



Puerto Rico

FORMING OUR FUTURE

Leadership Conference

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We Deliver Precision®

March 5-8, 2025



MetalForming
Magazine

MARKETING: FROM GOOD TO GREAT

PMA - FORMING OUR FUTURE

INTRODUCTIONS

GET TO KNOW US

Teresa Schell – President & Owner



Jared Falkner – Director of Business Strategies



WHO IS VIVE?

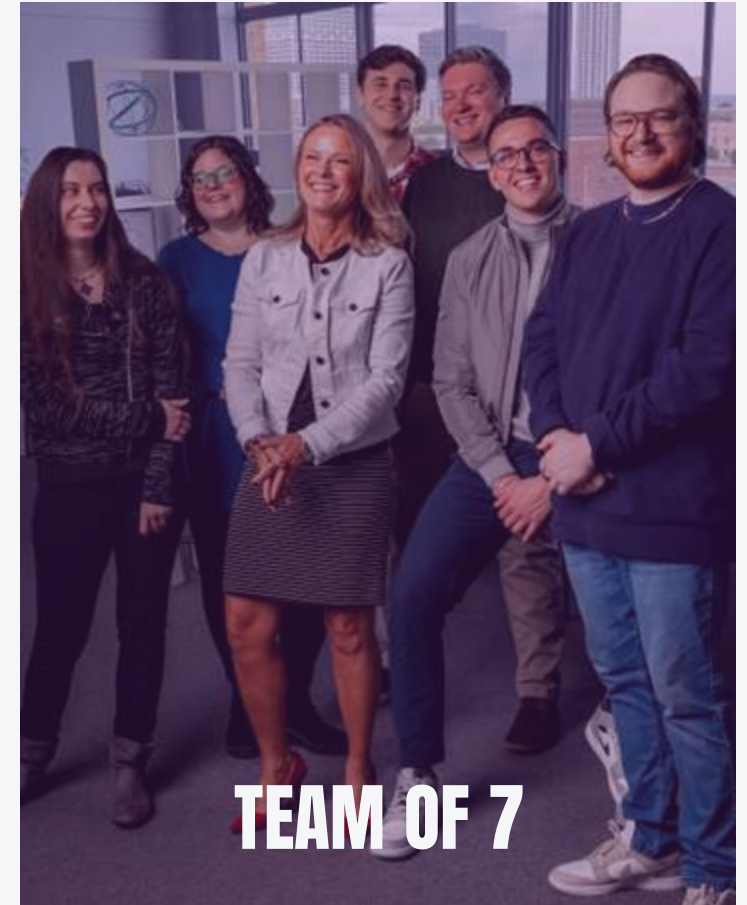
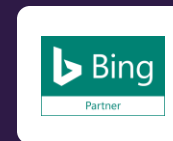
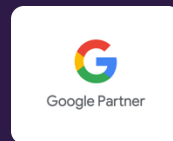
GET TO KNOW US

MILWAUKEE-BASED FULL-SERVICE MARKETING AGENCY

17+

YEARS IN BUSINESS

PMA PRECISION
METALFORMING
ASSOCIATION
MEMBER





TODAY'S AGENDA

TODAY'S AGENDA

Marketing: From Good to Great

In an industry built on precision, your marketing should be just as sharp—crafted to captivate and convert in ways you might not expect. This presentation will equip you with the tools to refine your marketing edge and drive measurable success at the highest level through:

Advertising

Branding

Content Marketing

Email Marketing

Pay-Per-Click

Social Media

Trade Show

Website



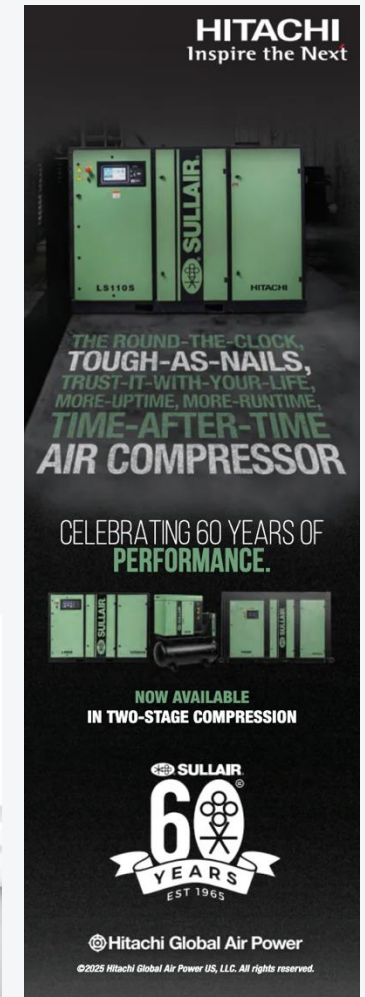
ADVERTISING

WHAT IS GOOD ADVERTISING?

