



How Volvo Construction Equipment Uses Email and CRM to Sell Big Iron!

Advanced Strategies for Attracting, Selling and Retaining Customers



www.ExactTarget.com



Join the Conversation!




Event Hash Tag: #MPB2B
 Joel Book: @joelbook
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 Volvo: @Volvo_NA
 John Johnston: @eBizLessons

www.ExactTarget.com

More Than 4,000 Companies Use ExactTarget

www.ExactTarget.com

Digital Media Has Revolutionized Marketing

www.ExactTarget.com

More Budget for Digital Marketing

In 2011, 72% of marketers and agencies will increase spending on digital marketing.



DIGITAL MARKETING IN
THE US AND CANADA

Source: The DMA
"Digital Marketing Practices in the U.S. and Canada: Navigating the Digital Labyrinth"
Research conducted by Ipsos Reid Marketing, and the Canadian Marketing Association (CMA)
February, 2011



**Email.
Social.
Mobile.**



**The "Triangle Offense"
of Digital Marketing**

www.ExactTarget.com



EMAIL

- Aids the Buying Process
- Improves Service
- Maximizes Retention

www.ExactTarget.com

How Online Consumers Begin Their Day

58% of Online Consumers Begin the Day With Email.

Source: ExactTarget
SUBSCRIBERS, FANS, & FOLLOWERS
Report #1, Digital Morning



Where is the first place you go online in a typical day?

Platform	Percentage
Email	58%
Search/Portal	20%
Facebook	11%
My Company's website/intranet	7%
News Site	5%
Other	3%



Full report available at www.exacttarget.com/sff

“Those who buy products marketed through email **spend 138% more** than non-readers of email.”

Source: Forrester Research
“E-Mail Marketing Comes of Age.”



FORRESTER

Email Enables Brands to Optimize Customer LTV

The Customer Life Cycle

Product Awareness	Product Evaluation	Product Purchase	Product Usage	Repurchase/Renewal	Brand Loyalty
Business Getting			Business Keeping		

Once a person gives you permission . . .

- Email aids the buying process.
- Email drives repeat usage.
- Email keeps customers connected to your company.

SOCIAL

- Amplifies Your Message
- Fuels the Conversation
- Attracts New Customers

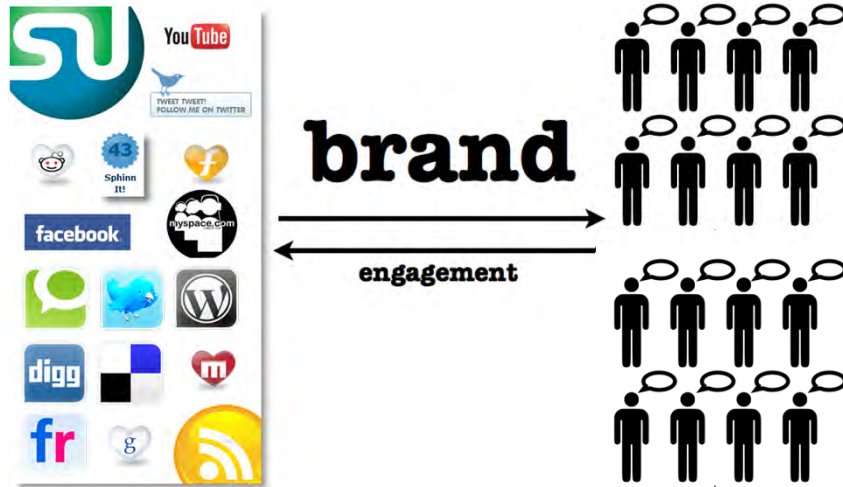


Social Media Users

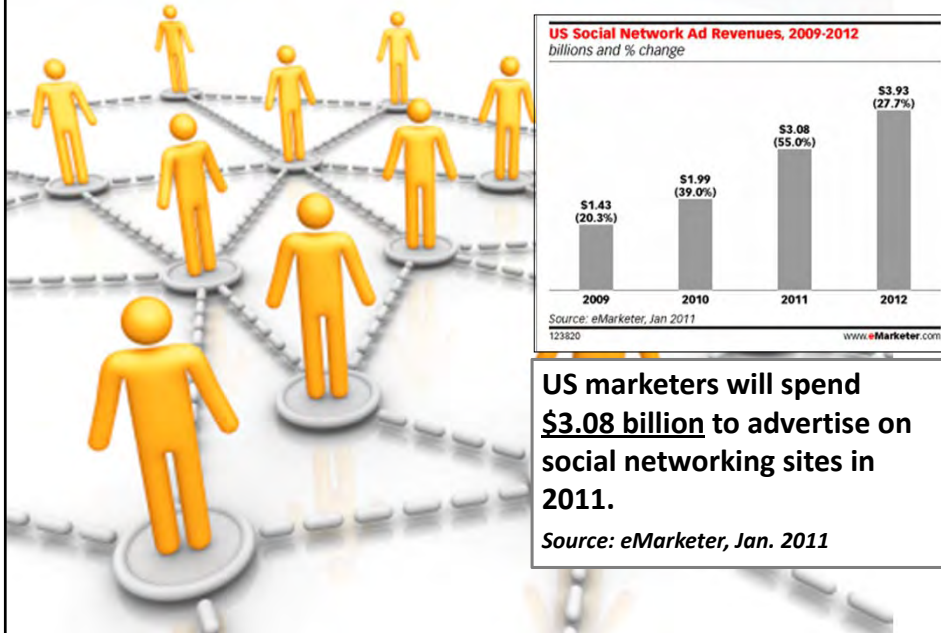
	Facebook: 620M Worldwide ⁽¹⁾ / 116.8M U.S. ⁽²⁾
	Twitter: 190M Worldwide ⁽¹⁾ / 16.4M U.S. ⁽²⁾
	LinkedIn: 100M Worldwide ⁽³⁾ / 49.0M U.S. ⁽³⁾
	YouTube: 2B Views/Day; Avg. View: 15 Min. ⁽⁴⁾

