



DREAM FACTORY
ADVERTISING | PR | MARKETING



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PROCESS DRIVEN.



ROI FOCUSED.

The B2B Marketing Experts



Process Driven. ROI Focused.

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Dream•Factory

/drēm 'fakt(ə)rē/

noun

an agency that blends a streamlined process with integrated strategies to deliver measurable results



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YOUR BOTTOM LINE IS JUST AS IMPORTANT TO US AS IT IS TO YOU

We are an agency built on your goals, utilizing an incorporated marketing process, extensive experience in the power generation industry and advanced technologies to deliver quantifiable return on your efforts.

Our dynamic solutions focus on key areas, such as:

- Marketing Strategies
- Branding and Rebranding
- Lead Generation and Nurturing
- Marketing Automation
- Public Relations
- Advertising and Design
- Marketing Analytics
- Web and SEO Development

Our marketing plans work cohesively across all platforms and initiatives to create the greatest impact with your target audience, and streamline from accomplishing one goal into the next.



21 Years of B2B Marketing Experience

We've worked with B2B brands across various industries, including: energy, security technology, financial, medical, legal, food and beverage, chemical, transportation, business services and more.





HOW WE DO WHAT OTHERS CAN'T

We mix strategy and creativity, bringing science and art together for our own ROI-driven renaissance. From the beginning of our client relationships, we're not afraid to explore new avenues for you. ROI comes from consistent branding, which is more than just a pretty website and brochure. It's about working together, expanding knowledge and using multiple advertising, marketing and public relations platforms to your advantage.

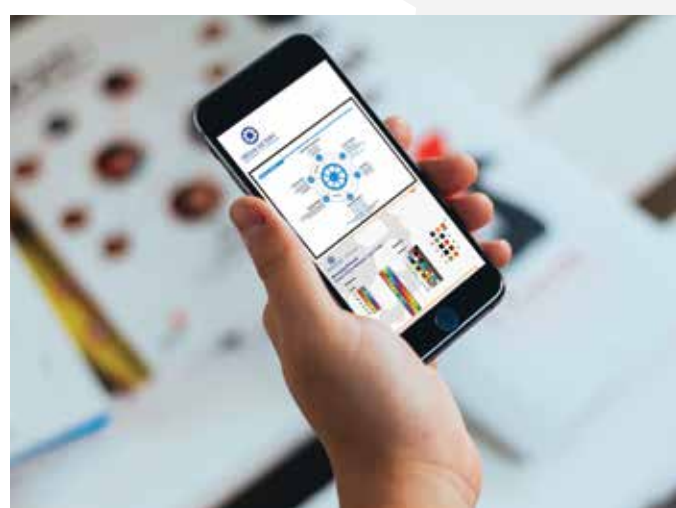
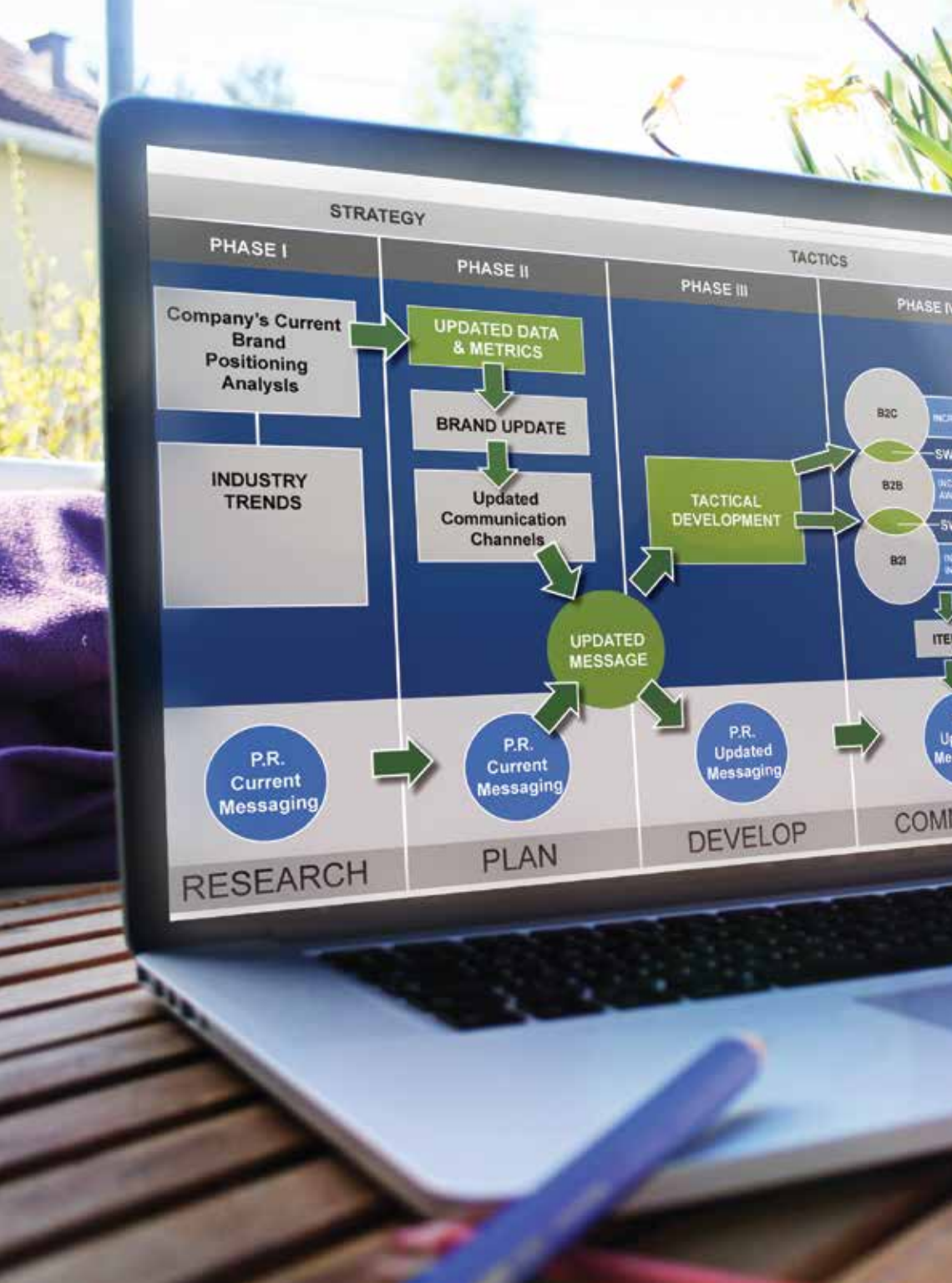
PROCESS-DRIVEN STRATEGY

