

# TAPMASTER® CASE STUDY

A Successful, Family-Owned Canadian Manufacturer



## OVERVIEW

Tapmaster® has been working to create innovative hands-free faucet controllers for over 25 years.

The first Tapmaster® was sold into the dental industry in 1993. Immediately, their products became synonymous with reliability, ease of installation, reduction of cross contamination, cost effective water savings and a more convenient, hands-free way of activating your faucet.

Today Tapmaster® is accepted as the #1 hands-free “product of choice” throughout the North American dental industry. They are expanding into medical, chiropractic, veterinary, residential, commercial, construction and food services industries throughout North America and the world. Tapmaster® is changing the way the world uses water.

## CHALLENGES WE WERE ASKED TO ADDRESS:

1. **Low brand awareness**
2. **Product difficult to explain**
3. **Lower revenues due to untapped markets**

- NOTE: This product line offers a **huge** solution to infection control (*especially during the pandemic*)—yet in many markets, the products were largely misunderstood & unrecognized for their benefits & features
- Lack of overall strategic plan across complex industries and markets
- Weak website (Clinical/academic/technical)
- Diverse target market: yet **one** message was used for all markets: general public, medical, dental, restaurants, & public facilities-washrooms
- Low product recognition (*except in plumbing industry, where it has been extremely successful*)
- Weak marketplace perception (as it’s hard to explain how the product works, benefits, features)
- Weak trade show booth, ineffective, non-existent sales & marketing materials
- No social media presence
- Lacklustre Google Ads campaigns offered no product features and benefits to the audience
- Little to no measurement of advertising dollars or ROI on social media (Organic & Paid)

## SOLUTION: We provided a strategic plan, tactics & clarity to increase marketshare

We worked with our client to fully understand their business, conducted a competitive analysis, understood & segmented their audiences, key differentiators, and wrote a strategic plan with strong tactics which we implemented, measured & optimized.

### We created a highly effective, user-friendly website that converted traffic and increased online sales:

- Each target audience was segmented, message/look crafted for THEM—major benefit: infection control
- Produced photo galleries of products in use with videos & schematics (simple) showing how the products worked, including installation & usage

### Built compelling lead magnets that increased customer awareness, client lists & contact points

- Lists helped sales department with specific client needs
- Identified specific products/applications per audience

### Designed a slick product catalogue for ALL audiences (Printable and downloadable)

### Designed a trade show booth that attracted & educated

- Worked with client on their 'interactive products' display
- Branding attracted & demo'd products in booth
- Developed posters with QR codes for further show 'gifts' & follow-up, etc.

### Developed social media program with editorial calendar for all markets. Attracted larger market & brand recognition

- Products shown in use (as they are hard to explain...)
- Developed videos to show product in action

### Worked with videographer to develop corporate video

- Wrote the script, creative directed, oversaw the shoots, with products in use in various settings, etc.

### Revamped existing Google Ads campaigns

- Redesigned, rewrote & rebuilt audience & metrics on Google Ads
- Oversaw, measured, & reported results on a monthly basis
- We analyzed & optimized the data—tweaked, fixed, refined as the data indicated weaknesses & strengths

### Increased Sales: Developed world class marketing materials

- eGuides & lead magnets for clients/potential clients
- eCatalogues with links to website products for purchase
- eNewsletter campaigns with consistent messaging, graphics, CTA & links to product line
- Designed comparison tools for clients and sales to select products right for each specific audience
- Benefits, features, usages & advantages clearly illustrated
- Trade Show booth gave client a professional presence for many global events – renewed movement and energy in the booth (with the ability to DEMONSTRATE the products to clients in the booth itself)

We became partners in our client's success.

“ Our sales are up, our customers comment on how much they like our site and newsletters, and we couldn't be happier.

-Tyler Pubben,  
Business Development. Tapmaster®

Laura and AI have done a bang-up job of managing our social media, web and email marketing campaigns.

The two bring complementary skills to the table that has really helped us make major inroads in the world of digital marketing.

Laura has done a great job creating graphic designs for our ads and marketing materials that have really stepped up our company image.

I would not hesitate to recommend her to any company looking for clean, modern, creative design work.

AI Harvey has done a great job producing catchy and relevant writing for our website and ads. He's a great resource to bounce ideas off for new webpages and newsletters and has a great grasp on how to communicate our product to current and future customers.

## RESULTS: Increased website traffic, increased brand recognition, increased online sales



**12 MILLION+**  
Impressions from  
Digital Advertising



**100's OF  
THOUSANDS**  
Driven to eCommerce Site



**TRIPLED  
SALES**  
Online Over 3 Year Period

Samples illustrating the various components we developed for this client are on the following pages >



**RESPONSIVE  
WEBSITE**



**PRODUCT  
CATALOGUE**



**TRADE SHOW BOOTH**



**eGUIDE  
PER TARGET  
AUDIENCE**



**PRODUCT SHEETS**

**TAPMASTER® COMMERCIAL SOLUTIONS**

### Lead the Fight Against Public Infection

Build, renovate or re-launch your commercial space with proven solutions for infection control.

