

SOCIAL MEDIA AT FERGUSON

HOW CROSS BUSINESS UNIT CAMPAIGNS CAN IMPROVE YOUR OMNICHANNEL CUSTOMER JOURNEY





"In today's digital world, it's simply not enough to be present across multiple channels. Instead, marketing teams must shift to an omnichannel approach to meet and surpass customer expectations."

- Leah Westfall

TOP 5 THINGS YOU SHOULD KNOW

- 1 Omnichannel customers spend **15 to 30%** more than single or multi-channel customers
- 2 Customers can jump between channels to seamlessly **continue their journey** with a brand
- 3 Improve **brand visibility** and recall while improving the **buyer experience**
- 4 **90% of customers** expect consistent interactions across channels
- 5 **86% of shoppers** regularly channel-hop across two channels

WHAT IS THE DIFFERENCE?

TRADITIONAL

The good, old-fashioned bricks and mortar store



E-COMMERCE

Online shopping has skyrocketed in recent years



MULTICHANNEL

Various, disconnected channels for customers to use independently




OMNICHANNEL

An integrated, seamless experience across multiple devices and touchpoints






Source: <https://www.sparkpay.com/blogimages/omnichannelins1.png>

HOW WE CURRENTLY NAVIGATE



SUPPORTING THE FUTURE OF WATER

The **INFRASTRUCTURE ACT** has paved the way to a better future for water by allocating:

-  More than **\$22 billion** for improvements to drinking water, wastewater and stormwater management
-  **\$15 billion** to replace lead pipes and private service lines
-  **\$9 billion** to address PFAS and other emerging contaminants
-  More than **\$5 billion** for water infrastructure resilience

Utilities can access funds through the **Drinking Water State Revolving Fund (DWSRF)**, **Clean Water State Revolving Fund (CWSRF)** and **FEMA Hazard Mitigation** programs.

[LEARN MORE](#)




Have Questions? ASK DAVE!

If you have questions about the funds available to you, project criteria or just need help getting started, **we're here to help.**

Visit our Infrastructure Act informational page and find the Ask Dave section to **talk with an expert.**

[ASK DAVE](#)



COMMODITY NEWSLETTER

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Ferguson Waterworks

4,797 followers
2w • Edited • 

The Infrastructure Act is paving the way for a better future for water by allocating funds for water, wastewater, stormwater and related resiliency projects, including:

-  More than \$22 billion for improvements to drinking water and waste/stormwater
-  \$15 billion to replace lead pipes and private service lines
-  \$9 billion to address PFAS and other emerging contaminants
-  More than \$5 billion for water infrastructure resilience

Our dedicated team of waterworks experts is standing ready to provide you with the expertise, services and products you need to strengthen our nation's water infrastructure. To learn more about how we can help, get in touch with our team: <http://spr.ly/6042K2Wd4>




YOUR PARTNER FOR THE FUTURE OF WATER

SOCIAL: LINKEDIN

You are shopping
TAMPA, 302 NORTH WILLOW AVE

Showrooms Find a Location Orders My Lists Help

FERGUSON

Search for products 

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FERGUSON LEGISLATION CENTER

ACCESS IIJA FUNDING FOR WATER INFRASTRUCTURE PROJECTS

As bipartisan infrastructure legislation (BIL) takes center stage in the national spotlight, the federal government is improving and expanding access to precious resources by allocating funds for water, wastewater, stormwater and related resiliency projects. Municipalities can apply for these funds to support a range of water infrastructure projects.

Discover what's in the Infrastructure Investment and Jobs Act for water projects, how funds are allocated and distributed, and how Ferguson can help your utility or municipality access these funds.

Contact our friendly municipal expert for IIJA answers. [Ask Dave](#)



What is the 2021 Infrastructure Investment and Jobs Act (IIJA)?

The bipartisan infrastructure bill passed in 2021 and includes new spending over the next five years to update infrastructure across the U.S., including airports and rail, public transit, roads and bridges, broadband and ports and waterways. Billions are allocated for drinking water and wastewater infrastructure projects.

LANDING PAGE

EMAIL

Seed - Choose Your Favorite Tradeswoman!



Ferguson <info@counter.ferguson.com>

To: Whitney Duenas

Vote For Your Favorite Tradeswoman

She Could Win a Milwaukee® M18 FUEL™ SURGE™ 1/4" Hex Hydraulic Driver Kit!

Ferguson celebrated Women's History Month in March by celebrating phenomenal tradeswomen! We received lots of amazing submissions, and we've narrowed down the field. They've all scored bragging rights, but the four with the most votes will win big.

