

CASE STUDY

ERIEZ MAGNETICS

“Down Economy” PR and Social Media Program Marketing Business to Business



Client Situation:

Eriez alerted Stevens Strategic Communications (SSC) that they were expecting a reduction in sales as a result of the bank crisis that America and the world were facing. They reduced the PR budget 20%. Eriez competitors experienced a downturn in sales of 20 to 40% during this period. In spite of this, the company wanted to grow sales for their lines of magnetic, vibratory, and inspection equipment. Eriez wanted to maintain or grow its sales in a down economy. It wanted to promote over 1,000 products to over 80 SICs, as the company did not have the advertising budget to stretch across all these SICs.

Tactics:

Produce \$1.5 million in advertising equivalency. Obtain 300 article placements. Write/place 60 case studies or feature articles. Generate 40,000 unique visitors to the Eriez Web site. Use product publicity and digital public relations and social media. Stevens Strategic used social media, online, digital and traditional public relations techniques to push buyers to the Eriez website. Stevens Strategic increased media relations efforts by 30%. 120 mass releases were distributed over the year. SSC utilized two technical writers to increase the number of new feature articles and case histories by 25%.

Results:

The best story of the year is that Eriez increased total sales this past year (compared to the previous 12 months) by posting a company record sales month in August across many of its product lines as desired. This all occurred during a year when competitors posted 20 to 40% reductions in sales. There were 62 case studies and feature articles written or placed during this same period, 429 total article placements, over \$10.5 million in advertising equivalency and over 350,000 unique visitors to the Eriez website. (January 6-September 2009)

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Gemini Towers Suite 500 • 1991 Crocker Road • Westlake, OH 44145
tel: 440.617.0100 • toll free: 1.877.900.3366 • fax: 440.614.0529
www.stevensstrategic.com • estevens@stevensstrategic.com