



TELAMCO, Inc.

/ Case Study

Integrated Marketing Plan Increases Leads by 400%



Telamco's Integrated Marketing Plan Increases Leads by 400%

Telamco Inc. was started in 1968 by Phil Telander, and is run today by his daughter Tracy Humann. Telamco, based in Lonsdale, MN, is a provider of unique custom laminations, membrane switches and die cut products, serving industries from medical, food service, consumer electronics and beyond. Telamco began working with Vivid Image on a new website design in late 2016 and their website launched in February 2017, with an Integrated Marketing Plan starting immediately. Since then, Telamco's monthly website traffic has grown by 155%, and their lead generation has grown by 400%.

First Meeting

Tracy Humann, CEO and Owner of Telamco, Inc. first met Steve Gasser, President & Chief Evangelist of Vivid Image, at a networking event last year. Tracy remembers, "Steve came to talk with my CEO Peer Group and I liked him and what he said." After meeting the Vivid Image (VI) Team in person, Tracy felt confident that they were a great match, "A short time later, I scheduled a meeting with Steve and his team. They came all the way to us...many of them! It just felt right."

Telamco is a leading manufacturer of high-quality membrane switches and graphic overlays who's been working with us since late 2015.

In addition to the initial website design, Vivid Image provides a number of services to Telamco on an ongoing basis as part of a marketing retainer including:

- ✓ Search Engine Marketing
- ✓ Social Media Management
- ✓ Blogging
- ✓ Targeted Marketing Campaigns

Vivid Image – Part of the Marketing Team

When it comes to working with Vivid Image, Tracy and her staff have learned to trust the VI Team. She works closely with Cory Dammann, Account Director, and Heidi Arndt, Online Marketing Specialist, to handle all of Telamco's marketing needs—not just their website. Tracy reiterated the importance of the partnership between VI and Telamco, "They are my marketing team...not just a vendor! Cory and Heidi are wonderful to work with. They have been patient with me, prompt in their responses and do great work!" Vivid Image has implemented an Integrated Marketing Plan for Telamco and, as part of their marketing team, assists them with everything from website content, to Google AdWords, social media management, and more. They have realized that just one marketing initiative isn't going to have the same effect compared to taking multiple pieces and working them together to make an impact.

Key Elements of Telamco's Marketing Plan with Vivid Image

- ✓ New website design, including new content and messaging (keyword rich content, landing pages)
- ✓ Active on Facebook and LinkedIn (rather than trying to be everywhere, they are strategic and focused on key social media channels)
- ✓ Consistent Blogging (new content 1-2 times a month)
- ✓ Search Engine Optimization (monitor website monthly and make ongoing updates)
- ✓ Google Adwords Advertising (Pay for keywords and terms to be seen in Google searches)
- ✓ Optimize Local Search (Clean up online listings and keep them maintained)

Solution: Well-Rounded Marketing Plan, Budget & Vivid Image

Through the success of building each of these marketing pieces together, Telamco has learned first-hand why a well-rounded marketing plan is most effective, and that Vivid Image is the perfect team to help them make it happen. The Telamco team knows that while they focus on business operations, Vivid Image is focused on marketing. Tracy counts on VI to get their marketing done, "They write our blogs, watch our AdWords, and keep us active!" Another secret to their success was creating a marketing budget that they could follow, and including Vivid Image's services as part of that budget. Tracy explains, "Having a specific amount of money set aside for marketing

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TRACY HUMANN, OWNER & PRESIDENT

has helped to guide us. Cory was very instrumental in helping us to set a starting budget for Google Adwords, and Vivid follows that budget each month.” Telamco added to their marketing plan as they become comfortable with the VI team, the process, and budget. After a couple months, they added VI’s expertise in social media management to their marketing mix, “When we first started, we weren’t quite ready to start the social media piece, but we added it in later. Vivid Image was there to help us find out what would work best for us during different parts of the process.”

A Look into the Integrated Marketing Plan

400%
increase
in new leads

Results: Increased Traffic & Leads

When it comes to results, it is the increase in website traffic and leads overall that speaks volumes. Since their website went live in February 2017, Telamco has seen a steady increase in website traffic, which has carried over to their leads and their sales. Their monthly average web visitors has increased 155% in 2017 over 2016. Before Telamco implemented their new website and Integrated Marketing Plan with Vivid Image, they were getting minimal leads per month. Today, with their new website, and a well-rounded marketing plan including blogging, social media, Adwords, SEO, and local search, they have achieved a 400% increase in leads! Tracy pointed out, “Even if the contacts we get don’t fit with us now, it’s opening possible doors.

The fact remains that we get many new customers through our website than ever before. Some are repeat customers, and some are likely to be future customers. We are being seen, and people are contacting us through the website – this didn't happen before."

Getting Marketing Done

Tracy knows first-hand that running a small business can be a challenge. But she also appreciates the fact that with Vivid Image, she can get her marketing done without taking a lot of extra time away from her staff. The relationship between Vivid Image and Telamco is a partnership that works. For other companies who want to amp up their marketing, but have limited staff, Tracy's advice is to make Vivid Image your marketing partner. Tracy exalted, "I would absolutely recommend Vivid! You can pick and choose what you want them to do for you. They worked with us on payment options, too, which helped with budgeting."

Heidi, Cory, and the rest of the staff at Vivid Image have thoroughly enjoyed working with the team at Telamco over the past year. We are proud to be part of their marketing team and can't wait to see where their ongoing marketing efforts take their company for the long haul.

To learn more about Telamco's products and marketing efforts, visit their [website](#), or find them on [Facebook](#) or [LinkedIn](#).

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TRACY HUMANN, OWNER & PRESIDENT

Want to chat about how Vivid Image can help generate more website traffic, leads, and sales for your business?

Contact us to get started!

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