



a marcus partners

PERSPECTIVE

case study

BUILDING A MARKET POSITION

HOW CAN WE UNIFY OUR MARKETING EFFORTS?

Without careful planning, a series of new product introductions can create confusion in the marketplace. But a well thought out program can reposition a manufacturing company as a technology leader.

To make certain prospective customers understand the company's direction, Great Lakes Instruments asked us to develop a multi-year plan to introduce new sensors and controllers that would broaden their line and take them into new markets.

BUILDING BLOCKS OF A GROWING REPUTATION

The company was known for a single product category. They needed to quickly expand sales through new sensors for other types of measurements, as well as through sales of controllers.

Through a detailed overall plan, each new product introduction became a building block for the company's growing reputation. The integrated marketing communications program unified the introductions, so that the company became known as a technology leader with a clear direction in measurement and control.

RESULTS

Successful product launches, and a reputation for technology.

WE ACHIEVED THOSE RESULTS WITH A WELL-PLANNED MULTI-YEAR PROGRAM THAT INCLUDED...

PRESS TOURS to introduce each new product to editors of key trade publications.

PRESS KITS that provided details on each new product and on the new technology behind the product.

NEWS RELEASES that kept a succession of new products and new technologies in front of key buyers.

PRODUCT ADS that presented the company as a developer of new technology, as well as introducing new products.

FRACTIONAL PAGE ADS that continued to generate inquiries from many markets after the initial product introduction.

FULFILLMENT PACKAGES that provided detailed explanations of the new technology in response to inquiries.

SALES BROCHURES that explained new technology and presented the benefits of that technology.

TECHNICAL ARTICLES that highlighted the company's technology leadership through features in the trade press.

A COORDINATED PROGRAM that made each new product a building block in a total marketing communications concept.



MARKETING COMMUNICATIONS MAKES A DIFFERENCE

The company successfully launched each new product to achieve a quick return on investment. Over the several years of the marketing communications program, the company built awareness of a much expanded product offering, building on their reputation for advanced technology.

CALL ARCTURUS GROUP FOR CUSTOMER COMMUNICATIONS THAT GET RESULTS!

Whether you need a comprehensive marketing communications program or a solution to a specific problem, call 847.282.3540 today to find out how Marcus Partners can tailor marketing communications to your specific needs.

SERVICES strategic planning . brand building . research . corporate identity . advertising . media planning: print/electronic . multimedia presentations . public relations . sales promotion/support programs . trade shows . sales aids/brochures/catalogs . distributor/dealer support programs . internet marketing strategy . website design and development . search engine optimization . new product introductions . film/hd video production and post