- ✓ **Clearly communicates** the product or service benefits and features
- ✓ Targets a specific audience with a **consistent message**
- ✓ Delivers visually appealing, **on-brand** content
- ✓ Generates leads and conversions **within budget**
- ✓ Understands and utilizes appropriate channels to reach the preferred **audience**
- ✓ Follows established **best practices** and industry standards
- ✓ **Tracks** and **reports** key metrics to measure performance, channel effectiveness, etc.



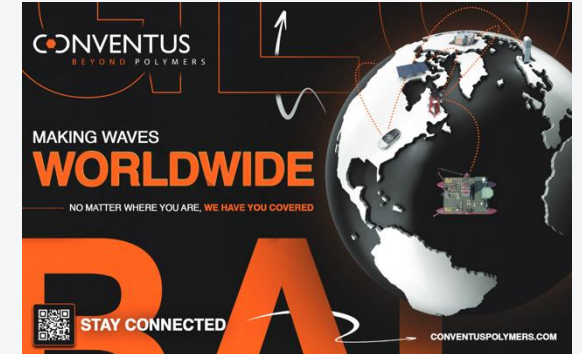
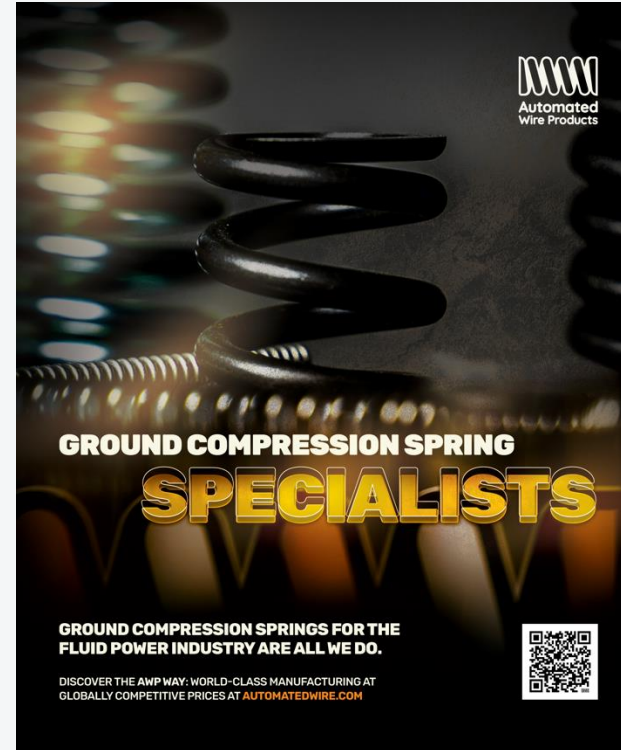
GOOD VS. GREAT



WHAT IS GREAT ADVERTISING?

- ✓ Creates an **emotional connection** that resonates with the audience
- ✓ **Leverages data** and insights to anticipate customer needs and **personalize messaging**
- ✓ Incorporates **innovative tactics** or **creative ideas** that stand out in the marketplace
- ✓ Builds **long-term brand loyalty** and trust, beyond just immediate sales
- ✓ Inspires **advocacy** and **word-of-mouth** sharing among customers
- ✓ **Seamlessly integrates** across multiple channels, delivering a unified experience
- ✓ Demonstrates **measurable impact** toward business short-term and long-term **goals**

GOOD VS. GREAT





BRANDING

BRANDING

WHAT SEPARATES THE TWO?

