

Rubber Fab

a Garlock Hygienic Technologies company



To
Rubber Fab / PSI Products Partners in Europe

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Information - 2021 - 03 - LinkedIn

Dear Valued Partner,

While we recognize many of you are ahead of the game in Social Selling, we aim at increasing Rubber Fab's brand awareness by spreading our word more on LinkedIn in the near future.

How is that relevant for you?

- As Rubber Fab's partner you will ultimately **benefit from increased brand awareness and reputation**
- Any content can be considered a **sales aid** for you, that you can share with your network
- In the worst case, you simply **learn** something new or it's good **repetition**

What we want to do.

- Using our **personal profiles**, we want to **build engaging content that educate our target audience**
- Content can be a mix of company or product related posts, industry insights or business knowledge

What can you do?

- If not connected yet, **connect to us** ([Asja Nudl](#), [Christoph Neuffer](#), [Dominik Wiese](#), [Sascha Butter](#), [Rubber Fab LinkedIn page](#))
- Follow the **hashtag #rubberfabeuropa**
- When we post, please **engage with our content!**
 - Like, share, comment
 - Add your expertise, ask questions
- Ask for the data/documents we reference in our content in order to **build your own posts** in your own language
- Are there topics you think your target customer group is interested in? Let us know.



Let's beat the algorithms together!

Please share within your team and don't hesitate to reach out to us in case of any question.

Best regards,
Team Rubber Fab Europe

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