Sources: (1) eConsultancy, (2) eMarketer, (3) LinkedIn, (4) YouTube

Social Media has Revolutionized the Way Consumers Engage with Brands



Social Networks are Powerful Entities





MOBILE

- Delivers Exclusive Offers
- Drives Traffic
- Extends Customer Service

www.ExactTarget.com

Smartphones Accelerate Mobile Marketing

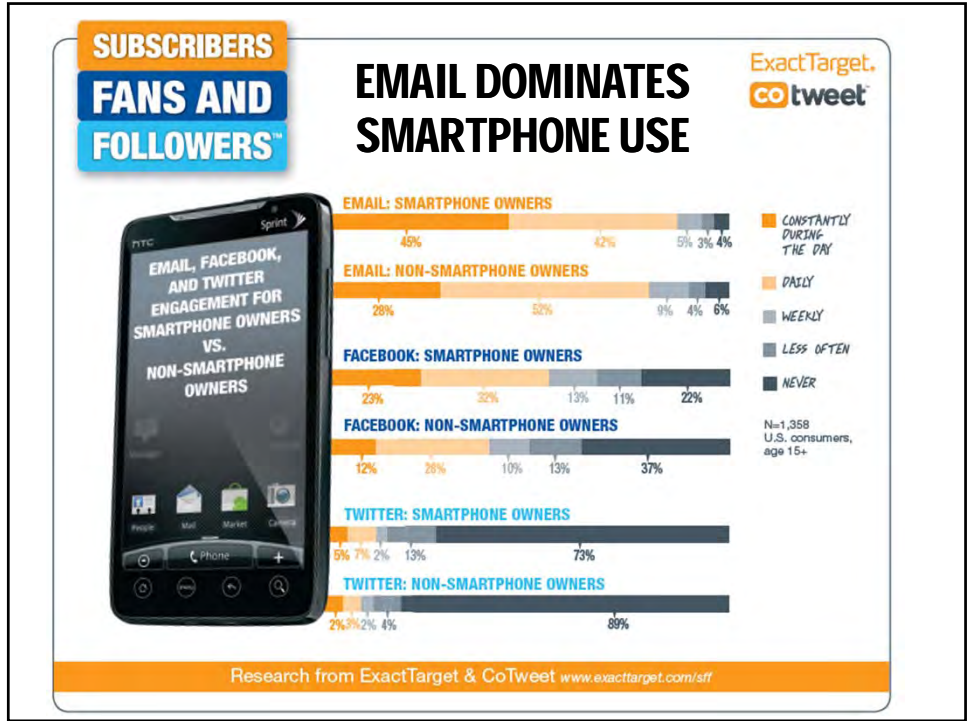


Smartphones such as the iPhone from Apple are now outselling personal computers!

Source: The Huffington Post
(Based on IDC Report)
February 8, 2011

65.8 million people in the U.S. now own smartphones. Of these, 35.3% use apps.

Source: comScore MobiLens
2011 U.S. Mobile Subscriber Market Share
March, 2011



WILL TABLETS BE A BtoB MARKETING GAME-CHANGER?

US Tablet and iPad Sales, 2010-2012			
	2010	2011	2012
iPad sales	8.5	19.4	30.1
—% change	-	127%	55%
—% of total tablet sales	88%	81%	74%
Total tablet sales	9.7	24.0	40.6
—% change	-	147%	70%

Source: eMarketer, Dec 2010
122241 www.eMarketer.com

24 million tablet computers will be sold in the U.S. in 2011.
Source: eMarketer, Dec., 2010

The New iPad 2 from Apple



"[The iPad] enables our sales employees to do a much better job of engaging in a really different way than we've done before."

Michael Hedges, CIO, Medtronic
Wall Street Journal, Dec. 8, 2010



Volvo Construction Equipment

www.ExactTarget.com

Volvo Construction Equipment

- Volvo Construction Equipment is part of Volvo Group; Started in 1832
- Products and services are offered in more than 125 countries through proprietary or independent dealerships.
- Volvo machines are used for road construction, oil and gas exploration, building demolition, industrial material handling, and forestry.



Volvo Construction Equipment's e-marketing strategy has helped dealers sell millions of dollars of new and used equipment.

VOLVO CONSTRUCTION EQUIPMENT MORE CARE. BUILT IN.

Volvo Construction Equipment

August 2010 Newsletter

LET'S WORK. Volvo's PF1110 Takes Paving To The Next Level

Take Paving To The Next Level

- Best Engine
- Fuel Efficiency GUARANTEE
- Smart Pricing
- North America Expansion
- Paving Rebuilds
- Used Equipment Service Plan
- Used Finance Program Extended

Products

- Parts & Service
- Financing
- Used Equipment

Volvo's Highway-class PF 1110 series pavers are designed to take you to the next level of paving. It's the Blue-Box and ABS legacy, our never-ending commitment to reliable performance, makes Volvo the name to build in road equipment.

Powerful: Longest and best track system in the industry. 200V electronically controlled 3 Phase generator provides heat and light under the most stringent conditions.

Smooth Operator: Four sensor design provides ultimate consistency in delivering a smooth head of material and pavement ride, side axle operator station provides superior visibility, maximum production and 17 inch augers with split drive system and delivers the most consistent mat.

Serviceability: Hydraulic, tensioned conveyor chain eliminates maintenance and down time. g. wearless auger conveyor system saves time and money every day and excellent access and ground level serviceability keeps the crew moving.

Want More Information? Click [here](#) to learn more about Volvo's full line of asphalt pavers or contact your [local Volvo dealer](#).

Head Instructor - Don In Case Training

Reaching our 8th decade of paving activities, the Road Institute focuses on training efforts on you, the customer, and various occupations within the paving industry. We provide the paving contractor, operator, agency and industry personnel with the important link between equipment technology and industry applications. Our operator courses and seminars are designed to improve skills with both theory classrooms and hands-on operation of Volvo Road Machinery equipment. We do not require that a student own or operate Volvo Road Machinery equipment as a prerequisite to attending training. We are interested only in providing the best operator training in the industry.