Customized for your goals and delivering results

One of the most common marketing struggles for a company revolves around the lack of resources when attempting to achieve your goals. While most agencies can give you tools to help alleviate this issue, the process of formulating a strategy based off of relevant research, advanced technologies and measurable results is not usually integrated.

At Dream Factory, this process-driven strategy is in our company DNA. The key to our success and what separates us from ordinary agencies begins and ends with processes.

In marketing, advertising and public relations (PR), it's not about putting in extra time; it's about bringing the right processes together to develop a strategy for each client, involving dynamic approaches, comprehensive industry and company understanding and progressive technologies. We utilize a measurable, integrated marketing process and customize it to determine the most successful strategy for your brand.





Where's the ROI in Using an Agency?

We believe an agency's real value comes from being a natural extension of the client, functioning seamlessly with internal operations.

By immersing ourselves in every aspect of your brand, we foster a genuine, transparent partnership, focused on propelling your corporate growth.

Our clients' success is not by chance.

Working with Dream Factory distinctly offers:



Industry Experience

Over two decades working with various clients in B2B industries, from every facet of marketing, advertising and public relations, we know what initiatives work best for your markets.



Quality of Work

Our diverse and experienced staff, from marketers to designers, developers, writers and more, generate not only high-quality deliverables, but measurable, successful results.



All-in-One Capabilities

We handle everything from start to finish, including initial strategy and planning, content and design, execution, comprehensive analysis and performance optimization.

We are here to provide the complete marketing support you need. Whether it's increasing leads, redesigning a website or creating an entirely new brand, the success of our clients is our main mission.

