



MulberryMC *Making business to business personal*

## HYDRO SYSTEMS

# Mulberry elevates visibility for Hydro Systems' CEO



### Challenge

Hydro's CEO joined Dover Corporation after selling his business to the company in 2015. Since then, he has served as president and CEO of Hydro Systems, a Dover company and world leader in delivering chemical dispensing and dosing solutions including equipment, software and

### Strategy

Mulberry designed and executed a bi-monthly e-newsletter to Serge's extensive contact list of customer contacts, prospects and industry influencers. The newsletter is an educational resource with each issue containing an opinion piece on a trending topic, industry news, thought leadership article coverage from Hydro Systems and information about key products and events. To build Serge's profile on LinkedIn, Mulberry oversees a monthly blog series and numerous weekly updates to the platform that highlight company news, leadership best practices and Internet of Things articles.

### Results

PR placements about the IoT in jansan, technology, retail, education, foodservice, healthcare and business trade media

Publications: Robotics Tomorrow, Contracting Profits, FSR, Charlotte Business Journal and more

Coverage impressions about the IoT and IoC: 627,000

Coverage advertising value: \$152,000