South Carolina Manufacturing Extension Partnership

The South Carolina Manufacturing Extension Partnership (SCMEP) is a private, non-profit group that serves as a proven resource to South Carolina businesses, providing them with a range of innovative strategies and solutions. An affiliate of the National Institute of Standards and Technology (NIST), SCMEP operates under the US Department of Commerce to promote innovation and industrial competitiveness.

At SCMEP, we use a strategic, hands-on, partnering approach to help South Carolina companies improve their competitiveness, performance, and profitability in today’s increasingly demanding global economy.

When working with SCMEP, you gain access to resources that give you the competitive edge!

CONTACT US
250 Berryhill Road
Suite 512
Columbia, SC 29210
(803)252-6976
www.scmep.org

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2016

- $1.3 Billion
  Total Increased/Retained Sales
- 2,856
  Total Increased/Retained Jobs
- $109.3 Million
  New Client Investments
- $69.3 Million
  Cost Savings
"I enjoyed working with the SCMEP team. They brought new ideas to us and helped us uncover new sales opportunities. I would recommend SCMEP to others and will certainly turn to them for assistance in the future." Carolyn Fish, Owner

SALES AND MARKETING BOOST INCREASES SALES, CREATES JOBS

ABOUT. Vansco Incorporated was founded in 1997 as a manufacturing and supplying source for electrical wire harnesses. Over the years, the company expanded its services to include cable assemblies and ancillary services such as product design, stripping, terminating, cutting, potting, hand labeling, and testing. Based in Greenwood, South Carolina, with 10 employees, Vansco supplies harnesses to local and regional power and electrical companies across the Southeast.

THE CHALLENGE. Vansco owner Carolyn Fish wanted to find new markets for the company's products and services. Believing that sales and marketing changes could benefit Vansco significantly, she sought assistance from the South Carolina Manufacturing Extension Partnership (SCMEP), a NIST MEP affiliate, in creating and implementing a new marketing and sales strategy.

MEP'S ROLE. SCMEP conducted a Competitiveness Review for Vansco, discussing the company's goals in depth with Fish. Next, Vansco participated in a Sales and Marketing Boost program led by SCMEP, which consisted of six modules: Marketing Messaging; Market Planning and Research Strategies; Creating Effective Communication Tools; Sales and Customer Service; Response Driven Lead Generation Techniques; and Marketing Measurement and Systems Reporting.

During the first session, Marketing Messaging, Vansco team members identified the company's current strengths, potential areas of improvement, new and currently served target markets, and marketing messages. In Marketing Planning and Research Strategies, SCMEP performed a competitive analysis on the company and conducted market research to determine the best course of action to attract new markets. The Sales and Marketing Boost prompted Vansco to create a new website, complete with updated photography and an informative video. Once the website was live, the company launched a Lead Generation campaign targeting specific industries across the Southeast. Vansco staff followed up on leads from the campaign using a new Customer Relationship Management (CRM) system, and SCMEP provided additional training on website updates, social media strategy, and Search Engine Optimization (SEO). Vansco implemented the marketing messages outlined at the beginning of the project across all sales, marketing and lead generation tools, and was soon adding new jobs to keep up with the increase in sales.

RESULTS

- Retained sales of $750,000
- $500,000 in increased sales
- Created 2 new jobs