

Situation

Lemfco, Inc., a grey iron casting company in Galena, Illinois, strived to grow their online presence, specifically in the marketing realm. Lemfco has continued to work with IMEC, including the completion of several marketing projects since 2019. They started with an SEO project with their main goal to be easily found online, but they realized there is another avenue to capitalize on. Social media has grown to be a major contributor for sales growth and brand awareness, and Lemfco was looking to occupy some of that space. With their traffic increasing due to their efforts in SEO, social media marketing had become their next priority in order to give off the best impression possible to their new demographics.

Solution

Without prior experience in social media marketing, it can seem overwhelming for small manufacturers to try and create a social media strategy from scratch. This is where the boost from IMEC specialists and expert partners put together the customized plan that would help Lemfco achieve their social media goals, both today and in the future. Developing a strong social media marketing strategy not only helped them to establish their brand as a staple in their community, but also helps to expand their name and market beyond the local community.

Both the SEO and social media projects were built to make sure the design and content were customized and fit within the brand standards created by Lemfco. Lemfco has built up a strong website that helps to establish their message, and being able to connect their social branding back to the website was imperative for consistency. For new demographics who have been previously unaware of Lemfco, connecting what they find in a Google search to the organization's social media platforms builds a sense of professionalism.

Over the course of the projects, IMEC and Lemfco worked diligently to make sure that continuing the foundation they built from SEO led to a seamless social media marketing strategy that could be built upon. From simple tasks such as updating profiles to more complex tasks like scheduling posts and interpreting analytics, both parties wanted to ensure that all areas had been planned. Other tasks included establishing branded hashtag groups, adding socials to their website's footer, and improving the visibility of their profiles.

The staff at Lemfco was pleased immediately with the results, saying that their socials have made it to their community and the company is reaping from the benefits.

Results

- 290% Increase in Social Media Profile Views Since Beginning of the Project
- Anticipated Annual Sales Increase: **\$75,000**
- Anticipated Operating Costs Deduction: **\$10,000**
- Anticipated Cost Savings: **\$13,500**
- Anticipated Retained Jobs: **20**

"We are very impressed with the results of this project and the positive impact it has had on our company. We are appreciative to IMEC for helping to make this implementation easy so we can continue to focus on manufacturing castings."

Desiree Einsweiler, President, Lemfco