Good

- ✓ Maintains **consistent use** of logos, colors, and messaging
- ✓ **Stands out** as recognizable in the market
- ✓ **Clearly communicates** what the company does
- ✓ Features **professionally designed** marketing materials
- ✓ **Leverages** standard assets (e.g., website and social media)
- ✓ **Adapts** to industry trends
- ✓ Builds short-term **brand awareness**

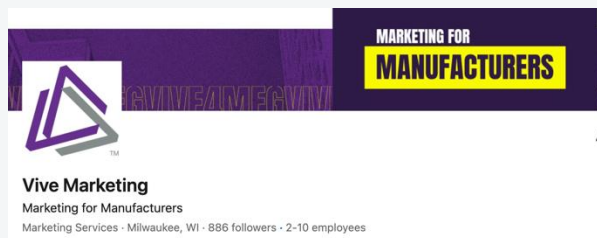
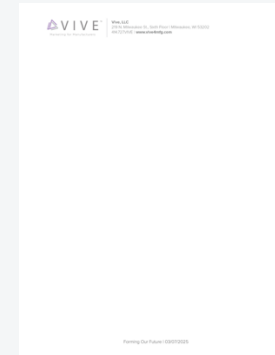
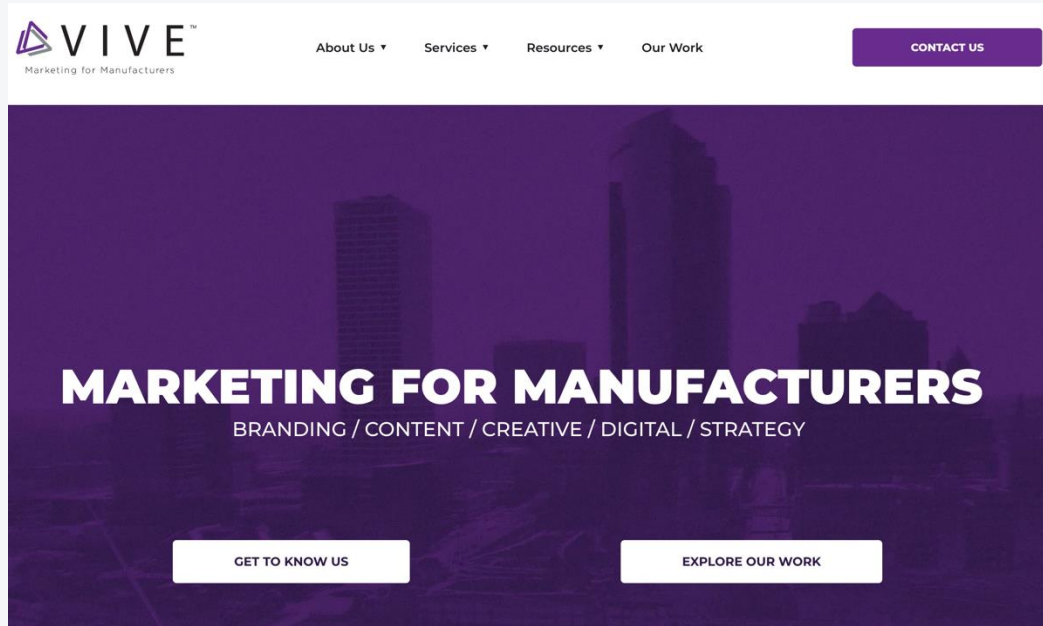
Great

- ✓ Uses **cohesive storytelling** that aligns with vision and values
- ✓ Fosters an **emotional connection** with the audience
- ✓ Clearly defines and **communicates** the **value proposition**
- ✓ Establishes a **unique identity** distinct from competitors
- ✓ Inspires **brand advocacy**, turning customers into **ambassadors**
- ✓ Delivers a unique and **memorable brand experience**



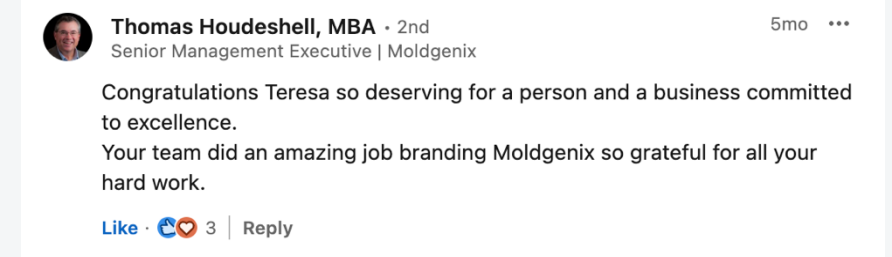
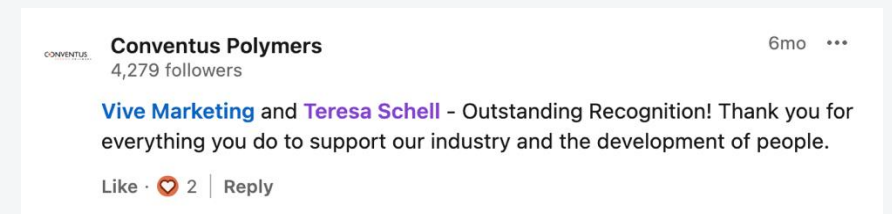
WHAT DOES GOOD BRANDING LOOK LIKE?