New Class Schedule For a full course listing, schedule and more information, visit [www.volvoce.com](#)

Paving Rebuilds: Save Money Now & Get Maximum Uptime

Business is picking up and we want to help you take care of repairs and maintenance on your paving equipment to make sure your fleet is up and performing its best. Downtime during high production months can take a bite out of your productivity and ultimately reduce your profits. Volvo and your Volvo dealer want to help you get your pavers in their best working condition by offering a 10% discount on Volvo genuine parts resulting from a Volvo Care Inspection, or when you do a paving rebuild. Contact your [local Volvo dealer](#) today for details!

LET'S WORK. Used Equipment Extended Service Protection Plan

VOLVO USES EMAIL TO HELP DEALERS SELL NEW AND USED EQUIPMENT

Before Volvo CE's CRM and Automation Initiatives

- Customers would visit the Volvo CE online site for product information; Leads were submitted through online forms
- Simple "thank you" messages were displayed on the website for customers
- Leads were stored in Excel files and distributed to dealers manually
- Extremely limited feedback from dealers on the results of leads
- The only KPIs tracked were number of leads collected from website

Volvo CE's CRM and Automation Goals

- Achieve End-To-End Lead & Campaign Management Process
- Increase Lead to Sales Conversion Ratio
- Reduce Lead Conversion Time
- Improve Sales Effectiveness
- Track Campaign Effectiveness and ROI
- Leverage Cross-Sale and Up-Sale Opportunities

After Volvo CE's CRM and Automation Initiatives

- Real-time reporting of campaign results and automatic tracking of ROI (increased sales matches by ~15-30% ... dependent on campaign)
- Decrease in time spent matching sales to leads (~25%)
- Consolidated data from multiple systems for true holistic view
- Dynamic list/campaign generation for eMail, Web and social media
- Automatic identification of leads lost and proactive counter-efforts (increased lost-sales reports matching by ~40%)
- Easier integration with Volvo CE dealer systems and databases and with Volvo CE global systems and databases

Identifying the “Bases” of Online and Offline Marketing

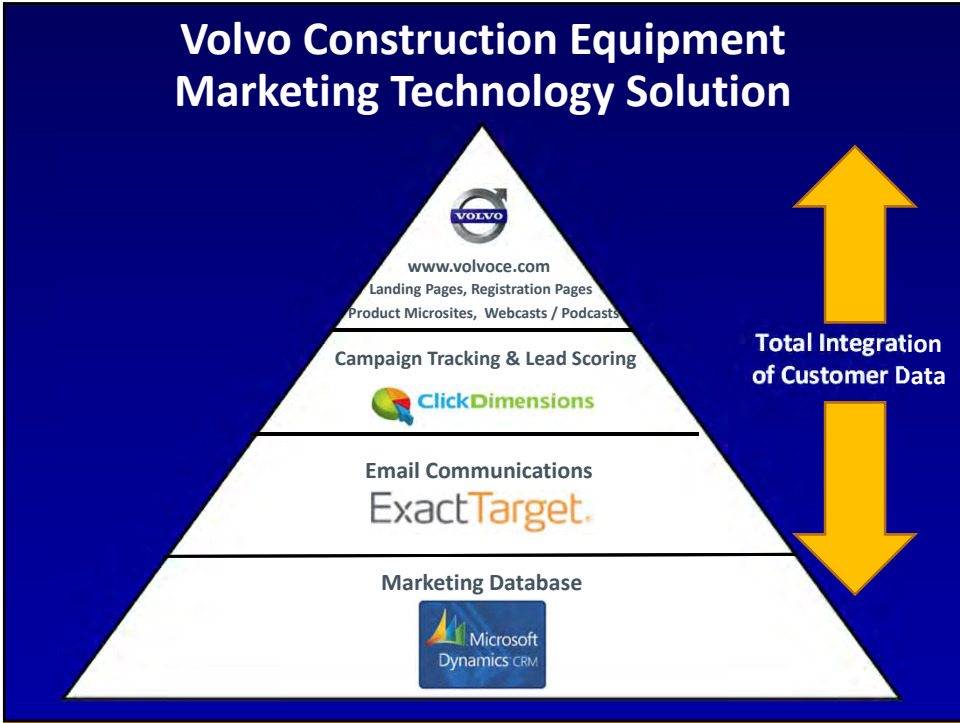


Marketing Data Integration

Volvo CE centralizes customer data in Microsoft Dynamics CRM.

- ✓ Enables “one view” of the customer.
- ✓ Allows faster communication with customers
- ✓ Provides better measurement of campaign ROI





Monthly Email for End-Users

VOLVO CONSTRUCTION EQUIPMENT TAKE CARE, BUILT IN.

Volvo Raises the Bar on Fuel Efficiency With OptiShift

Volvo's new and revised OptiShift feature increases fuel efficiency up to 15%, not counting Volvo's wheel loader technology and how it saves versus major competitors - depending on your application, you could save up to 20% more fuel consumption and up to 20% higher fuel efficiency of complete working. The Volvo L220F wheel loader allows saving \$5,176 per year in fuel alone over competitor equipment with their respective technology. That's savings you can use to reference in your bottom line. OptiShift is a Volvo exclusive that controls our patented. Thanks to the new fuel efficiency and fuel saving. The result is increased fuel efficiency and fuel saving. Higher productivity and increased fuel efficiency performance. OptiShift is the most advanced feature on Volvo's L180E, L180E and L220E wheel loaders.

WANT MORE INFORMATION?
To learn more about OptiShift contact your local Volvo dealer today.

