

Success in Customer Engagement

Metal stamping company implements strategic marketing program to inspire enthusiasm for customer focus and re-engagement

LINDY MANUFACTURING

 20 Employees  Downers Grove, Illinois  www.lindymanufacturing.com

SITUATION

The family-owned, second generation manufacturer had never seen the need to explore new methods for increasing awareness and engagement with new and existing customers; traditional sales follow-up and outreach tactics were the mainstay. While the suburban manufacturer had typically relied on a handful of customers to drive consistent, reliable business in metal stamping, Lindy Manufacturing quickly realized they needed to change pace or fall behind when they lost a significant customer in the agriculture industry and nearly 45% of annual sales. That was when Cheryl Wellman, Lindy Manufacturing Controller, was introduced to IMEC through a networking event invitation from their banking partner. “We were truly at a place where we felt lost in the need for internal improvement, but unclear on how to go about it,” said Wellman. “Meeting IMEC and learning of the resources available to support our team was critical in our internal conversations and driving change throughout the organization.”

SOLUTION

Through an initial discovery assessment, IMEC was able to uncover the need for Lindy to develop a key marketing strategy that would enable the manufacturer to engage with current customers to generate cross-sell and up-sell opportunities, as well as monetize the leads being generated. With the help of IMEC marketing partner StratMarketing Group, Lindy implemented a new off-the-shelf platform to begin developing campaigns to automate the marketing strategy. “Within days of speaking with StratMG, we were building a plan with the whole team,” said Wellman. “They made us feel very comfortable about the process; the approach to marketing.” Within 3 months of project kick-off, the team was generating email campaigns specific to SIC codes the business hoped to target and began receiving new RFQs. Wellman cites the impact of the IMEC and StratMG personnel and the difference it made in their team’s enthusiasm for sales outreach. “I’ve never seen anyone willing to help others more than IMEC and StratMG,” said Wellman. “This experience has really changed the way we look at things. They’re not just people we work with, anymore, they’re our friends.” After utilizing the automated marketing program to further engage past customers, Lindy received an order from a key customer they had previously lost. This re-engagement sparked a renewed excitement from leaders across the organization. Wellman and team remain optimistic about the future of the new sales and marketing program and look to IMEC for ongoing guidance in their business improvements.

RESULTS

- Achieved more than \$1.7 million in new leads after first campaign
- Implemented new lead generation software for tracking and lead management
- Established internal sales and marketing roles with existing staff

“ I cannot say enough about the team at IMEC and how they have truly expanded our future at Lindy. We would not be in the renewed shape we are in without their knowledge, direction, and networking. ”

- Cheryl Wellman, Controller



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