GOOD VS. GREAT



WHAT DOES GREAT BRANDING LOOK LIKE?

GOOD VS. GREAT






CONTENT MARKETING

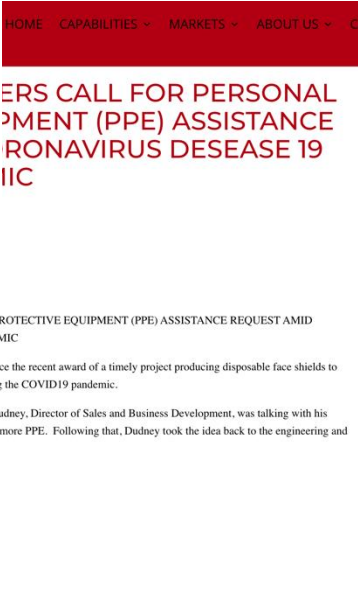
WHAT IS GOOD CONTENT MARKETING?

GOOD VS. GREAT

- ✓ **Utilizes all content channels**, including blogs, infographics, case studies, eBooks, whitepapers, etc.
- ✓ Ensures all digital content **follows SEO best practices**, including meta descriptions, title tags, headers (h1, h2, h3, etc.), alt text, etc.
- ✓ Maintains website content within suggested **character lengths** and **guidelines**
- ✓ Includes **clear calls-to-action** (CTAs) in all content forms
- ✓ **Repurposes** content across all applicable platforms
- ✓ Maintains a **consistent posting cadence** across all channels, true to a distinct brand tone and voice
- ✓ Prioritizes **mobile-first content strategies** for on-the-go consumption



The screenshot shows a blog post on the Jagemann website. The title is "JAGEMANN™ STAMPING YMCA CAPITAL CAMPAIGN WITH DONATION" in red. The byline is "by Amy Jagemann | May 2, 2017 | Uncategorized". The text describes a donation to the YMCA Capital Campaign. It includes a quote from Tom Jagemann, CEO, and a quote from Joe Metzen, Associate Executive - Youth Development. The article is dated April 9, 2020.



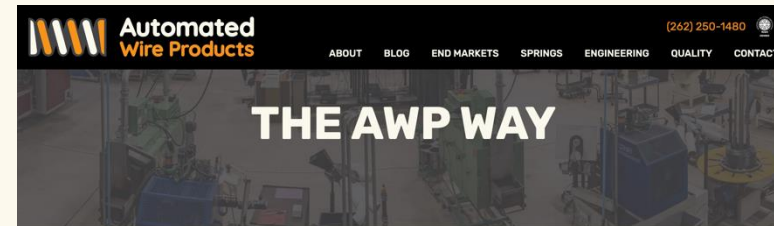
The screenshot shows another blog post on the Jagemann website. The title is "JAGEMANN ANSWERS CALL FOR PERSONAL PROTECTIVE EQUIPMENT (PPE) ASSISTANCE REQUEST AMID CORONAVIRUS DESEASE 19 (COVID19) PANDEMIC" in red. The text describes how Jagemann is helping the community by producing disposable face shields. It includes a quote from Nathan Dudney, Director of Sales and Business Development. The article is dated April 9, 2020. At the bottom, there is a photo of a person wearing a clear face shield and a yellow face mask.



WHAT IS GREAT CONTENT MARKETING?