Get to Work - OptiShift in Action

SMOOTHER CHANGE OF DIRECTION

Get the Job Done With Volvo Wheel Loaders

These days it's all about fuel savings, and Volvo's wheel loader technology is an ideal way to get from the highly maneuverable L220E to the powerful L220F. Volvo's wheel loaders offer everything you need to get the job done with greater productivity, more comfort, more options, higher quality and improved safety features. Volvo's for their quick and easy maintenance, low fuel consumption and high resale value. Volvo's wheel loaders are a workhorse on any job.

Customer Spotlight
Visit our website to read about Chris Casey, a Volvo customer and owner and president of CE Construction. Ask to see about our products.

Weekly Used Inventory List
Click on Volvo to receive our bi-weekly inventory information including up-to-date photos and detailed equipment information and more.

Special Spine With Volvo's Remarking Program

For a limited time, select Volvo wheel loader and skid steer equipment... with up to 7% dealer rebates. This is a one-time rebate program with the monthly payments in available on articulated haulers and other Volvo VCE equipment. Inventory in today's economy, there's never been a better time to get things done and get things done right. Volvo Construction Equipment and Volvo Financial Services!

After two months of construction, general residential construction spending slowed in January 2010, while total construction spending continued to decline for a third straight month. What is happening? Residential construction projects are being completed and added to the pipeline. In the pipeline, as well as lightened building by banks, construction work has slowed. However, modest increases in the residential construction spending is expected to continue this year, partly due to the government's \$500 million buy-to-keep credit that is helping drive new home sales. More can be found here:

Residential Construction Spending

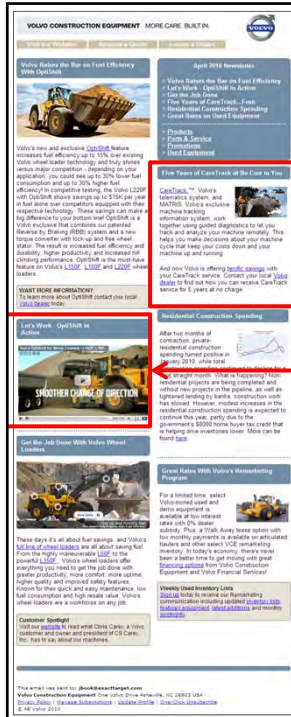
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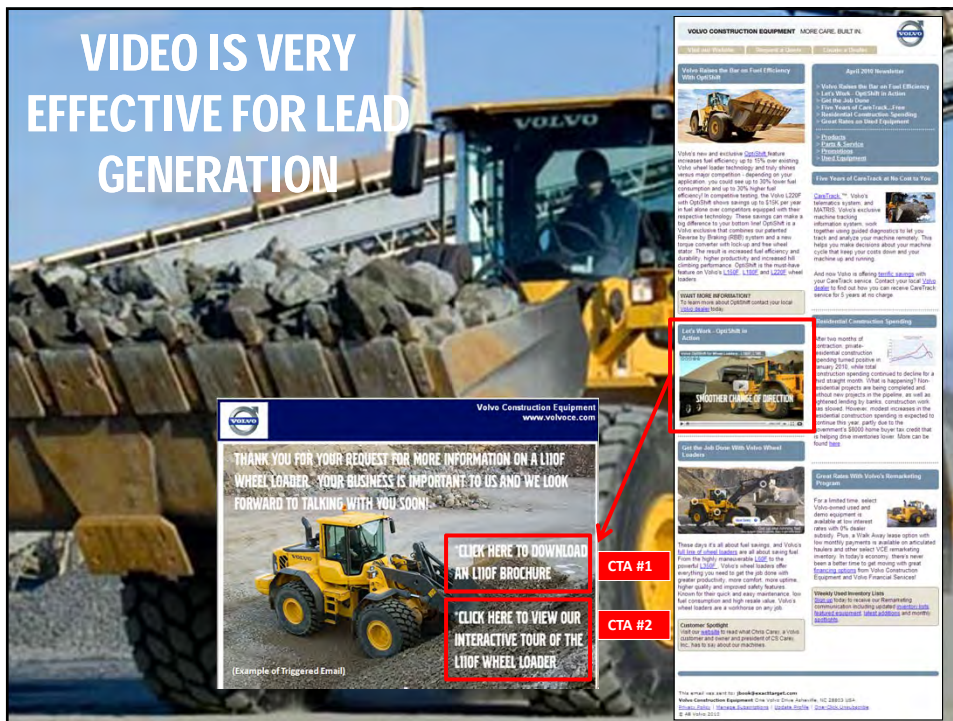
Weekly Used Inventory List
Click on Volvo to receive our bi-weekly inventory information including up-to-date photos and detailed equipment information and more.

This email was sent by: jack@exacttarget.com
Volvo Construction Equipment One Volvo Drive, Auburn, MA 01503 USA
800-445-2222 | 508-833-2222 | 508-833-2222 | 508-833-2222
© 2010 Volvo 2010



The Monthly eMail Newsletter delivers latest news on Volvo products and services to 85,000 customers.

- 1. Dynamic Content** – Volvo designed the email template to allow for dynamic content. Through integration with Microsoft CRM, Volvo changes articles and product news articles based on user interests.
- 2. Interactive Functionality** – Adding video links has allowed Volvo to gather immediate feedback on product interest.
- 3. Analytics** – The analytics from this eMail are used for to capture customer insight and interests and aid re-design.
- 4. Performance Metrics**
 - Average 12% Open Rate
 - Average a 7% Click Through Rate



Volvo Now Sends Email On Behalf of Dealers

VOLVO CONSTRUCTION EQUIPMENT NORTH AMERICA

Visit our Website | Request a Quote | Locate a Dealer

Volvo: TOP-Tier Technology
Building on Volvo Advanced Combustion Technology (V-ACT), Volvo leverages extensive on-highway experience to comply with U.S. (EPA) Tier 4-Interim legislation. The proven technology results in enhanced performance, fewer emissions, reduced particulate matter, and optimized fuel efficiency for our machines. Visit our [website](#) to learn more about how Volvo is meeting the challenge of EU Stage IIb and US (EPA) Tier 4 interim legislation.