Some of Our Clients Have Included:

SIEMENS



traka
ASSA ABLOY



FedEx Office
Print & Ship Services

QuantumFlo
an exponential leap in pump technology

ArrMaz



MOTOROLA

**WELLS
FARGO**

Cryos

CHEP
EQUIPMENT POOLING SYSTEMS



TURBINE TECHNOLOGY
SERVICES CORPORATION

EthosEnergy

Numbers Don't Lie

Don't just take our word for it. Explore two distinct case studies of how we've taken our clients' success to the next level.



Marketing Support for a Global Energy Company



- To execute high-level marketing strategies to meet company goals, they needed:
 - Resources
 - Expertise
 - Manpower
- They were unsure of:
 - How and where to invest time and money
 - What should be done in-house versus outsourced
- The client found it difficult to obtain:
 - The necessary support for their challenges
 - An agency familiar with B2B marketing within their market



BENEFITS

Additionally, the client gained:

- Quicker turnaround rate with average task completion within 1 business day
- Significantly higher ROI on segmented marketing efforts
- Automated inbound leads from all online sources

SOLUTIONS

- Utilizing long-standing experience in the energy industry, Dream Factory aligned with the company's goals by:
 - Developing integrated marketing strategies
 - Designing creative promotional collateral
 - Implementing global, targeted campaigns
 - Developing a global website and information sharing platform
- Our exceptional creative and marketing teams worked to develop campaigns that:
 - Supported our client's brand image in all marketing efforts
 - Delivered fully executed strategies in efficient timeframes
 - Provided branding and lead generation to support international sales teams



Advanced Tools and Software We Use



Increasing Lead Generation in a Competitive Market



210% increase of high quality leads, rapidly growing their ROI



SOLUTIONS

- Through our exclusive methodologies, Dream Factory was able to enhance their PPC lead generation by:
 - Performing extensive industry and competitor research
 - Creating geographically segmented campaigns

CHALLENGES

- Lead generation was a struggle with:
 - Over 20 pay-per-click (PPC) competitors
 - Uncertainty on how to deliver the most profitable digital leads
- With a niche industrial market, they needed experts who understood how to:
 - Implement marketing for their B2B markets
 - Cut through the clutter and deliver quality results
 - Increase return on their marketing investment
 - Streamline their lead generation into sales

BENEFITS

The client also gained:

- Highly targeted, customized campaigns for improved budget allocation and market saturation
- Improved Google Ads quality score, reducing the cost per lead
- Research data that uncovered additional tertiary market opportunities for additional profit avenues
- 100% automation of lead generation from PPC into the sales team

- Refining targeting and campaign scope per salesperson
- Applying market seasonality calculations to optimize campaign performance
- Developing and launching more informative and higher converting landing pages



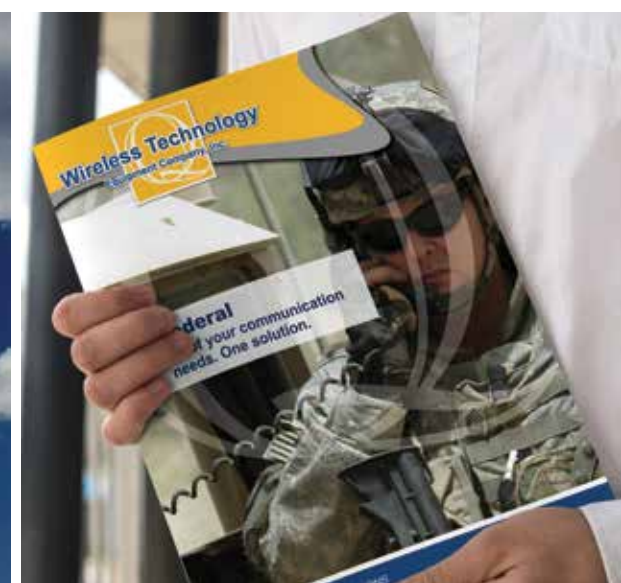
- Additionally, we implemented marketing automation systems that:
 - Fully automated the lead intake process
 - Created immediate touchpoints with leads, enhancing their potential
 - Streamlined leads to the appropriate salesperson per region and per product
 - Integrated an automated reminder system for salespeople so no lead was lost
 - Built a follow up system for management to evaluate sales team performance





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Discover the Creativity in Our Clients' Work

