

> BILLINGS SHEET METAL, INC.

STRATEGIC MARKETING DRIVES NEW BUSINESS GROWTH



RESULTS

- Annual sales base grew by 15%.
- Major fabrication order from Bay State Transit Authority.
- 75% of business now outside Olean/ Northern PA area.
- Increased market awareness and traffic due to new website.



"Insyte was able to highlight our fabrication strengths and one-of-a-kind products on a new website which allowed us to attract new customers outside our original market area."

- Jill Stady, Project Assistant & Marketing

COMPANY

Billings Sheet Metal is a contract manufacturer of fabricated aluminum, stainless and structural steel. Its products are used in HVAC/dust collection as well as general fabrication. The family-owned company was formed 28 years ago and currently employs eleven people.



SITUATION

The company's traditional geographic market was the Southern Tier and northern Pennsylvania and included a number of longer-term accounts, Dresser- Rand, Eaton's Cooper Power Systems, and others. Due to overall poor business conditions and related closures within this region, Billings Sheet Metal found itself with a declining customer base and could no longer depend on the local economy.

SOLUTION

Billings Sheet Metal worked with Insyte Consulting to develop a Strategic Marketing initiative intended to reverse this downward trend by identifying new market opportunities, both within and beyond the local region. Although Billings Sheet Metal believed freight cost was not an impediment to expanding coverage outside the area, they needed direction for gaining access to new, potential markets. After analyzing their current markets, customers and competition, Insyte Consulting developed a clear market positioning to differentiate Billings Sheet Metal from similar manufacturers. This new positioning and messaging was imbedded into a new website directed toward target markets that could be effectively served by the company. A sales execution plan and scripts were developed for more effective selling and follow-up on potential leads.

Within months Billings Sheet Metal received an order from a manufacturer in Montreal to build industrial parts-washing units for the Bay Area Transit Authority in San Francisco. Further marketing into Western and Central New York and Pennsylvania has also generated new leads and business relationships.

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