November 2010 Newsletter

- Products
- Parts & Service
- Financing
- Used Equipment

Volvo: World's Greatest. Investing In YOU.

ROAD INSTITUTE
 Register Today!
 Heeding our fifth decade of training activities, the Road Institute focuses our training efforts on you, the customer and various occupations within the Hot Mix Asphalt paving industry. Click [here](#) to learn more about all the Volvo Road Institute has to offer.

Volvo Construction Equipment is one of the world's largest manufacturers of construction machines, providing equipment for many different applications, as explained by Dallas Reeves, Segment Director - Road Machinery Division. Take a peek inside our Shippensburg, PA facility and take a look at our [new](#) [video](#).

Previous Monthly End-User Email

VOLVO CONSTRUCTION EQUIPMENT

Visit our Website | Request a Quote | Locate a Dealer

Volvo Meets the Tier4 Challenge

May 2011 Newsletter

- Products
- Parts & Service
- Financing
- Used Equipment

EPA Tier 4 Challenge A major challenge by Volvo, 4 years ago Volvo met this challenge without slowing you down. The new noise and engine vibration for operators. Volvo delivers better fuel efficiency for a whole new level of green. We never stop moving forward, helping you work smarter, harder and more efficiently. Volvo meets Tier 4; emissions challenge for you.

READ MORE ABOUT TIER 4

A Three Family Affair With Volvo

This area would be controlled by the dealer with room for: Headline Image Article

New Monthly End-User E-Newsletter (Personalized for Each Dealer)

VOLVO CONSTRUCTION EQUIPMENT - REMARKETING SERVICES

Home | About Us | Contact Us

July 20, 2009

Inventory List
 • Remarketing Spotlight
 • Featured Equipment
 • Latest Additions
 • eNewsletter sign up
 • Your Local Dealer

Remarketing Inventory List
 Download the current Volvo Remarketing Services Inventory List. Equipment types are broken out in the tabs along the bottom of the Excel spreadsheet. For information, pictures and condition reports, visit our website at [www.volvoce.com](#).

Remarketing Spotlight
 We're paving the way to [great deals](#) and passing the savings onto you! Special financing available through your dealer. For detailed information, pictures and condition reports, visit [www.volvoce.com](#).

Featured Equipment

Make	Model	Price	Year	Hours	Location
BLAIRHAYDON	PE311	\$157,500	5	801	PA
Blaw-Knox	PE3172	\$230,000	2000	1	801
Blaw-Knox	PE429	\$230,000	1999	call	IL,633
Blaw-Knox	PE431	\$230,000	1999	1	801
Blaw-Knox	PE433	\$230,000	2000	call	801

Equipment by Type
 • Articulated Haulers
 • Backhoes/Loaders
 • Excavators
 • Wheel Loaders

Construction Equipment
 • Articulated Haulers
 • Backhoes/Loaders
 • Excavators
 • Wheel Loaders

Road Machinery
 • Compactors
 • Graders
 • Motor Graders
 • Pavers

Utility
 • Air Compressors
 • Generators
 • Material Handlers

Attachments
 • Miscellaneous Attachments

Latest Additions

VCE Monthly eN
 Want to hear more about Volvo? Sign up today to get a monthly e-tip, advice, product information stories.

Your Local Dealer
 For parts and service for your Volvo Construction Equipment, contact your local dealer.

VOLVO CONSTRUCTION EQUIPMENT - REMARKETING SERVICES

Home | About Us | Contact Us

July 20, 2009

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Equipment by Type
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 • Road Machinery
 • Utility
 • Attachments

Construction Equipment
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VCE Monthly eN
 Want to hear more about Volvo? Sign up today to get a monthly e-tip, advice, product information stories.

Your Local Dealer
 For parts and service for your Volvo Construction Equipment, contact your local dealer.

The Remarketing Email is for select customers who request used equipment alerts.

The screenshot shows the Volvo Construction Equipment website with several key features highlighted by red boxes and arrows:

- Navigation:** A table of contents on the left side of the page with links to various sections like 'Inventory List', 'Remarketing Spotlight', and 'Featured Equipment'.
- Content Syndication:** A 'Latest Additions' section displaying a table of equipment with columns for Make, Model, Price, Year, Hours, and Location.
- Performance Metrics:** A list of metrics on the right side of the page.

- Navigation** – In its new design, Volvo added a Table of Contents section with links to articles and product news updates. These links have increased website traffic 30% and generated thousands of leads.
- Content Syndication** – Volvo dynamically displays used equipment based on subscriber preferences. Content syndication has reduced eMail build time by approximately 30-40% by automatically capturing content from websites.
- Performance Metrics** –
 - **75% Email Open Rate**
 - **11% Click Through Rate**
 - **20% increase in speed of equipment sales**

Lead Management Workflow

The diagram illustrates the lead management workflow:

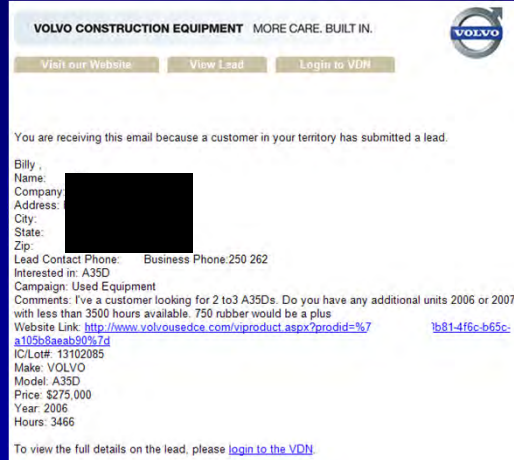
- Information Request:** A user provides information on the Volvo website.
- Data cleansing:** The information is processed by D&B.
- Automated lead assignment:** Leads are assigned to Microsoft Dynamics CRM.
- Microsoft Dynamics CRM:** Sales reps manage leads in the CRM system.
- ExactTarget:** An auto-generated report is generated for the sales rep.
- Auto-generated email for customer:** An email is sent to the customer, thanking them for their interest.

