

NEW WEBSITE IMMEDIATELY INCREASES LEADS

ABOUT QUALITY PATTERNS, INC. For fifty over years, Quality Patterns, Inc., a family-owned and operated company in New York, New York, has serviced clothing designers with their marking, grading, and pattern and sample making skills. They have proudly worked with some of the most well-known design houses, but also consider it their duty to support emerging designers. They are consistently sent the most complex projects, are widely recognized as a top resource for engineering garments, and utilize technological advancements to maximize productivity, efficiency, and quality. Thanks to their reputation, new business traditionally came from referrals and recommendations.

THE CHALLENGE. Due to COVID, many long-term clients are out of business and the emerging designers Quality Patterns usually worked with had disappeared. Orders were unpredictable and addressing customer acquisition was a top priority. Quality Patterns had to find new clients, but without word-of-mouth referrals, they had no systems in place to attract new business.

MEP CENTER'S ROLE. Prospective customers needed a way to discover Quality Patterns and get educated on their services. Partnering with ITAC, part of the New York MEP and the MEP National Network™, Quality Patterns developed their first website and established a digital footprint. The website showcases their services, builds social proof by sharing an impressive list of past clients, and offers simple methods of getting in contact with the Quality Patterns team. The website was SEO optimized with a content strategy to help Quality Patterns rank well on Google searches, without any paid ads. A new Google My Business page displays positive reviews and quick links with contact information. With this inbound digital marketing strategy, future customers can easily find Quality Patterns and identify them as the best solution. Digital marketing has provided Quality Patterns with increased awareness and a new, consistent lead source. On average, five new prospective clients are reaching out every week to learn more and schedule consultations. Even international designers are filling out the web form to initiate projects. These new customers help replace past clients lost to COVID, but also smooth out the ebbs and flows of business from top customers who traditionally follow the seasonality of the fashion industry. The team at Quality Patterns remains positive as business picks back up, with much more work from smaller ateliers and emerging designers, who learn of their services thanks to their digital presence.

"We were nonexistent in the modern ways of doing business, but now our website is bringing in an average of five new leads a week. Sign me up for any future projects!"

-Maria Lipari, Director of Operations

RESULTS



13 created or retained jobs



\$5,000 in cost savings



5 new leads per week

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