

# STRATEGIC MARKETING APPROACH

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# EXPANDING YOUR BRAND AND GROWING SALES

## THE INDUSTRIAL MARKETING EXPERTISE TO SCALE UP

Gotham, LLC is a leading marketing, advertising, and public relations firm located in the foothills of western North Carolina. Since 1989, Gotham has worked across the globe, solving marketing challenges for everyone—from independently owned firms to Fortune 500 companies. We strategically plan, create, and deploy new brands, websites, and marketing campaigns for a diverse range of clients.

We streamline communications programs—using inbound and outbound marketing tactics to improve lead generation and strengthen sales. Our focus is primarily to share your story, compelling your target audience to act. We generate big marketing concepts without big marketing egos—our thinking is as strategic as it is unconventional. Gotham's expert team efficiently performs all the functions of an in-house marketing team, from creativity to campaign execution and measurement, without the overhead.

The result? Mutually profitable, long-term relationships.

## GOTHAM IS AN IDEAL SOLUTION FOR COMPANIES EXPERIENCING THE FOLLOWING:

- Flat or declining sales
- Poor brand recognition
- Lackluster marketing organization
- Absence of a full-time marketing director
- An overburdened sales manager
- Money wasted on unsuccessful marketing





# BEGIN WITH A GREAT FIRST IMPRESSION



Manufacturers who are communicating a new product launch or recruiting new customers now have access to rapid technologies and online tools that were unavailable 20 years ago.

However, these technologies have seemingly created a single online community. To be noticed, manufacturers must differentiate themselves. Gotham helps manufacturers avoid common problems to ensure more targeted and effective communication with potential customers.



## DISCOVERY AND MARKETING PLANNING

Strong marketing begins with an understanding of the manufacturer's assets, weaknesses, competition, and target audience.

Gotham's method is LAUNCH, a proprietary six-step program, to develop national and regional marketing programs consistent with a company's overall strategic vision.

Strategic implementation of the LAUNCH process means that Gotham can effectively market to North America for domestic and international companies.



# LAUNCH PROCESS

## LISTEN

Learn through discovery meetings to address primary areas of emphasis, which may include the following:

- Brand awareness
- More leads
- Sales growth
- Penetration of new markets
- New product rollouts
- Customer loyalty

## ANALYZE

Study existing data, internal and external surveys, markets, and competition.

## UNDERSTAND

Research findings, current messaging, competition, target markets and available media venues.

## NARROW

Leverage research to uncover prime opportunities and ripe target markets. Build a winning go-to-market plan.

## CREATIVE

Conceive focused, branded messaging tactics to create a customer path.

## HATCH

Propel lead generation and sales growth with strategic marketing plan implementation.



# UNDERSTANDING RETURN ON INVESTMENT



In over 30+ years, Gotham has saved companies thousands of dollars by eliminating inefficient advertising spending and focusing on highly-productive strategies and tactics. Return on marketing investment is maximized through results measurement and agile changes to meet and exceed business goals.

## WE SPEAK THE LANGUAGE OF MANUFACTURERS, WHICH QUICKENS THE LEARNING CURVE.

### OTHER BENEFITS OF WORKING WITH GOTHAM INCLUDE THE FOLLOWING:

- Management of brand, web, trade shows, public relations, social media, and media outlets
- Strategic planning
- Budgeting
- Creative direction
- Positioning
- Messaging
- Measurement
- Maximization of success with strategic marketing of products and services
- Addition of new prospects, improvement of close rates and profitability, and increase in customer retention
- Streamlining of communications and messaging to make them more effective and memorable
- Alleviation of pressure on executives pressed into handling marketing initiatives
- Brainstorming new ideas to improve communications and employ more effective tactics
- Implementation of metrics and measurable tactics to increase ROI
- Initiation of collaborative teamwork to meet corporate objectives



# HERE'S HOW GOTHAM IMPROVES MARKETING ROI



## QUALITY CONTROL AND ASSURANCE

Marketing communication should always be developed with the target audience in mind. By approaching these initiatives with knowledge of the markets, Gotham will produce marketing materials that more effectively protect branding integrity.

## ONLY USING THE NECESSARY RESOURCES

Gotham differs from other agencies in the scope of the services we offer. We can help a company with short-term strategic consultations or provide ongoing comprehensive marketing support.

## MAXIMIZING TIME AND BUDGET

The team at Gotham works virtually, and we pass these overhead savings on to our clients with affordable projects.

## MEASUREMENT AND REPORTING

Gotham excels at developing measurable analytics to rapidly gauge and adjust campaign performance.

## EXPERIENCE

Since 1989, Gotham has helped manufacturers in diverse industries build profit and revenue through strategically planned campaigns.