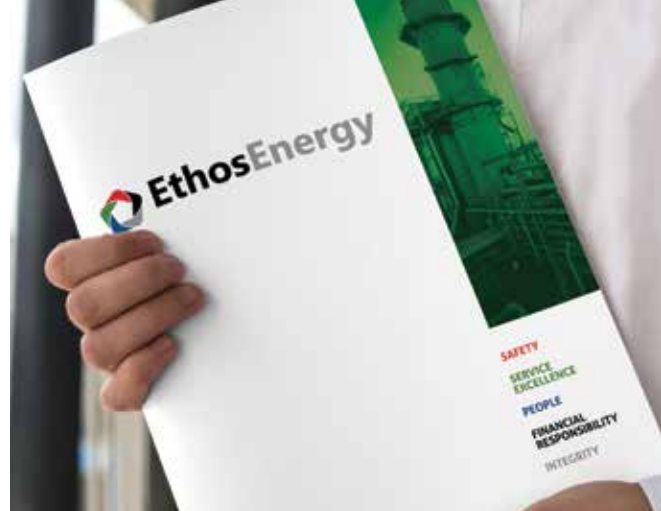






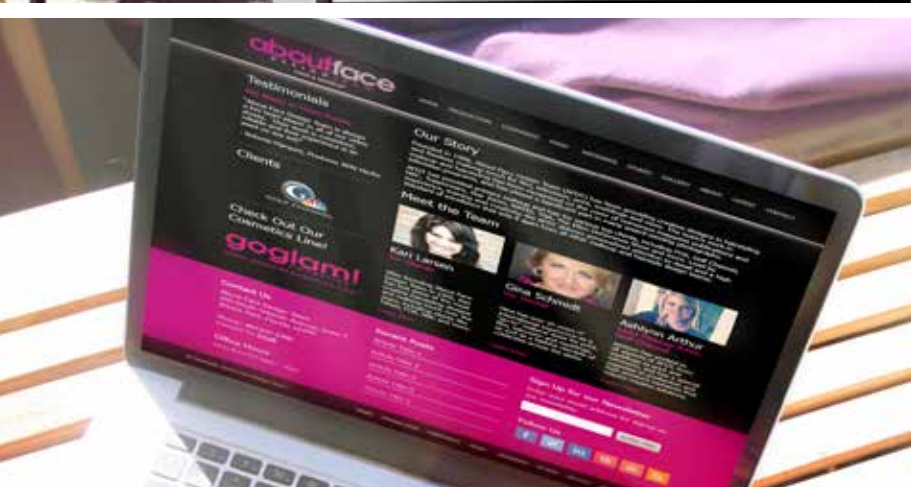
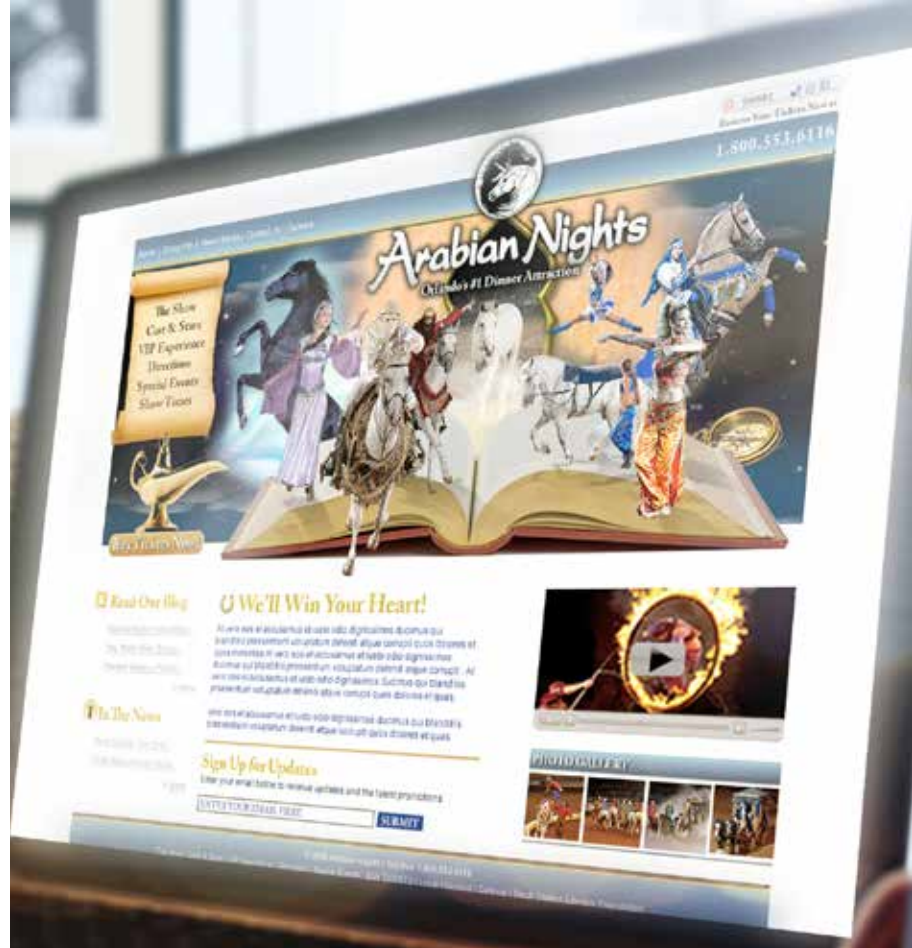


