products from Omron

Hello (customer name),

I wanted to circle back on my previous email and make sure you knew about these Predictive Maintenance monitoring solutions from Omron. I've attached some materials, including a customer testimonial for you to skim through. From what I saw, there's some tremendous ROI potential here.

Let me know if we can schedule a call sometime this week.

Regards,

[NAME AND SIGNATURE]

Email 3

If there's no response to Email 2, reply back with Email 3

Subject Line: Any interest in Predictive Maintenance solutions?

Hello (customer name),

Did you have a chance to review those materials I sent over on Predictive Maintenance from Omron? Any questions on the products or were you interested in seeing a demo? As mentioned, I think this is a great solution for cutting cost on unplanned downtime and maintenance overall.

Let me know if you've got time to connect tomorrow afternoon.

Regards,

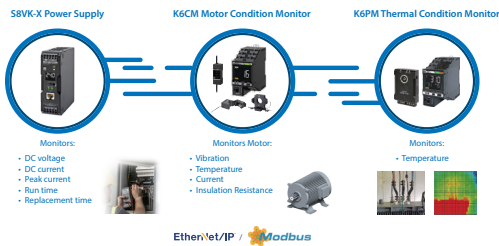
[NAME AND SIGNATURE]

Image Collection

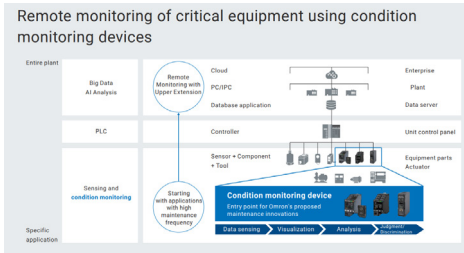
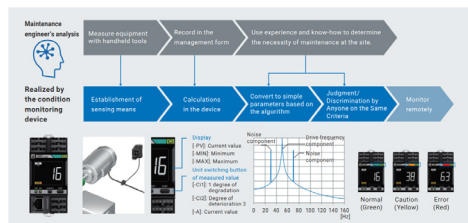
Predictive Maintenance

OMRON

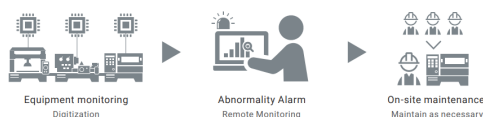
A collection of images to help create deliverables. These images can be used for eBlasts, marketing materials and any other Omron Predictive Maintenance sales material.



How condition monitoring works



Predictive Maintenance- take action when necessary



Social Media Kit (LinkedIn/ Facebook Posts)



Predictive Maintenance

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 1 | Week 1

Due to high maintenance costs, a skilled worker shortage, and the potential losses associated with unplanned downtime, a condition-based monitoring strategy like predictive maintenance is becoming more essential. Explore the benefits of making the switch with this latest whitepaper from Omron:

<https://assets.omron.com/m/2c0a1048f802e799/original/The-Power-of-Predictive-Maintenance-White-Paper.pdf>

#maintenance #downtime #uptime #predictivemaintenance #preventivemaintenance #automation



POST 2 | Week 2

If left unchecked, poor connectors or failing components in your control cabinet can result in massive electrical fires. The K6PM thermal camera solution by Omron monitors control panels and other equipment to alert you when excessive heat conditions occur. Learn more here in this short video:

https://www.youtube.com/watch?v=KvNrCq4__AM

#electricalfires #maintenance #automation #safety #controlpanel #predictivemaintenance #oem

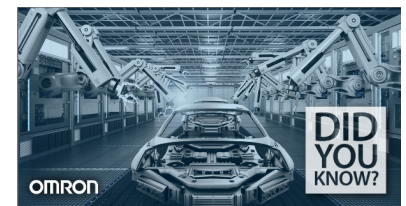


POST 3 | Week 3

When multiple power supply failures prompted excessive amounts of downtime in a global auto manufacturer's plastic forming station, the company decided to invest in a predictive maintenance solution. Download this whitepaper from Omron to learn more about this story:

<https://assets.omron.com/m/50aef9e450fc6f1/original/S8VK-X-Automotive-Manufacturer-Success-Story.pdf>

#powersupplyfailure #omronautomation #automation #predictivemaintenance #automaker



POST 4 | Week 4

How do you prevent unplanned downtime caused by power supplies? The best solution is to invest in a power supply that monitors its own service life in real time. The Omron S8VK-X is an easy-to-customize solution that keeps tabs on voltage, current, and total time spent on alerts anywhere in the world. Learn more here:

<https://assets.omron.com/m/3d59bf9a437cf57e/original/S8VK-X-Product-Brochure.pdf>

#traceability #foodandbeverage #internaltraceability #externaltraceability #manufacturing

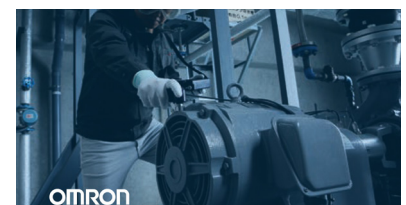


POST 5 | Week 5

Are you concerned about three-phase water pump cavitation, misaligned belts or debris getting into a conveyer chain? The Omron K6CM-CI predictive maintenance current monitor detects abnormalities and remotely alerts you when they arise. Watch this video to learn more:

<https://www.youtube.com/watch?v=FT1JldVrX9E>

#predictivemaintenance #remotemonitoring #conditionmonitoring #pumpcavitation #automation