Microsoft Dynamics CRM enables Volvo sales reps to manage leads

Auto-generated report for Volvo sales rep

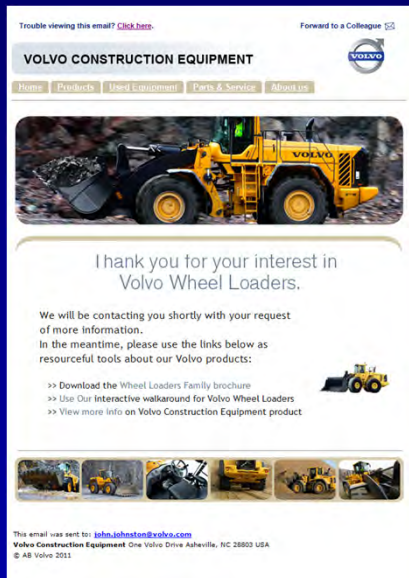
Auto-generated email for customer

Immediate Delivery of Lead Details to Dealer



Microsoft Dynamics CRM triggers an email that provides the Volvo CE dealer details about the lead.

Immediate Delivery of Information to Customer



Microsoft Dynamics CRM triggers an email that thanks the customer for contacting Volvo Construction Equipment

Email provides a link to a landing page containing details about the product of interest

VOLVO USES EMAIL TO CONFIRM PARTS ORDERS



Chadwick-BaRoss, Inc.

Home Products Used Equipment Parts & Service About Us

UP TO 10% OFF PARTS **SAVE \$\$\$\$** **\$500 UNDERCARRIAGE LABOR PROMOTION**

Thank you for your parts order. Your order is now being processed and the details are listed below. As an appreciation for your business, we would like to invite you to enjoy quarterly parts discount specials. Please contact your local dealer branch to learn how you can benefit from these savings and more. Let Volvo and your dealer keep your machine up and running its best.

Order Number: Q201009C
Order Date: 09-02-2010 2:

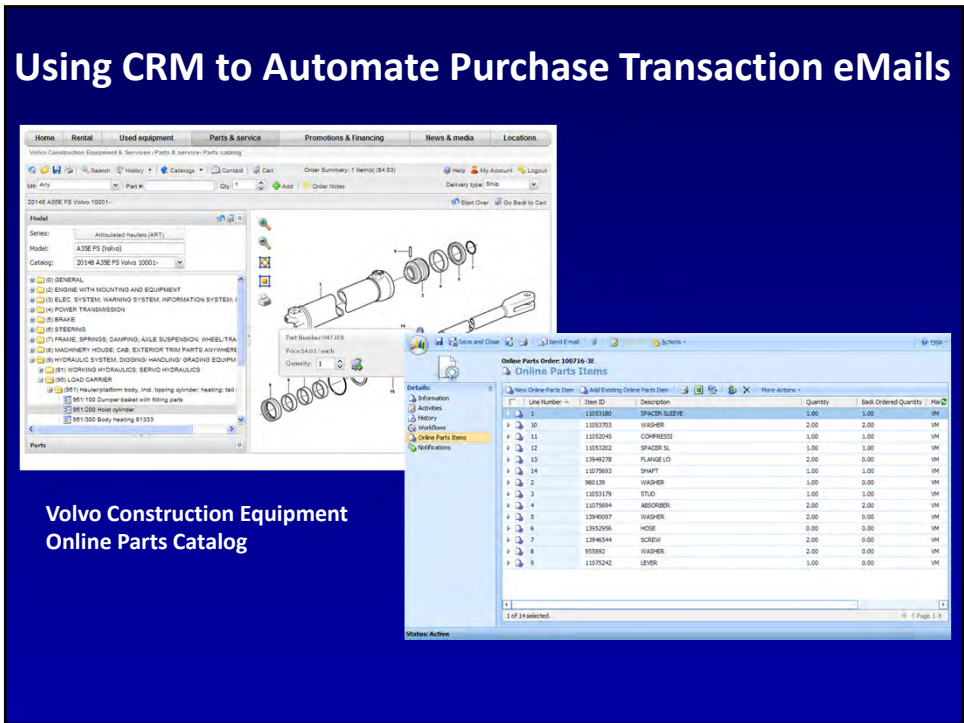
Bill To: BLACK HIL 776 S. Main Mills, WY 8	Ship To: John Joh BLACK H 776 S. M Mills, WY
--	---

Mfr	Part #	Description	Qty	UP	Total
VOL	US10006	Bomber Jacket Volvo CE	1.00	8:	.00
VOE	466634	OIL FILTER	1.00	11	.89
VOL	US10012	Thermo Mug Volvo Aero	1.00	1:	.50
VOL	US10010	Thermo Mug Volvo CE	1.00	1:	.00
VOE	11701505	UPHOLSTERY	4.00	19:	.56
VOE	11700100	SLIDE RAIL	1.00	19:	.40

Parts Subtotal: 1'
Tax: 1'
Est Total: 1'
** Shipping charges will apply. Additional core and/or environmental charges may apply to some parts.*

All online parts order transactions are confirmed via Email integrated with CRM

Using CRM to Automate Purchase Transaction eMails



Home Rental Used equipment Parts & service Promotions & Financing News & media Locations

Volvo Construction Equipment & Services Parts & service Parts catalog

2014E AS3E FS Volvo 1000L

Model: Articulated hauler (ART)

Series: AS3E FS (10-4)

