



Marketing Strategy Fills Engineering Pipeline

D&K Engineering, a top-tier engineering and manufacturing services company, designs and produces innovative products for its clients. From full-service, turnkey product development and manufacturing to on-site engineering support, D&K's people and processes focus on meeting clients' strategic and tactical outsourced development needs. But when it came to marketing these important capabilities, they found themselves a bit out of their element so they smartly sought help from CUSTOMatrix™ CMO Diane Law.

Alex Kunczynski, D&K co-founder and president, knew the organization needed marketing to continue to feed—and grow—the company pipeline, and to help even out the peaks and valleys inherent in their business. Before enlisting CUSTOMatrix™, the company had done almost no marketing other than developing its initial website. Fortunately, Kunczynski has solid marketing sense, enough to realize he needed to develop a more effective website and to be open to other marketing activities as well.

The Ideal Solution

Kunczynski says Law, *“offered the ideal solution to our marketing needs. As a seasoned professional, she injected our organization with the expertise we needed to grow our business.”*

The first step in this transformation was to restructure the website and rewrite what was largely technical engineering copy. The site now better reflects the company's service offerings, talent and core values.

Law's marketing guidance helped Kunczynski realize that successfully updating the website was just the beginning, and that D&K needed to develop a larger overall marketing strategy to clearly communicate their value proposition to a broader audience. A strategy that would in turn create more business channels to feed the pipeline. To do this, Law encouraged the company to become more active in the markets they serve by attending industry trade shows. Interest in the company at these shows was tremendous.

Law also convinced D&K to implement a quarterly newsletter schedule to re-establish relationships and communicate with previous customers. The first newsletter created quite a buzz and initiated a rash of email responses and several new contracts. The newsletter has proven to be successful in feeding their project pipeline and nurturing ongoing relationships with customers. That communication and outstanding service means loyal customers for D&K.



CUSTOMatrix™

The Value of a Strategic Marketing Plan

The increased marketing activity has paid off big for D&K says Kunczynski who adds, ***“From messaging, trade shows, advertising, press releases, web development, collateral development and graphic design, Diane pulled it all together into a cohesive strategy that was right for us.”***

Nothing speaks louder than peer reviews and another important component to improving the sales pipeline was the development of customer case studies. The company says these short testimonials are the best sales tools it’s ever had.

Using all of these new marketing tools, and now powered by multiple business channels, D&K has developed its largest pipeline ever. This diversification and activity has also created greater recognition for their brand in the industries they serve. Of course, the pipeline is still fed by customer referrals, which remains an important channel. The marketing has been so successful that they’re now turning business away.

While this may seem like a lot of effort and expense, it wasn’t done frivolously. Kunczynski appreciates that Law, ***“spent our marketing dollars as if they were her own and went out of her way to ensure we received the services we needed at the best possible price.”*** He also noted that she, ***“worked tirelessly as part of our team, worked well under pressure and met all our deadlines. Most importantly, the marketing efforts she orchestrated contributed significantly in creating the largest pipeline of prospective clients our company has seen in years.”***

Moving Forward

Today, Law is taking another look at D&K’s strategy, to try to find even more ways to improve their business processes. An important part of this effort includes developing a competitive analysis, to provide the company with market knowledge and information on competing firms—to help the company capitalize on its pipeline and continue moving forward.

About CUSTOMatrix™

CUSTOMatrix™ partners with executives in realigning their organization, its objectives and execution abilities to maximize profit, increase shareholder value, and achieve meaningful organizational success. Through its cadre of seasoned executive level consultants in all organizational disciplines (CEO, COO, CFO, CIO, CMO, CPO), the CUSTOMatrix™ enterprise-wide model provides executive expertise from Board Advisement and Participation to Executive Leadership with both Strategic and Tactical Thinking, Problem-Solving and Hands-on Implementation.

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