

Success Story

Market Diversification

West Michigan Grinding & Machine

Producing More Product with Less Effort

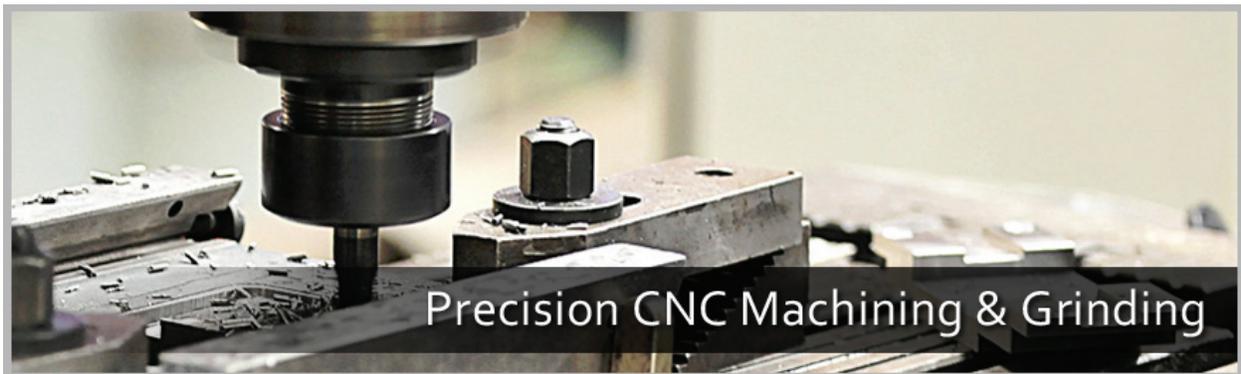
West Michigan Grinding & Machine's (WMGM) heritage started 48 years ago as the first full-service grinding shop in the region. Over the years, the company has specialized in highly complex tight tolerance machining for a variety of industries, including defense, aerospace, mining equipment, farm equipment, industrial valves and more.



The Problem

After nearly 50 years of excellence in tight tolerance grinding, WMGM's business had shifted from 80% grinding and 20% tooling, to the exact opposite. However, although their business had shifted significantly, their sales processes had not. The company was continuing to invest in sales of their long-standing grinding expertise.

Both, Don Martines, President and Owner, and his sales manager knew something had to change. WMGM had to begin moving in a different direction. The question was, in what direction should they move?



The Solution

To set WMGM on a long-term path to growth and profitability, MMTC's team of manufacturing experts designed a tactical market diversification program that addressed several aspects of WMGM's business. The plan included the development of a new company brand, a new website to drive marketing, a full market analysis of potential ideal customers, e-marketing campaign templates and direct mail strategies.

The MMTC team began by meeting with WMGM over several weeks to better understand the desired new direction for the company. Based on the result of those meetings, MMTC and WMGM's leaders determined that several changes need to take place; the first being a new, updated brand for the company.

MMTC worked with WMGM to develop a new brand highlighting the company's growing machining

capabilities rather than the company's history in grinding. The name of the company changed from West Michigan Grinding to West Michigan Grinding and Machine.

Once a new brand was established, the MMTC facilitators turned their attention to the company's lack of online presence. Using the brand as a foundation, web development experts at MMTC developed a website using intelligent keywords and phrases that focused on tooling as an area of expertise and grinding as a secondary service.

The final phase of WMGM's market diversification and marketing project focused on the company's marketing communication efforts and building awareness. Now that the company had a solid online presence and a new brand, MMTC facilitators used both of these as a platform to launch several new marketing communication templates.

“MMTC's market diversification program helped us put our company on a growth path again. By focusing on future growth opportunities and investing in technology, we are now a more competitive company.”

Don Martines, President and Owner, West Michigan Grinding and Machine

Using specific NAICS codes that matched WMGM's target markets and ideal customers, MMTC constructed templates that could be used for postal mailings and email marketing campaigns. To better control marketing effectiveness and potential demand, WMGM targeted the first phase of external marketing at possible customers in West Michigan before expanding to prospects outside the region. Most importantly, WMGM focuses their marketing on the specific advantages and abilities the company offered that other grinding and machining companies did not, including their expertise in working with exotic materials.

Results

Because of West Michigan Grinding and Machine's decision to take a more strategic approach to their sales and marketing efforts, the company's sales increased from \$1 million in 2009 to \$1.8 million in 2012. The company expects sales to hit \$2.4 million by 2014 or 2015.

After the launch of the new website, WMGM saw 965 visits their first year, and now averages 140 per month. Thanks to the new online presence, the company is now building awareness across the U.S.