



► GMS Case Snapshot

Integrity Integration Resources – I²R

TECHNICAL – INDUSTRIAL AUTOMATION

Situation: The parent company had been in business 25 years. This division was created approximately 2 years prior to calling GMS. During that time, no marketing had been done except for in-house efforts.

Objective: Research and segment various markets to determine future growth areas. Create sales support and marketing materials.

Actions: *These are representative as GMS (formerly TMD) has been the marketing arm of I²R for almost five years.*

- Conducted intense market segmentation project and recommended future direction
- Updated logo while keeping it compatible with past version
- Created a corporate identity for all marketing materials
- Designed and wrote their Web site
- Created an online Resource Library for Sales to easily access documents, photos, logos, etc.
- Continually create new sales/marketing tools

Results: The company has experienced significant growth and has firmly established a reputation for honesty, integrity and expertise. A one million dollar contract was directly attributable to their Web site.

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Get Marketing Sizzle (GMS) is a full-service marketing agency headquartered in Dallas, Texas. The focus of GMS is – marketing strategy aligned with business goals first, which sets the foundation to help clients achieve maximum success in the market place.

Visit the GetSizzle.com Web site and you'll find a variety of marketing vehicles such as articles, tips, case studies, guides, research, surveys, etc. with a wide range of topics and insights. Check the site often as additions to this knowledge base are made frequently.

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