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JMP CORPORATION INVESTS IN ONLINE VIDEO PRESENCE

Once the go-to website for amusing viral videos, YouTube has become a major source of educational content. JMP Corporation, a manufacturer of premium quality replacement and OEM marine engine cooling pumps, bronze and flexible impellers, seawater strainers and related components, has made a major investment in its online presence on the video sharing platform. The URL is www.youtube.com/@jmpmarine.

Working with professional videographers, JMP is building out its YouTube content. Its goal is a video for each product series as well as instructional material such as how to change a flexible impeller. "We're excited by this next step in our global marketing efforts," said Fred Leidecker, JMP Marine USA operations director. "This social media expansion gives us the edge to assert ourselves as industry experts in both the OEM and aftermarket segments."

Since 1977, JMP Corporation has manufactured recreational and commercial marine components in its ISO 9001-certified facility. It offers an extensive portfolio of replacement engine cooling pumps with 100% compatibility for Caterpillar, Cummins, Detroit Diesel, John Deere, Kohler, Mitsubishi, Northern Lights, Perkins, Scania, Volvo Penta, Westerbeke and Yanmar. JMP has an extensive distribution and warehouse network covering 20 countries worldwide.

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