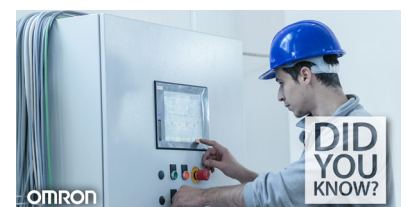


POST 6 | Week 6

Understanding the trend of insulation resistance degradation in equipment is crucial for preventing electrical shock accidents, fires, and equipment failure. The Omron K7GE can safely measure motor insulation resistance from a remote location and reduce the need for manual insulation resistance measurements. Download this brochure to learn more:

<https://assets.omron.com/m/79176425f917b007/original/K7GE-Series-Motor-Insulation-Resistance-Monitor-Product-Brochure.pdf>

#agingequipment #maintenance #downtime #uptime #iiot #inspection



Predictive Maintenance

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 7 | Week 7

Aging equipment is the leading cause of unplanned downtime. Unfortunately, conventional preventive maintenance strategies often fail, since they don't account for problems arising between inspection dates. Take a proactive approach with turnkey, IIoT-enabled predictive maintenance solutions from Omron:

<https://assets.omron.com/m/cb06b9147c514b7/original/Predictive-Maintenance-Brochure.pdf>

#agingequipment #maintenance #downtime #uptime #iiot #inspection #predictivemaintenance



Social Media Kit (Twitter Posts)



Predictive Maintenance

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 1 | Week 1

High #maintenance costs, unplanned #downtime, and a skilled worker shortage are making condition-based monitoring strategies (collectively known as #PredictiveMaintenance") more crucial than ever. Check out this #WhitePaper to explore the benefits of making the switch.
<https://assets.omron.com/m/2c0a1048f802e799/original/The-Power-of-Predictive-Maintenance-White-Paper.pdf>



POST 2 | Week 2

If left unchecked, poor connectors or failing control cabinet components can cause electrical fires. The Omron K6PM #ThermalCamera monitors #ControlPanels to predict and alert you of excessive #heat conditions. Watch this quick video to learn more:
https://www.youtube.com/watch?v=KvNrCq4__AM
#automation #predictivemaintenance #oem #mfg



POST 3 | Week 3

When a global #auto manufacturer experienced multiple power supply failures with significant #downtime in their plastic forming station, they decided to invest in #PredictiveMaintenance. To read their story, download this Omron whitepaper:
<https://assets.omron.com/m/50aef9e450fc6f1/original/S8VK-X-Automotive-Manufacturer-Success-Story.pdf>
#manufacturing #automotive #powersupply #uptime



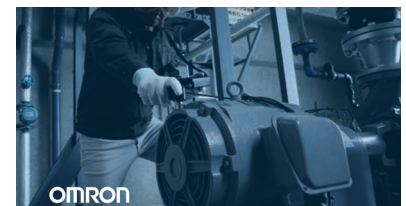
POST 4 | Week 4

How do you prevent #UnplannedDowntime caused by power supplies? Invest in one that monitors its own service life in real time. The S8VK-X by Omron monitors voltage, current, and total time on alerts anywhere in the world. Learn more here:
<https://assets.omron.com/m/3d59bf9a437cf57e/original/S8VK-X-Product-Brochure.pdf>
#preventdowntime #predictivemaintenance #automation



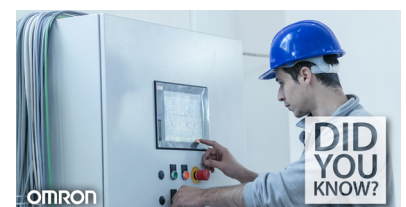
POST 5 | Week 5

Are you concerned about 3-phase water pump cavitation, misaligned belts or debris getting into a conveyer chain? The Omron K6CM-CI #PredictiveMaintenance current monitor alerts you of any abnormalities remotely. Watch this video to learn more:
<https://www.youtube.com/watch?v=FT1JldVrX9E>
#automation #omronautomation #uptime



POST 6 | Week 6

Understanding insulation resistance degradation in equipment is essential for preventing electrical fires and equipment failure. The Omron K7GE remotely measures motor insulation resistance and reduces the need for manual measurements.
<https://assets.omron.com/m/79176425f917b007/original/K7GE-Series-Motor-Insulation-Resistance-Monitor-Product-Brochure.pdf>



Predictive Maintenance

Once a week, copy and paste the messaging below onto the corresponding social media platform to promote the campaign. Make sure you properly tag your company and Omron Automation.

POST 7 | Week 7

With aging equipment as the leading cause of #UnplannedDowntime, conventional preventive maintenance often fails because it doesn't account for problems arising between inspection dates. Take a proactive approach with #PredictiveMaintenance.

<https://assets.omron.com/m/cb06b9147c514b7/original/Predictive-Maintenance-Brochure.pdf>



Sales Materials

Predictive Maintenance



Digital PDF sales materials including Success Stories, Product Brochures, White papers, Product Catalogs.



**Predictive Maintenance
Brochure**



**Predictive Maintenance
White Paper**



Predictive Maintenance Flyer



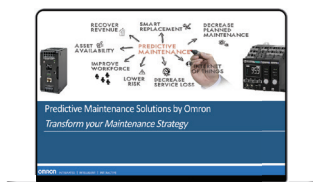
K6CM Medical Success Story



**Core Product
Catalog**



Automotive Success Story



**Predictive Maintenance
Sales Presentation**