

FEIG ELECTRONICS - Creating an American Brand

How to Increase Sales & Generate New Leads Through Full-Service Digital Marketing



Company Brief

Headquartered in Germany, FEIG ELECTRONIC is a world leader and specialist in RFID reader systems, contributing to advancements in technology with innovative solutions for a wide range of application and industries. To fully immerse themselves as an OEM supplier in the United States, the company established FEIG ELECTRONICS in Atlanta, Georgia, as an independent agency.



The Challenge: FEIG Struggled to Find their Place in a Competitive U.S. Market

Entering the U.S. market was a tough journey for FEIG ELECTRONICS. Despite creating outstanding products that consistently perform with 99.99% reliability, they struggled against other U.S. providers with higher marketing budgets, lower product pricing and better brand recognition.

With a marketing budget equal to less than 5% of domestic sales, FEIG needed a low-cost digital marketing strategy that would educate the marketplace and generate new leads. To accomplish this, they reached out to Forward Vision Marketing with the goal of increasing their sales growth by 30%.

The Solution: Three Strategies to Create an American Brand

To create a distinctly American brand for FEIG ELECTRONICS, Forward Vision created a marketing strategy that built up their presence in several markets such as healthcare, access control, transportation and ticketing. The solution consisted of three primary steps:

- 1 - Lead Generation Campaign
- 2 - Website Development
- 3 - Social Media Campaign

Step 1: Create a Lead Generation Campaign

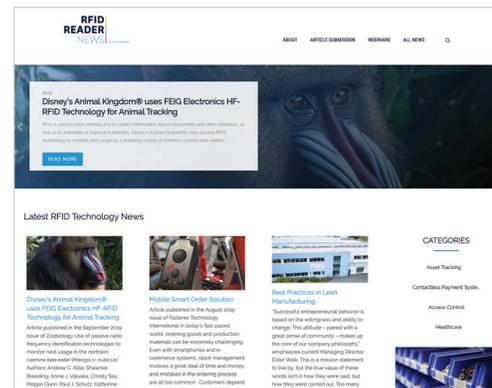
- White Paper
- Webinar
- Tradeshow
- Email Marketing
- + Google Adwords Remarketing

WINNING STRATEGY

To launch the FEIG ELECTRONICS brand, Forward Vision created a quarterly lead generation campaign focused on a specific market or application supported by an upcoming tradeshow. The content development centered around developing a white paper. Utilizing the content of the white paper a webinar was setup to showcase their industry expertise. An email marketing campaign and a low-cost Google Adwords Remarketing campaign supported each campaign, targeting specific URLs and focused on generating an audience for the FEIG webinars. The timing of the white paper and webinar topics drew tradeshow attendees to FEIG booths allowing them to demonstrate their expertise and foster relationships with potential clients and partners.

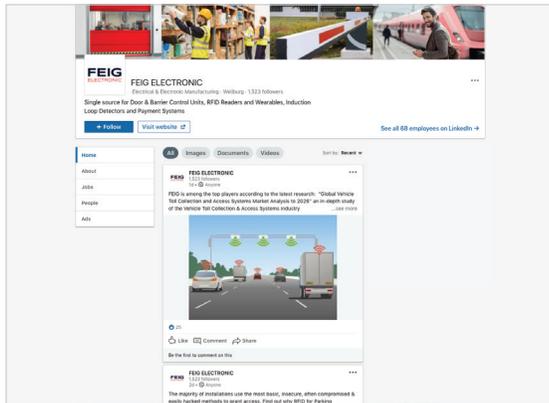
Step 2: Develop a Unique Website

Since FEIG ELECTRONICS operates as a subsidiary of their German-based parent company, they don't have access to change their official website. To work around this, FEIG authorized Forward Vision to launch RFIDReaderNews.com, a new customer-focused website to provide support resources RFID Readers and to share success stories and tips - all with the objective to generate more sales leads. The Forward Vision team worked quickly to add approximately fifty pages of new content including content for new products, useful solutions and applications, and business case ROI examples that help to create a mobile friendly, intuitive and comprehensive website. Web traffic shot up and reached over 31,000 visitors a year with an amazing 80% yearly growth.



Step 3: Launch a Social Media Campaign

In order to create a market presence in FEIG’s target industries, Forward Vision launched a social media marketing campaign to promote FEIG ELECTRONICS as a thought leader. The campaign used a series of blogs, white papers and press releases to focus on healthcare, access control, asset tracking and contactless payments. Forward Vision also worked with FEIG partners to launch and promote their successful RFID solutions in casino gaming, document tracking, toll collection, airline baggage tracking, smart shelves, and package delivery. The result was an incremental increase of 43% in social media followers with a 60% increase in social media clicks to their websites.



“At FEIG ELECTRONICS, we make excellent products but we’re not a marketing company,” said Michael Hrabina, Global Product Marketing Manager at FEIG ELECTRONICS. “We relied on the services of Forward Vision to get our message out, help us in our strategies, grow our business and improve our sales. They did all of that and much, much more. They helped us become our own American success story.”

Mike Hrabina
Executive Vice President
FEIG ELECTRONICS

The Results

An American Success Story

By partnering with Forward Vision Marketing, FEIG ELECTRONICS created their own unique position within the U.S. RFID market. In fact, the three-step strategy to create an American brand for FEIG worked better than anyone anticipated, resulting in the following:

Sales Revenue

84% increase

New product launch revenue

194% increase

New orders

56% increase

Gross profit

90% increase

Expenses

20% decrease

Website traffic

80% increase and 31,000 annual visitors

Monthly press releases

31 million views annually

Contact List

173% increase to over 10,000 leads

Email

26% open rate and 15% click rate

Social Media

43% increase in followers and 60% increase in click rate

Google AdWords

94,000+ clicks and 19.5 million impressions up 500% with less than \$.25 per click