The need to slow the spread of infection... As soon as a business has been granted a licence to operate, it is responsible for ensuring the safety of its customers. In the case of public spaces, this means ensuring that the infection control measures in place are up to date. At Tapmaster®, we began our journey in 2012, when we were approached by the City of Toronto to install our hands-free faucets in public restrooms. Today, we're the industry leader in commercial infection control solutions. Our products are used in a wide range of commercial spaces, from public restrooms to hospitals. Our hands-free faucets are designed to be easy to use and maintain, and they're built to last. They're also designed to be aesthetically pleasing, so they can blend seamlessly into any environment. Our products are also designed to be energy-efficient, so they can help businesses save money on their utility bills. Our hands-free faucets are a proven solution for infection control in public spaces. They're easy to use, easy to maintain, and they're built to last. They're also designed to be aesthetically pleasing, so they can blend seamlessly into any environment. Our products are also designed to be energy-efficient, so they can help businesses save money on their utility bills.

**SAVE WATER | SAVE MONEY | SAVE LIVES**

**TAPMASTER**

### TRUST TAPMASTER® & MAKE IT YOUR OWN

Follow the lead of Toronto's top hospital and flat-specify Tapmaster® for renovations

Infection control experts consistently advise that improved hand hygiene is critical for a safe environment. Hands-free operation is an obvious way to improve hand-washing safety, reducing the danger of re-contamination via the faucet. However, there are many ways to go hands-free. You might prefer or require a custom approach.

In 2012, some of the same Tapmaster® team members who invented the technology 25 years ago are ready to design your custom solution. In fact, we've been custom engineering systems for clients since we started. Along with industry-leading durability, we offer full flexibility of design, including features for easy operation by individuals with special needs.

**Mount Sinai Hospital flat-specified Tapmaster®**

In 2012, engineering, maintenance and infection control staff at Mount Sinai Hospital in Toronto were frustrated with the high repair costs and poor performance of sensor faucets and mechanical pedal valves. Tapmaster® products were chosen to replace sensor faucets and save money, power and money. Mount Sinai staff were so happy with the results, they installed Tapmaster® products in the hospital's emergency room and flat-specified Tapmaster® for renovations throughout the facility.

After being used 30 years, Tapmaster® continues to develop innovative hands-free faucets for the most demanding applications.

**CONTACT FOR CUSTOM SOLUTIONS:**  
1-800-791-8117



**< LEAD MAGNET: COMMERCIAL SOLUTIONS**

**TAPMASTER® HANDS-FREE FAUCET CONTROLLERS**

# COMMERCIAL SOLUTIONS TECHNICAL GUIDE

COMMERCIAL WASHROOMS | OFFICE KITCHENS | SCHOOLS | GYMS | MEDICAL FACILITIES

**eNEWSLETTERS:**



**PRODUCT CATALOGUES > (digital & print)**

**TAPMASTER**

### Hands-Free Faucet Controllers

We're changing the way the world uses water

**SAVE WATER | SAVE MONEY | SAVE LIVES**

**COMPARE**

Tapmaster® Sensor Hands-Free Faucet Systems vs. Sensor Hands-Free Faucet Systems

For every faucet you install, Tapmaster® will save you money. Tapmaster® faucets are designed to be energy-efficient, so they can help businesses save money on their utility bills. Tapmaster® faucets are also designed to be easy to use and maintain, so they can help businesses save money on their maintenance costs. Tapmaster® faucets are also designed to be aesthetically pleasing, so they can blend seamlessly into any environment. Tapmaster® faucets are a proven solution for infection control in public spaces. They're easy to use, easy to maintain, and they're built to last. They're also designed to be aesthetically pleasing, so they can blend seamlessly into any environment. Tapmaster® faucets are also designed to be energy-efficient, so they can help businesses save money on their utility bills.

**TAPMASTER**

### Minimalist & Easy-to-Use

CABINET MOUNT | ACTUATORS

The most durable and reliable hands-free faucet system in the world. Tapmaster® faucets are designed to be easy to use and maintain, and they're built to last. They're also designed to be aesthetically pleasing, so they can blend seamlessly into any environment. Tapmaster® faucets are a proven solution for infection control in public spaces. They're easy to use, easy to maintain, and they're built to last. They're also designed to be aesthetically pleasing, so they can blend seamlessly into any environment. Tapmaster® faucets are also designed to be energy-efficient, so they can help businesses save money on their utility bills.

**Toronto's Biggest Hospital Chooses Tapmaster® to Reduce Infection**

Model 1786 was initially tested in the hospital's emergency room sink and used at a rate of 30 times an hour, 24/7. After four years the unit was retested as new!

**Toronto's Biggest Hospital Still Chooses Tapmaster® to Break the Chain of Infection**

**Is it time for hospitals to phase out under-performing sensor faucets?**

Although used widely in North American hospitals to prevent infection, sensor faucets break down a lot. When that happens, water can run uncontrollably. It's one way infectious diseases can spread.