GOOD VS. GREAT

- ✓ Ensures content is **not** *fully* written with and/or by AI tools
- ✓ Features content **professionally written** by industry experts, showcasing thought leadership and expertise
- ✓ Builds **evergreen** content that drives traffic and generates leads over time
- ✓ **Collaborates** with industry influencers and strategic partners (e.g., podcasts, in-booth interviews)
- ✓ Leverages **data-driven insights** to refine content direction and focus
- ✓ Develops a **strategic content roadmap** that aligns with industry trends, events, etc.
- ✓ Produces **long-form content**, including “how-to” guides, 101’s, or pillar pages



High-Quality Ground Compression Springs: From Design to Delivery

At AWP, ground compression springs are our specialty and passion. Since our founding in 1995, we've honed a streamlined and results-oriented approach to producing precision compression coil springs that meet the most stringent industry demands. Our expertise spans every step of the manufacturing process, from rapid prototyping and meticulous design reviews to advanced CNC spring coiling and precise spring end grinding.

AWP is built on collaboration, innovation, and a commitment to quality assurance. We partner closely with our clients to optimize each compression spring for performance and manufacturability, providing reliable, high precision springs with 100% repeatability and on-time delivery.

[Discover the AWP advantage.](#)

Read on to explore our services and learn how AWP's dedication to quality and efficiency can support your project from concept to completion.

on review, where we collaborate closely with our on strategies, and make essential recommendations to % design concurrence, meaning both AWP and our

Customers are fully engaged on every specification before production.

• Iterative Design Assistance

We provide valuable upfront design support, refining each prototype to meet exact specifications. Our team works side-by-side with our customers to incorporate their feedback, making design modifications where necessary to achieve optimal results. This iterative process ensures the final design is robust and ready for efficient manufacturing.

• Prototype/PPAP Submission Strategy

We use the exact same CNC spring coiling production equipment, tooling, and grinding fixtures for prototypes as we do for mass production. This allows for a seamless transition from prototyping to full-scale manufacturing and validates our production process for long-term consistency. Our strategy minimizes the risk of unexpected challenges, giving you confidence in the performance and manufacturability of your product.

• Rapid Turnaround Times

Time-to-market is critical, and AWP is committed to delivering high-quality prototypes quickly. We can produce coiled and compression springs with closed and ground ends in 10 days or less, with expedited options available for even faster delivery. Select prototypes may be eligible for same-day production and shipping, allowing our customers to move forward confidently and meet tight project deadlines.

• Advanced Technology for Consistency and Accuracy

Our state-of-the-art CNC spring coiling, presetting, and grinding equipment guarantees exceptional precision. Using SMI Advanced Spring Design software, we perform rigorous design evaluations so every prototype meets required tolerances and performance standards. By mirroring production conditions, we ensure prototypes are a true representation of production parts.

[Learn more about the precision, quality, and speed behind our spring prototyping.](#)

Why Choose AWP for Prototyping?

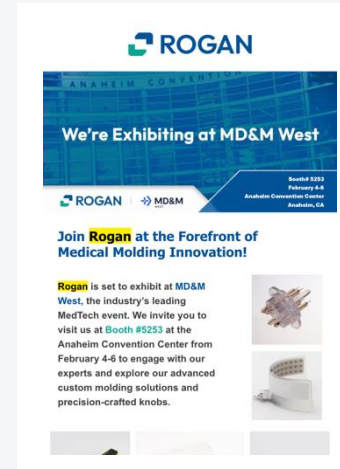




EMAIL MARKETING

WHAT IS GOOD EMAIL MARKETING?

- ✓ **Segments audiences** based on broad categories (not sending to all contacts, all customers)
- ✓ **Personalizes** emails by including the recipient's first name
- ✓ Uses **catchy subject lines** to boost open rates
- ✓ Sends **well-crafted** emails with clear calls-to-action (CTAs)
- ✓ Employs **responsive** templates that work on all devices
- ✓ Implements basic **email automation** (welcome sequences, follow-up campaigns)
- ✓ **Tracks** open rates, click-through rates, and conversions
- ✓ Distributes emails to a clean, **permission-based list**



GOOD VS. GREAT



Thank You for Visiting us at MD&M West!



We would like to thank you for spending time with Ray Products this year at MD&M West 2025 to learn more about our Pressure Forming and Vacuum Forming capabilities. We are grateful for the opportunity to engage with experts and enthusiasts who share our passion for manufacturing excellence.



WHAT IS GREAT EMAIL MARKETING?

