

## INTERNET & WEBSITE PROJECT WITH DVIRC YIELDS SUBSTANTIAL IMPROVMENTS

**ABOUT FREDERICKS COMPANY.** Fredericks Company, located in Huntingdon Valley, Pennsylvania, with 50 employees, is a leading innovator and manufacturer of tilt measurement and vacuum measurement products - sensors, electronic assemblies, gauges and controllers, and vacuum measurement products - sensors.

**THE CHALLENGE.** Fredericks Company had embarked on a growth initiative that focused on their traditional business development efforts as well as utilization of digital/internet marketing strategies. The objective was to increase top-line business to combat declining presence of several products, competitive pressures, and overall economic uncertainty. To achieve the desired state of enhancing their internet marketing strategy, the company wished to generate awareness, capture interest from prospects, and respond effectively to inquiries. Specifically, the company wished to improve their marketing and search engine presence, research new and current markets, create marketing materials, and generate tools to support sales.

**MEP CENTER'S ROLE.** DVIRC, part of the Pennsylvania MEP and the MEP National Network™, and its strategic partner, Brand Llama, engaged with Fredericks to provide a robust digital marketing program addressing the following elements: providing marketing, strategy, design and support services, such as email marketing, online advertising, search engine optimization, white paper creation, blog post publications, and more. Additionally, DVIRC established a marketing reporting and metrics system, which included lead scoring and marketing automation to help fill the sales funnel for Fredericks Company in multiple markets. DVIRC also worked with Fredericks to help improve their online advertising results and drive more leads to their website.

**"Working with DVIRC and Brand Llama (and Sagan Medvec) has been an extremely rewarding and beneficial effort for the company. Results of the digital marketing campaign have been all positive. Internet traffic and client growth have grown tremendously since the start of the work, and certainly year over year. We are very pleased with the results.**

**Sagan takes the time to learn the company and the business and is extremely knowledgeable, and is always willing to assist. Sagan is innovative and solution-oriented, and sees opportunity for continued growth with the company. He is professional, and works well and diligently with the company team."**

-Shawn Orr, Technical Business Development Manager

## RESULTS



**50%** reduction in costs from previous provider



**60%** increase in unique searches and website activity

## CONTACT US



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