Place your vote now through April 15, 2022 and be sure to share on social media so your favorite can have an even better chance of being picked. Remember, we'll choose four winners and thank them each for their hard work with a Milwaukee® M18 FUEL™ SURGE™ 1/4" Hex Hydraulic Driver Kit.

[VOTE FOR A TRADESWOMAN](#)

A million reasons to celebrate

1,000,000

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FERGUSON

Vote For Your Favorite Tradeswoman

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[VOTE FOR A TRADESWOMAN](#)

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SOCIAL: FACEBOOK AND LINKEDIN


Ferguson Industrial
11,810 followers
1mo • 🌐

Last month we collected nominations for phenomenal tradeswomen who deserve extra recognition. Pipefitters, ironworkers, operators and more were all eligible, and we received some amazing submissions. Voting is now open – visit <http://spr.ly/6044KLHFM> to see the randomly selected finalists. Support your favorite woman who works the skilled trades by voting, today through April 15, 2022. She could win one of four Milwaukee® M18 FUEL™ SURGE™ 1/4" Hex Hydraulic Driver Kits! Be sure to share so your favorite has the best chance to win!




Ferguson
March 7 • 🌐

March is Women's History Month, and Women in Construction Week is March 6-12. So, what better time than now to celebrate tradeswomen? Nominate your favorite female contractor, plumber, or other skilled trade worker to win a Milwaukee® M18 FUEL™ SURGE™ 1/4" Hex Hydraulic Driver Kit! Every woman nominated will receive a "Women in the Trades" shirt, and anyone who submits a nomination will be gifted an "I Support Women in the Trades" hardhat sticker. Everyone wins when we support women in the trades: <http://spr.ly/6182KeJn>
#WICWEEK2022



Ferguson Fire & Fabrication
454 followers
1mo • 🌐

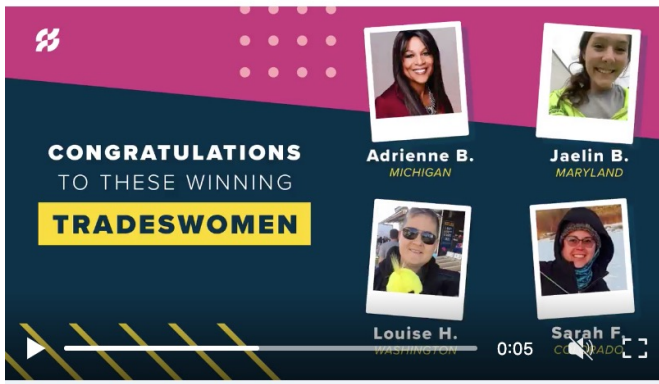
Last month we collected nominations for phenomenal tradeswomen who deserve extra recognition. Fire protection contractors, welders, fabrication specialists and more were all eligible, and we received some amazing submissions. Voting is now open – visit <https://lnkd.in/d2idwzcV> to see the randomly selected finalists. Support your favorite woman who works the skilled trades by voting, today through April 15, 2022. She could win one of four Milwaukee® M18 FUEL™ SURGE™ 1/4" Hex Hydraulic Driver Kits! Be sure to share so your favorite has the best chance to win!



Ferguson Industrial
11,810 followers
1mo • 🌐

The votes are in, and our winning tradeswomen have been selected! There were hundreds of submissions including ironworkers, pipefitters and more. We randomly selected our finalists, then let the votes decide the final four. We're pleased to announce Adrienne B., Jaelin B., Louise H. and Sarah F. as our Women in Trades winners! These women excel on the jobsite and off, and it has been our honor to share their stories. They've each been rewarded with a Milwaukee® M18 FUEL™ SURGE™ 1/4" Hex Hydraulic Driver Kit. Thanks again to everyone who participated, and congratulations to all the women nominated!