- ✓ **Segments the audience** list based on behavior, engagement levels, and business type for highly relevant emails
- ✓ Dynamically **tailors content** based on user behavior, past experiences, and preferences
- ✓ A/B tests subject lines, uses personalization, and **optimizes send times** to maximize open rates
- ✓ Creates visually appealing, **interactive emails** that are easy to scan, with strategic CTAs leading to optimized landing pages
- ✓ Regularly **cleans the list**, removes inactive subscribers, and maintains high engagement to avoid spam filters
- ✓ Provides **valuable content** that encourages learning, change, and/or action



PolySource is exhibiting
at NPE2024!

**PolySource is thrilled to be
exhibiting at NPE: The Plastics
Show!**

After a six-year hiatus, the largest plastics trade show in the Americas is back and better than ever, from **May 6-10 at the Orange County Convention Center in Orlando, FL**. We invite you to be our guest at **Booth S26193**, where The Fixers at PolySource will showcase the latest dynamic resin material solutions tailored to your industry's needs.

We hope to see you in Orlando for an event that's setting the stage for the future of plastics!

Claim your **FREE** pass to NPE2024 courtesy of PolySource and plan to join us for insight, innovation, and inspiration!

[Register Today](#)

GOOD VS. GREAT



THU, AUG 8, 2024 | SUSSEX, WI | IRONWOOD GOLF COURSE

***Last Chance to Register for the 2024 PMA
Wisconsin District Golf Outing!***

We are only one week away from the 2024 PMA Wisconsin District Golf Outing! Join us on **Thursday, August 8** at Ironwood Golf Course to build business relationships with local metalformers while helping support the growth of our scholarship program and workforce development efforts. Bunzel's will be onsite!

Routis Training
Transforming Culture, Growing Leaders

VIVE
Partnering with Technology

MBS
ADVISORS

Click here to RSVP!

We'd love for you to join us at NPE2024 for a laid-back VIP Cocktail Reception. Come enjoy some tasty appetizers and hang out with some awesome special guests.

Toby Wix
Executive Director, Wix

Matt Beinhart
President, Beinhart

The event takes place on Monday, May 6th, 4:30-7:30pm at:
Maggiolino's Little Italy
9101 International Dr #2400, Orlando, FL 32819

Visit us at our booths!

MBS
Booths W136 & W425

VIVE
Booth S26193
MAPP Pavilion

Routis Training
Booths S33026 & W2421





PAY-PER-CLICK

PAY-PER-CLICK

WHAT SEPARATES THE TWO?

Good

- ✓ Targets the right audience with **specific keywords**
- ✓ Features clear and **relevant** ad copy
- ✓ **Monitors** daily and monthly budget(s) closely
- ✓ **Reviews** and **adjusts** advertising hours to ensure timely captures
- ✓ **Tracks** and **reports** analytics regularly
- ✓ Adds **negative keywords** to accounts or campaigns
- ✓ **Evaluates** all search engines to advertise where the audience and demographic are present

Great

- ✓ Implements **advanced audience segmentation** and retargeting
- ✓ Uses multiple **ad variations** (e.g., Responsive, Display, P-Max, etc.)
- ✓ Enhances **conversion tracking** to measure performance and **articulate ROI**
- ✓ Conducts **A/B testing** to optimize campaign performance
- ✓ **Integrates** internally utilized **CRMs** to build pipelines and understand user behavior(s) and journey(s)
- ✓ Features an **optimized landing page** on **desktop** and **mobile** devices for a consistent user experience




PAY-PER-CLICK

GOOD VS. GREAT

Good

Sponsored

 Peterson Manufacturing
<https://www.petersonmfg.com>


Stamping Manufacturer - Metal Stamping Manufacturer

Reduce costs on high quality parts with our custom precision metal forming processes. Peterson **Manufacturing** specializes in small parts & components. Contact us today!

- ✓ Maintains consistent formatting (Title Case) in headlines (*but does not in description*)
- ✓ Closes out descriptions with a clear call-to-action (CTA)
- ✓ Includes company name and logo for added branding

Great

Sponsored


 Lyons
<https://www.lyons.com>

Precision Metal Stampings | Metal Stamping Company

We Are Ready To Take On Your Most Challenging Metal Stamping Manufacturing Requirements. We've Specialized In Metal Part Stamping For More Than 70 Years.