Model: 2014E AS3E FS Volvo 1000L

Part Number: 047.03.0

Qty: 1

Online Parts Order 100746-36

Line Number	Item ID	Description	Quantity	Std. Ordered Quantity	Unit
1	11031380	SPACER SLEEVE	1.00	1.00	UM
10	11031703	WASHER	2.00	2.00	UM
11	11032245	COMPRESS	1.00	1.00	UM
12	11031002	SPACER SL	1.00	1.00	UM
13	13940278	FLANGE LO	2.00	0.00	UM
14	11070652	SHAFT	1.00	1.00	UM
2	960119	WASHER	1.00	0.00	UM
3	11033179	STUD	1.00	1.00	UM
4	11070694	ADAPTER	2.00	2.00	UM
5	13940097	WASHER	2.00	0.00	UM
6	13942956	HOSE	0.00	0.00	UM
7	13940344	SCREW	2.00	0.00	UM
8	955892	WASHER	2.00	0.00	UM
9	11071242	LEVER	1.00	0.00	UM

1 of 14 selected. Page 1 of 1

Volvo Construction Equipment Online Parts Catalog

Using CRM to Automate Purchase Transaction eMails

Custom Thank You Template

AMPscript - Declaration for Data Extension
Primary Key

DE Fields

Preheader Text

Dynamic Content Area

Footer Image

Footer

Chadwick-BaRoss, Inc.

Thank you for your parts order. Your order is now being processed and the details are listed below. As an appreciation for your business, we would like to invite you to enjoy quarterly parts discount specials. Please contact your local dealer branch to learn how you can benefit from these savings and more. Let Volvo and your dealer keep your machine up and running its best.

Order Number: 0201606
Order Date: 09-02-2010 2

Mfr	Part #	Description	Qty	U/P	Total
VL	US1008	Bomber Jacket Volvo CE	1.00	E	.00
VCE	466634	OIL FILTER	1.00	11	.89
VL	US1012	Thermo Mug Volvo Aes	1.00	1	.50
VL	US1018	Thermo Mug Volvo CE	1.00	1	.00
VCE	11701605	UPHOLSTERY	4.00	19	.56
VCE	11703100	SLIDE RAIL	1.00	191	.40

Parts Subtotal: 1
Tax: 1
Est Total: 1

* Shipping charges will apply. Additional low and/or environmental charges may apply to some parts.

VOLVO CONSTRUCTION EQUIPMENT NORTH AMERICA

When it comes to construction equipment, **Exceptional Fuel Efficiency, High Durability and Increased Operator Comfort** are just some of the characteristics that set Volvo apart from others.

Also Visit Us At:

- www.volvoce.com/na
- www.click.com/volvocena
- www.youtube.com/volvocena

LET'S WORK.

Volvo Construction
@VolvoCE_NA
Volvo Construction Equipment manufactures and sells heavy construction equipment.
<http://www.volvoce.com/na>

Following

Timeline

VolvoCE_NA Volvo Construction
New F Series Articulated Trucks... Full Suspension, Full Productivity.
<http://bit.ly/hmKtSI>
1 hour ago

VolvoCE_NA Volvo Construction
CONEXPO-CON/AGG 2011 - The Largest Show In The Western Hemisphere. <http://bit.ly/tqB5GC>
26 Mar 2 Favorites 3 Retweet 1 Reply

conexpoconagg CONEXPO-CON/AGG 2011 by VolvoCE_NA
Looking for a specific #conexpoconagg exhibitor? Search for them here: <http://ow.ly/4mWUj>
26 Mar

plantquarry Pit and Quarry by VolvoCE_NA
ConExpo-Con/Agg infused with international representation: Through Thursday, March 24, ConExpo-Con/Agg and the c...
<http://bit.ly/i4KJG>
26 Mar

VolvoCE_NA Volvo Construction
Welcome to the last day of CONEXPO.
26 Mar

VolvoCE_NA Volvo Construction
New Era For Volvo Wheel Loaders <http://bit.ly/fmsVJ6>
25 Mar

KHLConstruction Chris Sleight by VolvoCE_NA
Volvo showcases Tier 4 Interim engines <http://bit.ly/i#2BKxD>
23 Mar

VolvoCE_NA Volvo Construction
Don't miss the L250G presentation at 2:15 at the Volvo booth! top by

About @VolvoCE_NA
442 Tweets 115 Following 1,155 Followers 44 Listed

Connections
Also followed by @eBusiness.

Following 115

Similar to @VolvoCE_NA - view all

- conexpoconagg - Follow
- TakeuchiMFG - Follow
- hawthorne_cat - Follow
- 4ConstructPros - Follow

About • Help • Blog • Mobile • Status • Jobs • Terms • Privacy • Shortcuts
Advertisers • Businesses • Media • Developers • Resources • © 2011 Twitter

Attracts prospective customers to the Volvo Construction Equipment website.

Drives traffic to the Volvo Construction Equipment YouTube Channel.

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WHILE IMPROVING PERFORMANCE.

0:00 / 2:37 360p

“If you’re responsible for BtoB marketing, and you’re not using video, you’re making a huge mistake.”
John Johnston
eBusiness Marketing Manager
Volvo Construction Equipment North America