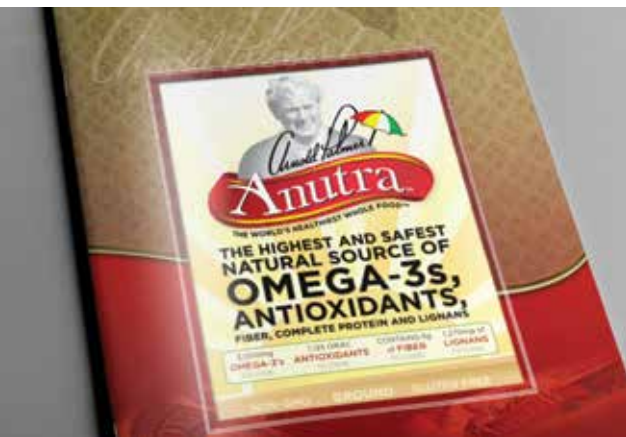
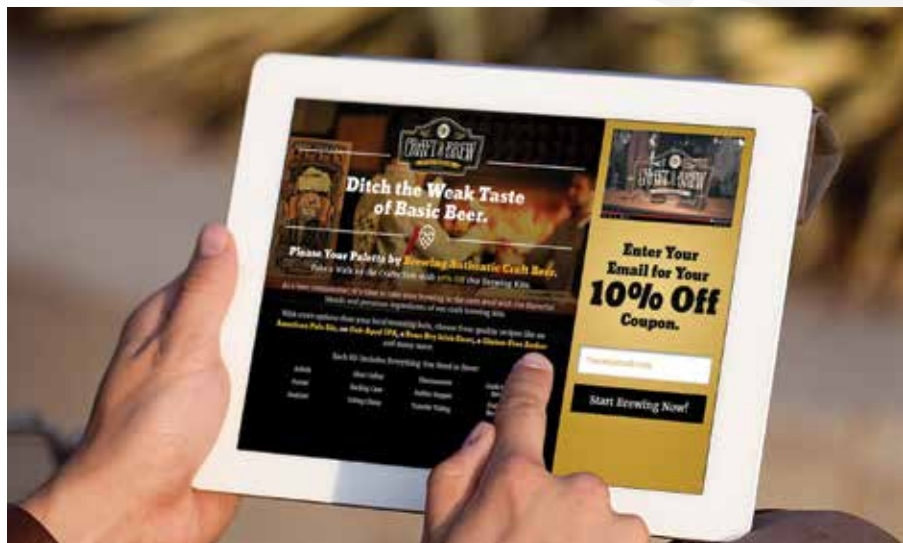




















Wamar Power

Provider of market-leading global power generation solutions.

About Us

Wamar Power, a division of Wamar International, LLC, provides comprehensive power generation solutions and services that sit clients around the world generate power of maximum efficiency, while lowering operation and maintenance costs and increasing reliability.

