

FRENZY, INC. SEES COST SAVINGS, IMPROVED PRODUCTIVITY, AND NEW PRODUCTS FOLLOWING SCMEP'S DIGITAL MARKETING PROGRAM

ABOUT FRENZY INC. Located in Columbia, South Carolina, Frenzy, Inc., is a small custom screen-printing company specializing in printing on apparel. They began their operation in a small shop in 2009 and have grown to a larger space over the last 11 years. The company services the local market for custom goods and one online retailer of themed t-shirts by printing and fulfilling their orders.

THE CHALLENGE. Marketing is an iterative process with no start or finish line. Constant adjustments are needed based on changing market conditions related to economic, competitive, and customer landscape. A functional marketing department is essential to continuously uncovering and capitalizing on new opportunities and mitigating new threats. Frenzy lost a significant amount of local business due to fewer events, schools being closed, etc. as a result of the Covid-19 pandemic. They were looking for a way to streamline their online presence and make it a one stop shop for customers. Frenzy turned to SCMEP, part of the MEP National Network™.

MEP CENTER'S ROLE. Funded by the CARES Act, the company worked with SCMEP's outsourced marketing retainer program that provides outsourced sales and marketing resources to build their department and transform their business to a fully functional sales and marketing-oriented business. The 3-phase program consisted of three competencies: digital marketing; sales and marketing processes; and sales and marketing systems. A new website was created that serves as both an informational site about their business as well as an ecommerce site that supports all online orders.

"In this current project, SCMEP provided a great solution for us to learn how to better market ourselves as a custom manufacturer to the local area. We are excited to continue to market our newly developed website which accepts online orders and provides some great new tools to our customers doing group ordering."

-Clay Marra, General Manager

RESULTS



Saved on the cost of development of a new website



Offers unique online shopping tools to their customers such as fundraisers, group ordering, etc.



New website combines two old sites and gives customers a "one stop shop" online



Continuing to invest time in developing new designs for printed masks in the coming weeks



Website can offer "no contact" service on group orders, fundraisers, etc.

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