

WEBSITE REBUILD AND MARKETING SUPPORT

ABOUT CAM INNOVATION. CAM Innovation, Inc. (CAM) designs and manufactures machinery to build and repair large motors in more than 60 countries around the world. CAM's customers include virtually all of the world's major railroads, mining equipment companies and electrical equipment manufacturers.

THE CHALLENGE. CAM Innovation of Hanover, Pennsylvania, wanted a long-term marketing partnership to expand into new markets and seize identified business opportunities. CAM's goals for this partnership involved a comprehensive update of all current marketing assets, including websites, social media accounts, branding messages, and sales materials. CAM turned to MANTEC, part of the Pennsylvania MEP and the MEP National Network.

MEP CENTER'S ROLE. To effectively engage the 400 independent shops on CAM's target list, MANTEC recommended a comprehensive overhaul of the current sales strategy and supporting marketing materials. By streamlining the sales process and establishing specific touchpoints, CAM's team was able to more effectively target these shops. The proposed strategy incorporated data from extensive market research and analysis, resulting in a detailed, step-by-step approach for the CAM team to follow. Additionally, MANTEC identified key assets that needed revision or development in the coming months to support this enhanced marketing and sales strategy.

"We have been grateful to be teamed up with MANTEC, and especially Evan Bates. His knowledge of manufacturing has been key to developing our market strategy."

-Michelle McGough, Director of Business Development

RESULTS



5 jobs created



\$250,000 in increased sales



\$100,000 in retained sales

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