Based on decades of experience and company history, Wamar Power has become a leading global provider of energy solutions in a wide range of industries. We provide fully-integrated energy and combustion system solutions for modernization and engineering projects worldwide.



Wamar Power provides a full-service solution to all energy

- Engineering Services
- Project/Program Management
- Plant/Equipment Maintenance & Repairs
- Outage Services
- New Parts/Equipment Refurbishment
- Asset Management Services
- Startup/Commissioning
- Equipment Installation
- Relocation Services
- Training Services
- Material Management & Logistics
- Wamar Renewables
- EPC Services

Our History

Wamar was established in California in 1963 and incorporated in 1987. Since then, it has expanded its global footprint across the world with offices in the Middle East, Europe, Asia, South Africa, and Latin America.

Wamar has a deep understanding of the sciences of energy and engineering. Over the years, we have provided leading expertise and government agencies with significant high-value services that feature superior quality and value. We have collaborated with hundreds of leading enterprises and government agencies on high-grade projects that not only deliver unprecedented value but also set new benchmarks for innovation and applications that repeatedly set new industry standards.

Global Reach

Wamar Power is a non-OEM service provider with the proven capacity to install, inspect, operate, and maintain power generation equipment worldwide.

PG 2

Engineering Services

Wamar Power offers full-service global engineering solutions for power generation facilities. Our skilled team of engineers has been selected to lead projects as project manager and engineering lead for power generation facilities, including design and construction, and ongoing operations and maintenance.

As a leader in the global power generation market, power generation facilities are being upgraded and modernized. Our team of experts is leading the way in modernizing power generation facilities.

Equipment Repair

Wamar Power offers high-quality, reliable equipment repair services that maximize plant performance. Our experts provide daily repair services for power generation equipment, including turbine, generator, and boiler repairs.

Wamar Power provides the necessary parts, labor, and expertise to ensure power generation projects are completed on time and within budget. We have a proven track record of providing high-quality repair services for power generation equipment.

Wamar Power's team has decades of experience in developing and implementing maintenance plans that reduce energy production, improve system reliability, and reduce operating costs.

As a leader in the global power generation market, power generation facilities are being upgraded and modernized.

- Equipment Repair
- Field Services
- Long Term Service Agreements

Wamar offers complete equipment repair services worldwide

- Generator Repair
- Generator Rotor High Speed Balancing
- Turbine Blade Repair
- Hot Gas Path & Combustion Inspections
- Major Overhaul
- Instrument Calibration

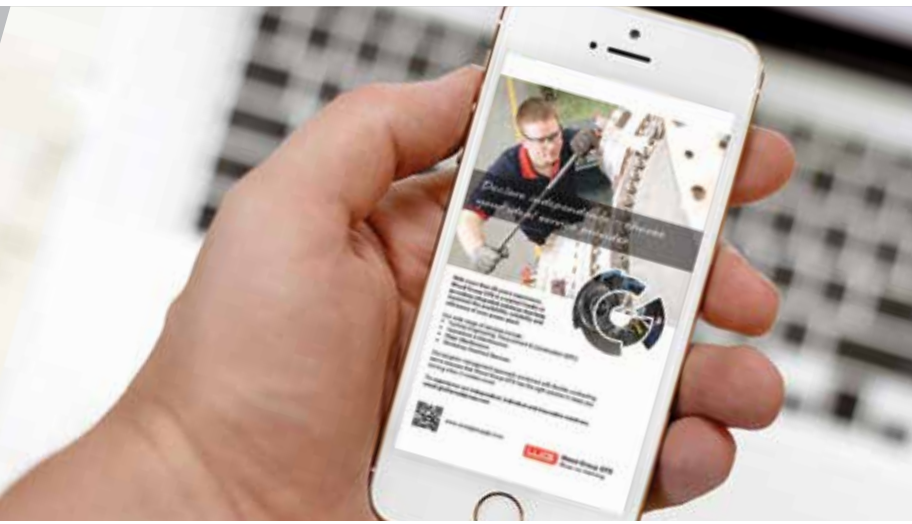


Full Service

With its rich experience and knowledge, Wamar has the power to create, modify, expand, and maintain all types of power generation facilities.

units. We supplied easy to complete major transformers, electrical












We're Ready To Generate Powerful Results
Smarter B2B Marketing Starts Here.

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