



Manufacturing Proven Marketing Success

Marketing • Lead Generation • Sales Support





If You Manufacture it ... We've Probably Marketed it

Over the decades, Conach has worked for 100+ manufacturing clients, from OEM manufacturers to distributors. Conach acts as an outsourced marketing partner for our industrial clients, offering an extensive range of marketing, lead generation, and sales support services. Our approach is like developing a new product platform by working with you throughout the strategy, production, and implementation processes. This “faster-to-market” approach lowers costs and gains results more quickly.

Proven Results

Whether it's an individual project, a targeted campaign, or an ongoing multi-tactic program, our unique business model delivers exceptional service and value. Here are just a few examples:

Indiana OEM Manufacturer

When we began working with this client in 2008, they needed to update their brand and develop a cohesive marketing program to increase leads and sales. In addition to multiple lead generation campaigns, an extensive inventory of sales material and dealer network support were also part of the program. Our results include:

- Significantly increasing traffic to the redesigned trade show booth, resulting in multiple sales during the show.
- Prospecting calls in targeted markets for specific product lines, with one campaign tripling website leads, driving a sales **increase of over \$400,000 in five months**.
- Since we began working with this client, their **sales have grown by over 300%**.

Michigan Automated Process System Manufacturer

While established in a few markets, this client wished to enter new ones. To achieve this goal, a complete marketing and sales program was developed. The results were almost immediate:

- A combination of prospecting calls, e-bulletins, and direct mail consistently **increased lead activity by 15% to 25%** per month.
- Within months, the client's pipeline of opportunities is equal to their previous year's annual sales and saw **annual sales growth of 40%+** for multiple years.

Michigan CNC Shop

After decades of working with a primarily automotive customer base, the client needed to increase leads in other industrial markets in other states. We developed a sales and marketing plan to promote the client to the targeted markets regionally. The results of the new program:

- A **12% increase in bid requests** from new potential customers.

Georgia Custom Service Truck Manufacturer

One of our "from scratch clients", the new owner bought the company without a formal sales and marketing plan. We developed a complete multi-level program for targeted markets. With an updated brand and messages, we enacted the lead generation program:

- There was a **20-40% response in leads** from the targeted markets.



CLIENTS ON CONACH

Belmont Equipment & Technologies

"I have to admit I've never been a fan of marketing firms. That was until I met Paul and Mike at Conach Marketing. They actually get it. They do a very good job of asking good questions to get to the right answer for whatever program we happen to be running. If you are looking for a marketing firm that listens and produces great results, these are the guys for you!"

- Brian Nixon, VP Sales & Marketing

"When recommending Conach, I would tell the company to expect very professional service and great ideas. In fact, you can expect new ideas even when without asking – which is wonderful."

- Sarah Tenniswood Pierce, Marketing Manager

APEC

"Working with a professional marketing company can make a significant difference – I have seen it. We had taken some steps backward in our presentation material and overall image. The most compelling evidence was from comments made by some customers that made me realize that marketing was not an area where we should be cutting costs. For this reason, we hired the folks at Conach. The reactions that we have had from existing customers and prospective customers at our first trade show with the Conach material told me that we made the right decision."

- Terry Stemler, Retired VP of Marketing

"You are wonderful to work with, and our success is proof that your methods work when you follow the plan. In other words, two thumbs up and five stars for Conach!"

- Jessica Stank, Marketing Manager/Sales Assistant

Vanair

"I would refer Conach to anyone. I would tell them to expect the utmost in customer service, ease in working, and results. Conach has the acute ability to listen to our needs, to create a strategy to meet our goals, and continue to establish us as the leader in our industry. It is so nice to call and hear "what can I do to help you with this," I have a solution in my inbox the next morning. To point out one example, one product campaign resulted in an over \$400,000 sales increase in just six months. To repeat, Conach gets results!"

- Sara Tilden, Vice President Sales and Marketing – OEM Division



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