# OUR SERVICES



## STRATEGY

- Virtual marketing direction
- Strategic marketing planning
- New product launch strategy
- Marketing consultation
- Drip marketing campaigns
- Media placement

## BRANDING

- Logo design
- Identity packages
- Corporate branding standards
- Slogans and positioning statements
- Product naming

## PRINT DESIGN

- Trade ad design
- Direct mail
- Packaging design
- Brochures
- Identity packages
- Catalogs



## INBOUND MARKETING

- Search engine optimization (SEO)
- Social media marketing
- Pay-per-click marketing
- Content writing
- E-newsletters
- Email marketing

## DIGITAL DESIGN

- Responsive website design
- Intranet development and design
- Display ad design
- Social media page design and branding
- Interactive ads
- Web-based apps
- Digital catalogs
- Video
- Website maintenance
- Digital brochures
- Blog design
- Banner ads



## PUBLIC RELATIONS

- Search optimized press releases
- Editorial articles
- Corporate case studies
- Media distribution

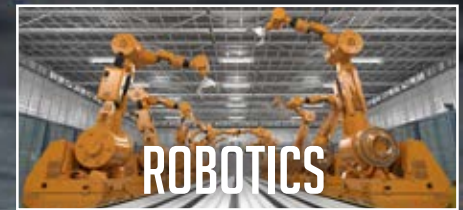
## TRADE SHOW MARKETING

- Booth theme and design
- Signage
- Email marketing
- Trade ad design
- Direct mail





# VERTICAL MARKETS WE SPECIALIZE IN:





# GOTHAM'S CORE VALUES

- We respect the individual and believe that individuals who are treated with respect and given responsibility respond by giving their best.
- We require complete honesty and integrity in everything we do.
- We make commitments with care and live up to them.
- We understand that work is an important part of life, and it should be fun. Being a good businessperson does not mean being stuffy and boring.
- We love to compete, and we believe competition brings out the best in us.
- We are frugal. We guard and conserve the clients' resources with at least the same vigilance we use to guard and conserve our own personal resources.
- We insist on giving our best effort in everything we undertake.
- We clearly understand our mission, our goals, and what we expect from each other—this is critical to our success.
- We are believers in the Golden Rule. In all our dealings, we will strive to be friendly, courteous, fair and compassionate.
- We feel a sense of urgency on any matters related to our customers.  
We own up to problems and are always responsive. We are customer-driven.





# CLIENT RESULTS



## SELF-STORAGE MANUFACTURER

First-year sales growth 60%, second-year sales growth 40%, eight-month backlog of orders created



**IMA SCHELLING**  
GROUP

## INDUSTRIAL MACHINE MANUFACTURER

Sales have steadily grown each year, culminating with a record year in 2021



## GERMAN TOOLING MANUFACTURER

Averaged 28% sales growth over a three-year period



## JAPANESE MACHINE TOOL MANUFACTURER

Best sales year for the Turning Division since the company's founding in 1962





# CLIENT TESTIMONIALS

"The first year we worked with Gotham, they were able to build a cohesive marketing strategy, rebrand the company, and create and implement inbound/outbound marketing that helped grow our first-year sales by 60%. Our second-year sales grew by 40% and enabled us to add a second production shift. Our marketing program is now highly organized, and a CRM is used to measure leads and keep our internal sales team organized. Woody, Gotham's president, has led our marketing program for the past four years. He is trustworthy and knowledgeable, and he understands how to take companies to the next level."

*John Barnard*

Inside Sales Manager



"I found the Gotham team to be incredibly flexible and easy to work with to help launch the rebrand of Monarch Color. Our goals included an extremely tight time frame to roll out a redesigned, mobile-responsive website, a new product launch, and print marketing collateral to support the initiative. Gotham was able to hit all the deadlines with outstanding, creative results. Gotham's strategic approach to help us grow our market share is appreciated; they continue to help us promote our company, products, and services through inbound and outbound marketing tactics."

*Aaron Blank*

VP of Sales and Marketing



"For many years, Toyota Textile Machinery has used the corporate website to provide marketing information to our potential clients. We knew it was time for us to offer a more personalized website for our domestic customers. Woody and his team listened to our needs and did an excellent job putting our ideas into motion. We are extremely happy with the finished product and look forward to working with Gotham on future projects."

*Michael W. Baker*  
Sr. Director, General Manager



"We have always had a great reputation for building our line of reliable, Hasko heavy-built machines within the hardwood flooring industry. However, most of our marketing efforts were minimal and didn't reflect the quality of the machines we build. Gotham helped elevate our branding in one year with a logo, business card rebrand, overview video, product videos, press releases, trade advertising, social media, inbound marketing, and a new trade show booth. Gotham invested the time to understand our business, culture, and overall goals to craft a strategic plan to help us reach additional woodworking markets that had been previously untapped. The Gotham team was easy to work with, and we are extremely pleased with the results."

*Danly Brooks*  
President



"Gotham did an outstanding job creating our new website (grasche.com). The final result exceeded our expectations. Woody took our initial concept and ran with it. Woody and his staff were very easy to work and communicate with, and they handled our many last-minute changes very professionally and in a timely manner. We received excellent service and amazing results from Gotham!"

*Richard Comer*  
Owner



"Gotham has helped us with marketing for over five years, and we've steadily grown in sales each year culminating with a record year in 2021. Gotham's team helps us execute our plan and hit our goals annually. If you need a small but powerful marketing team, I highly recommend them."

*Peter Tuenken*  
Managing Director





# HELPING FOREIGN MANUFACTURERS EXPAND INTO NORTH AMERICA

Many foreign businesses recognize the importance of a physical presence in the North American market. Once a North American-based satellite is established and staffed, it needs to be properly promoted for success. Gotham partners with international manufacturers to reorganize and adapt their messaging for marketing communication in the North American marketplace.

## INTERNATIONAL BRANDS WE'VE HELPED BUILD:





Thank you for considering Gotham, LLC, to be the voice of your company. We intend to work diligently to build a positive brand image for your company and substantially grow your market share for increased ROI.



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