

LEADING PRECISION DIE-CUTTING MANUFACTURER CONNECTS WITH IMEC FOR DIGITAL GROWTH

ABOUT PLITEK LLC. Plitek LLC is a contract converter specializing in precision die cutting, custom film extrusion, release liner coating, and adhesive coating, located in Prospect Heights, IL, with 100 employees.

THE CHALLENGE. Plitek LLC is a contract converter specializing in precision die cutting, custom film extrusion, release liner coating, and adhesive coating. With a primary focus on the medical device manufacturing sector, Plitek's components and finished parts serve critical applications such as diagnostics, microfluidics, wound care, and cardiovascular components. Plitek recognized that its digital presence did not fully reflect its expertise and capabilities, resulting in missed opportunities for lead generation. They sought a solution through IMEC to improve search engine rankings, attract more qualified leads, and establish a stronger online presence that would better connect them with potential customers. This work was performed as part of the Cook County Manufacturing Reinvented program.

MEP CENTER'S ROLE. IMEC partnered with B2Btail, a leader in manufacturing eCommerce strategy, to implement a comprehensive Search Engine Optimization (SEO) program tailored to Plitek's needs. Led by IMEC Technical Specialist Jaclyn Kolodziej, the project focused on optimizing Plitek's digital footprint through keyword research, content strategy, and technical SEO improvements.

The initiative began with a thorough website audit to analyze domain authority, keyword rankings, mobile responsiveness, and overall site structure, enhancing search performance. A keyword discovery training session helped identify the top 50-100 keywords relevant to Plitek's target audience. The team also provided training on essential Google SEO tools, including Google Keyword Planner and Google Business Profile optimization, ensuring Plitek had the knowledge to maintain their improved search presence. As a result of Plitek listing their website in top business directories, new customers were able to find them, leading to a significant increase in new business opportunities.

To further strengthen domain authority, Plitek's website was listed in the top 25 business directories, generating high-quality backlinks. A comprehensive content marketing strategy was then developed, including a six-month content calendar with targeted blog posts and video content to engage potential customers. Additionally, a customer journey mapping exercise helped refine messaging and address key customer concerns throughout the buying process. To ensure long-term success, Plitek received a customized digital game plan workbook that consolidated all SEO and content marketing deliverables and strategy.

"This was a great learning opportunity for Plitek. Thank you for helping us and giving us the tools to grow our company."

-Alma Likic, Marketing Manager

RESULTS



\$2,250,000 increased/retained sales



\$19,000,000 increased/retained sales



4 increased/retained jobs



\$12,000 in cost savings

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