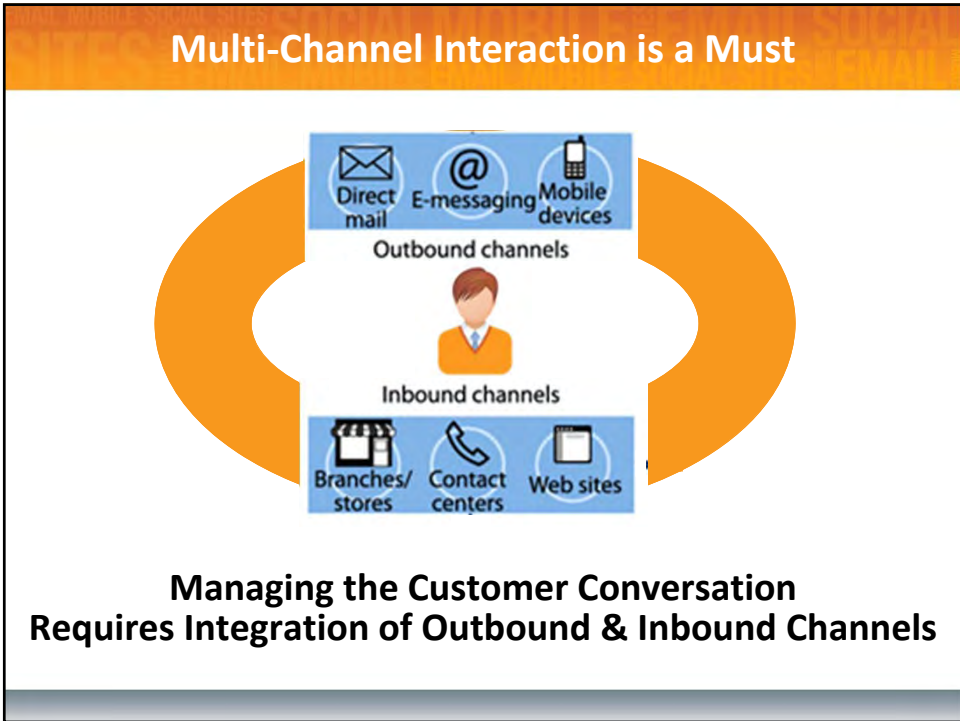
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**NOTHING STANDS IN THE WAY.
LET'S WORK.**

Volvo Construction Equipment

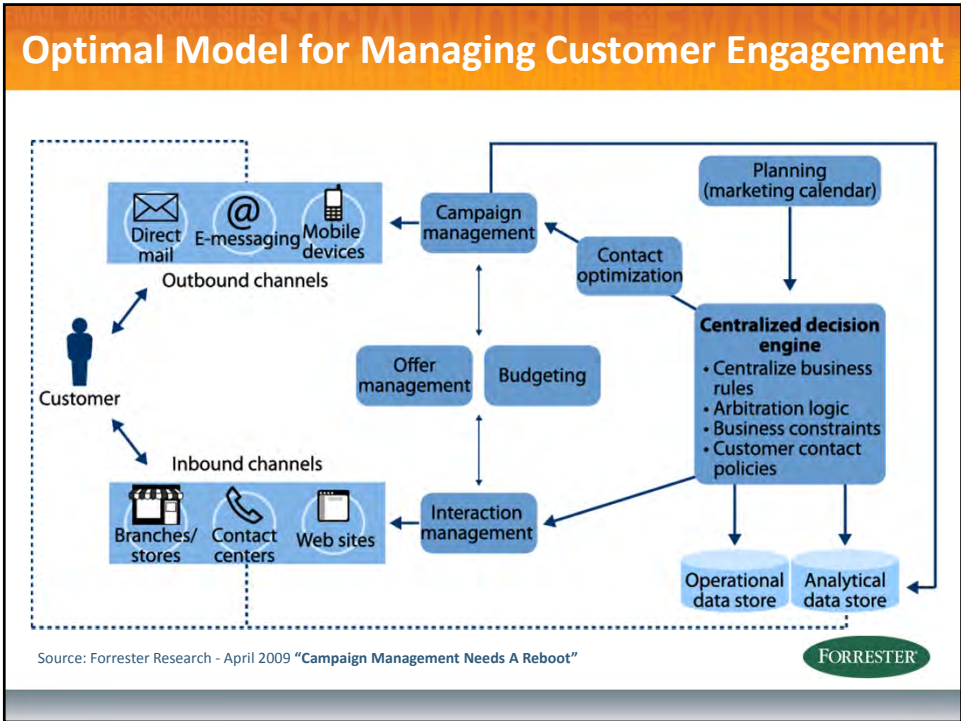
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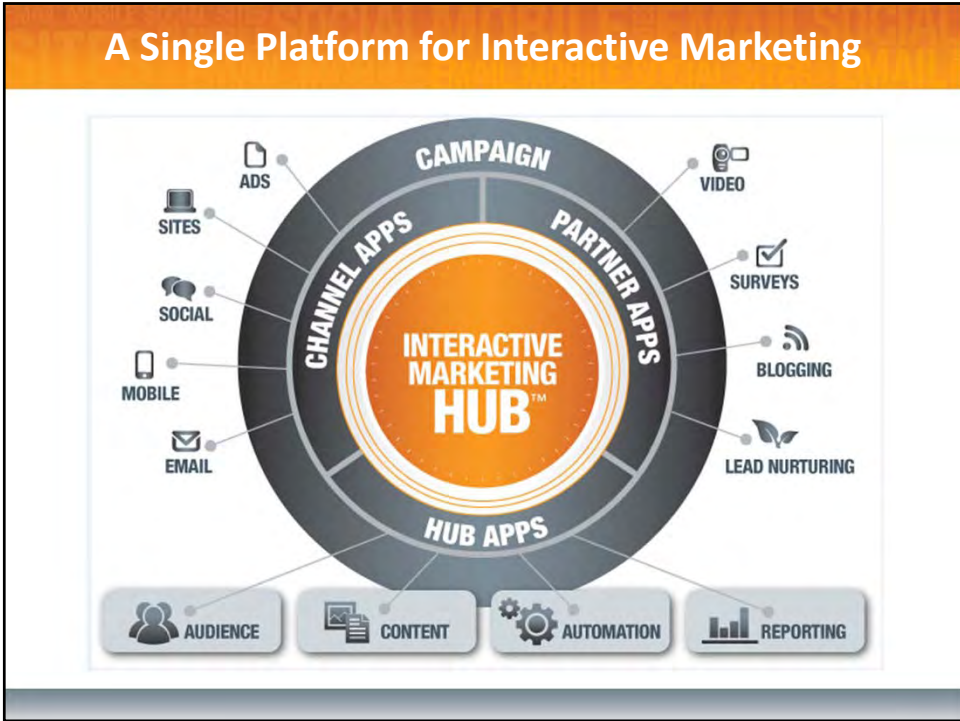
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