

## FOUR-SLIDE TECHNOLOGY: NEW WEBSITE AND MARKET RESEARCH

**ABOUT FOURSIDE TECHNOLOGY.** Four-Slide Technology, Inc., produces clips, clamps, brackets, wire forms, stampings, assemblies and other assorted fasteners and bracketry. With customers around the globe, they serve the electric vehicle, heavy truck, agriculture, construction, medical device, energy and commercial vehicle industries. Four-Slide employs 10 at their Fraser, Michigan, facility and is ISO 9001:2015 certified.

**THE CHALLENGE.** Like many other Michigan manufacturers, Four-Slide Technology experienced a significant decrease in business during the COVID-19 pandemic. Within this decline came a permanent loss of several major customers. When combined with the investments made for social distancing and PPE within the plant, the company was struggling. They were optimistic that generating new leads would turn things around.

**MEP CENTER'S ROLE.** Four-Slide reached out to the Michigan Manufacturing Technology Center (The Center), part of the Michigan MEP and the MEP National Network™, to address their needs. To increase prospects, it was decided that an overhaul of Four-Slide's website was crucial. With a goal of incorporating current trends and best practices, The Center updated the website content management system to improve security, rebuilt the navigation and page structures to develop effective call-to-actions, and redesigned the site to reflect consistent messaging and branding. Other tools implemented included the addition of a blog and news section, Google Analytics for enhanced reporting, and SEO for increased visibility for domestic and international searches. Training was conducted to ensure team members were able to properly enhance, change and update the website. Following the website launch, an increase of website traffic was noted. Four-Slide focused additional training on interpreting website analytics and lead conversions.

In addition to the website, Four-Slide wanted to explore how adjacent industries might also utilize their products. To accomplish this, The Center's Market Research experts assessed the industry shift to the electric vehicle (EV) market and its potential effect on Four-Slide's automotive business. Through a targeted industry analysis, The Center evaluated EV market size, trends and potential implications for clamps and fasteners. It was determined that the fastener is one vehicle component that will continue to be in high demand in the EV market, though the fastener itself may change. It was recommended that EV be one of the many areas Four-Slide should be considering as they strategize for the future.

"The growth services team at The Center did a great job transforming our website into a useful sales tool. Our new website has increased visibility for our business while improving our image. The upgrade process was smooth and efficient. The research material provided proved crucial in the planning, direction and execution of our sales efforts."

-Brian Pelc, Vice President

## RESULTS



10 jobs retained



\$500,000 in retained sales



\$200,000 in new sales



\$12,000 in new investment

## CONTACT US



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