What if hospitals could get faucet controllers that blocked the spread of infection without breaking down? And what if these superior products didn't need replacement batteries and also saved water, power and kept savings of money for the hospitals?

**Tapmaster® Surpassed Emergency Room Expectations**

In 2012, engineering, maintenance and infection control personnel at Toronto's Mount Sinai were frustrated with the high repair costs and poor performance of sensor faucets and mechanical pedal valves. A Tapmaster® was installed in the Emergency Room instead. After being used 30 times an hour, 24/7, for four years, it tested "as new".

Mount Sinai staff immediately flat-specified Tapmaster® for renovations throughout the facility. As a result of its superior performance, several hundred Tapmaster® units have been installed at Mount Sinai since the initial Emergency Room test.

**Off-the-shelf or custom?**

"Let's work together to make your faucets more reliable in preventing infection and less costly to install and run. Backed by 25 years of experience, we can ship off-the-shelf products immediately or customize a solution for you."

- Peter Pubben, President, Tapmaster

Tapmaster® vs Sensor Faucets		TAPMASTER	Sensor Faucets
Activated by knee or foot, preventing infection		✓	✗
No splash, breaking chain of infection		✓	✗
No electrical outlet or batteries, saving \$5, eliminating hassles		✓	✗
Useless water, saving money		✓	✗
Easy to install anywhere		✓	✗
Reliable & virtually maintenance-free		✓	✗
Powered by batteries or outlets, adding cost		✗	✓
Complicated installation; time intensive & expensive		✗	✓
Activities with hand-washing, risking re-contamination		✗	✓

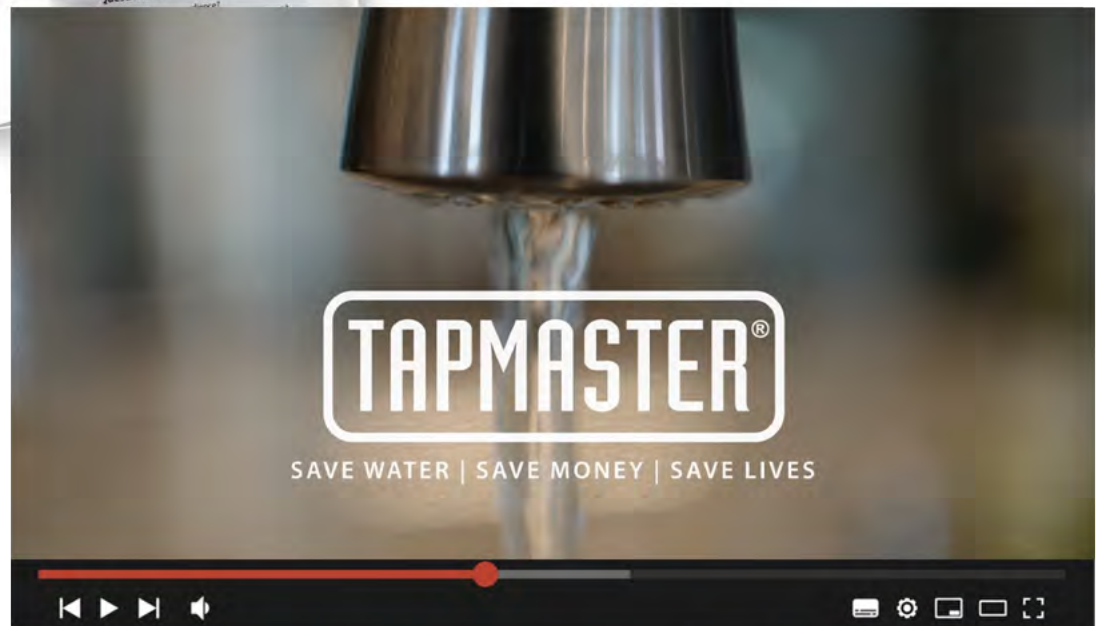
**RDAs: Google Ads:**





**SOCIAL MEDIA STRATEGY**

**WORKED WITH MERCER PRODUCTIONS, TO DEVELOP CORPORATE VIDEO >**



**RDAS: GOOGLE ADS**

**TOUCHLESS FAUCET CONTROLLERS** SAVE WATER | SAVE MONEY | SAVE LIVES

**FRONTLINE TESTIMONIALS:**

"Thank you Tapmaster® for standing behind your product and supporting us through the pandemic." ★★★★★

- Milton D, Chan D.D.S. Pasadena, California

Foot Activates Faucet

**Proudly Made in Canada**

**REVOLUTIONARY CANADIAN MADE HANDS-FREE FAUCET CONTROLLERS**

**TAPMASTER**

SAVE WATER | SAVE MONEY | SAVE LIVES

**Thank Dad for all he does with a HANDS-FREE FAUCET CONTROLLER**

**Makes clean-ups a breeze**

**TAPMASTER**

Foot Activates Faucet

SAVE WATER | SAVE MONEY | SAVE LIVES