Meet the winners: <http://spr.ly/6042K7ahQ>



Meet Our Winning Tradeswomen

Ferguson
April 22 • 🌐

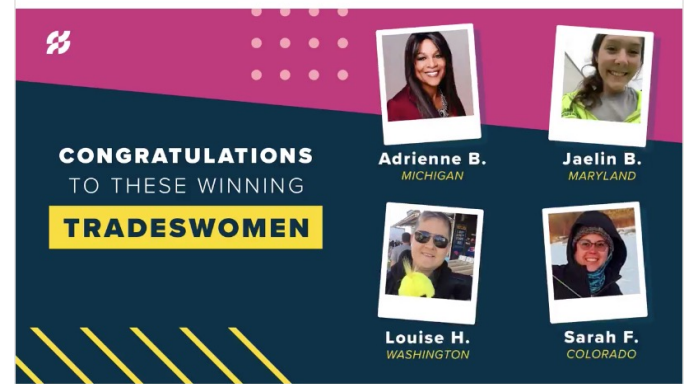
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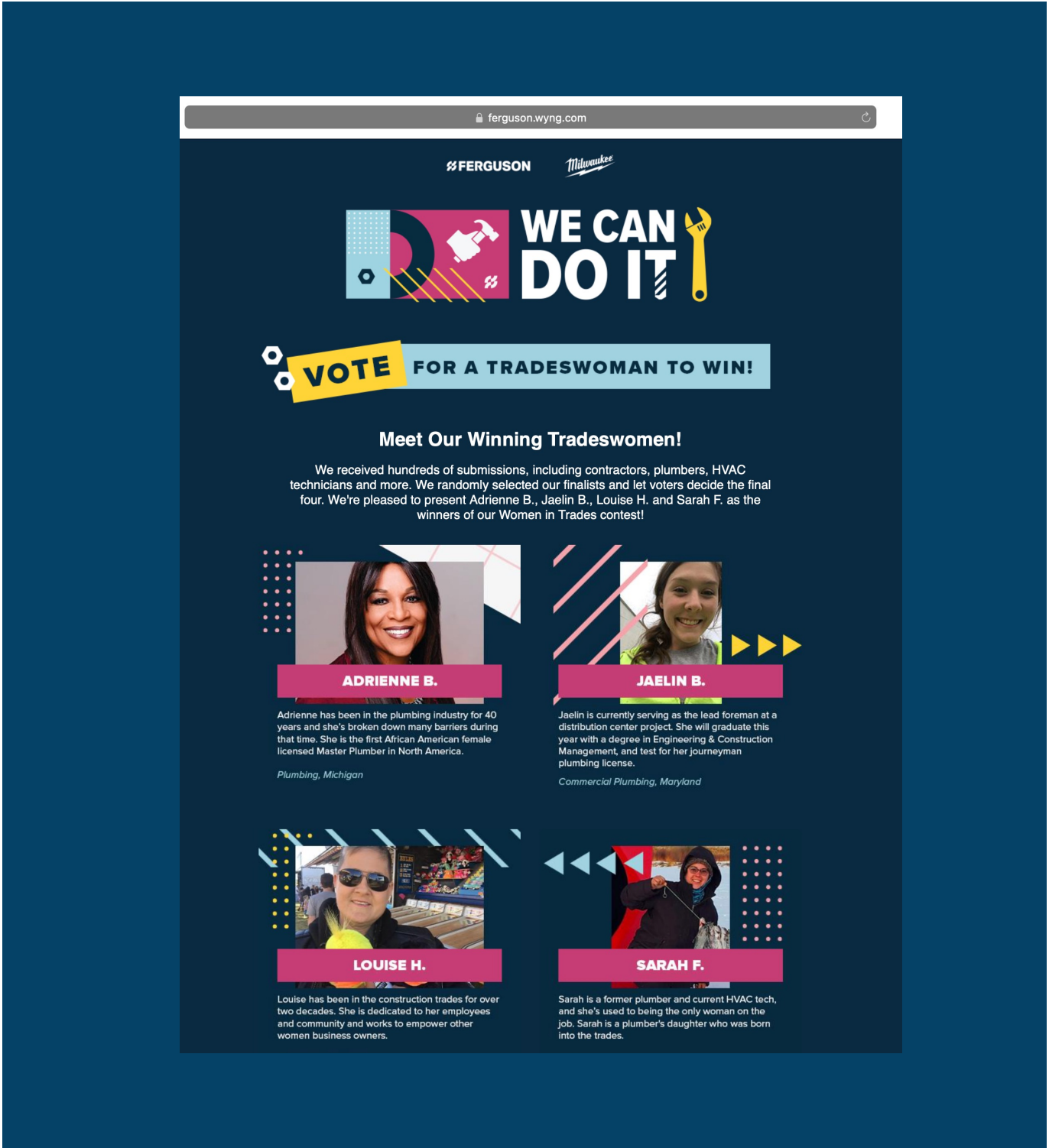
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Meet the winners: <http://spr.ly/6043K7xNt>



Meet Our Winning Tradeswomen

LANDING PAGE



Got questions?
We've got answers.

Connect with me on LinkedIn

