

Situation

Advantage Components Inc., a cable and wire harness manufacturing company in Joliet, started their connection with IMEC back in 2014. They've worked on a variety of projects before, but there was one area that had yet to be discussed: marketing. While Advantage Components knew the positive impacts marketing could have on their business, they had yet to make a conscious effort to dive deep into creating a marketing strategy. Once they began to look into growing their marketing and focusing on the digital landscape, they decided it would be best to start up a marketing department at their organization.

Through a mutual connection, Diana DeLucio (Marketing Coordinator at Advantage Components) met IMEC Technical Specialist Jaclyn Kolodziej. This new connection led to a discussion about the marketing department at Advantage Components. Jaclyn was able to connect them to a grant program, which would help them create their marketing plan and have Jaclyn train the team to carry out the plan after the completion of their grant.

Solution

At the start of the project was the goal to create Advantage Components' marketing strategy. This strategy included initiatives ranging from website revamping, social media, SEO, and a variety of other aspects. The main goal from Advantage Components, as said by Diana DeLucio, is "when people hear the name ACI, they know what we do and how we can help".

After creating their plan, Diana and Jaclyn met consistently and collaborated on content, schedules, and analyzed their results. Throughout the process, Advantage Components was able to start and utilize their social media outlets, revamp and improve their website, create targeted email campaigns towards their audience, and create an SEO plan, among other things. The results were great, as they noticed leads generating from their social media, improved website experiences, and a larger audience online. Diana added that "IMEC made me fall in love with manufacturing!". The connection between IMEC and Advantage Components about their marketing department still continues today.

Results

- Leads generated by social media
- Improved website visibility, leading to a larger audience
- Growth in reach and presence online

"It was a pleasure collaborating with IMEC on our project. The expertise and support from the IMEC team truly accelerated our efforts."

Diana DeLucio, Continuous Improvement Coordinator