Industries Served
Aerospace, Firearm, Military Electrical, Defense, Automotive

Progressive Dies
We Design & Build Progressive Dies Expertise w/ Demanding Requirements



- ✓ Maximizes every bit of character limitations
- ✓ Maintains consistent formatting (Title Case) via headlines and descriptions
- ✓ Adds sitelink extension(s) to provide a more seamless user experience
- ✓ Includes company name and logo for added branding
- ✓ Uses "display expansion" to increase engagement



PAY-PER-CLICK



Midwest-Based Injection Molding Experts

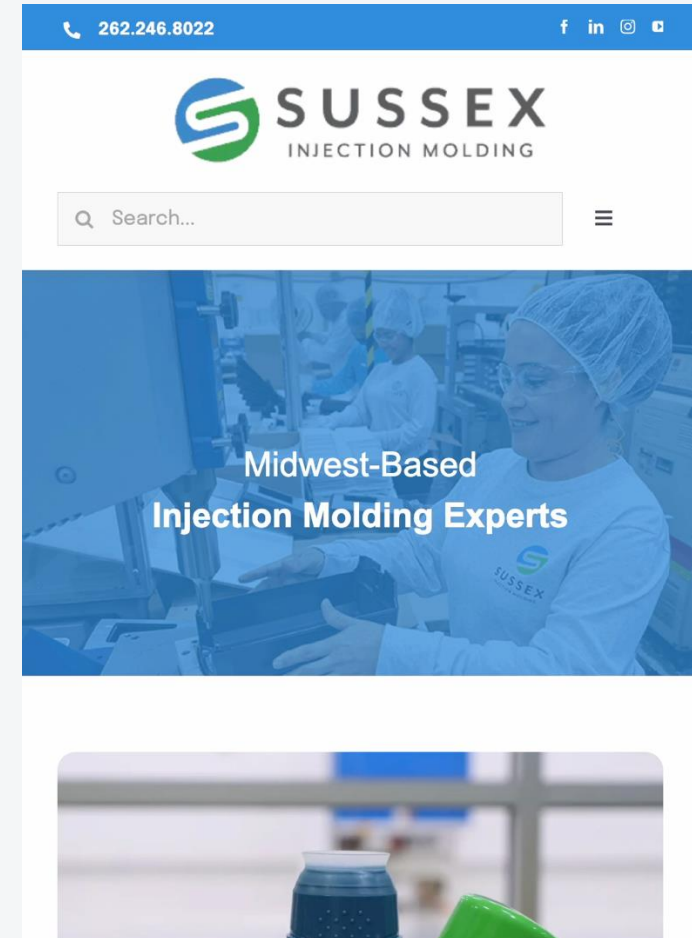
Plastic Medical Molding Solutions

Lean on Sussex IM to be your plastic injection molding experts - focused on delivering high-quality plastic parts that arrive on time and exceed your expectations. Since 1977, Sussex IM is a proven, long-standing leader in mid to high-volume (100,000+) custom molding. We provide value to our customers through **Design-for-Manufacturing** and **ISO certified capabilities** for production molding with integrated **value-added operations**.

[Request a Quote](#)



LANDING PAGE EXPERIENCE





SOCIAL MEDIA

WHAT IS GOOD SOCIAL MEDIA?

- ✓ Maintains **consistent posting** with a proper cadence
- ✓ **Alternates** graphics and copy to create a professional, cohesive look
- ✓ **Highlights involvement** in industry events
- ✓ Features a **balanced mix** of post topics (e.g., employee spotlights, new machinery, community, innovation, etc.)
- ✓ Reviews user and **competitor** metrics
- ✓ Adds **relevant** hashtags to post copy
- ✓ **Incorporates questions** and/or **prompts** that encourage user engagement and post activity

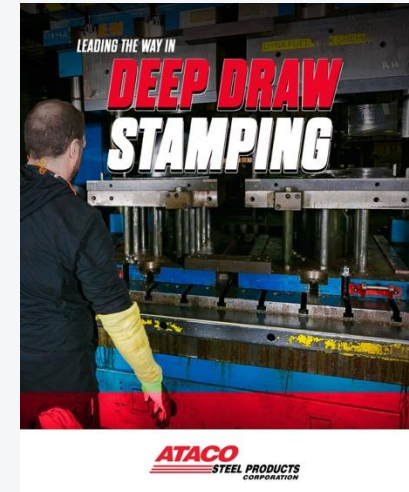


GOOD VS. GREAT

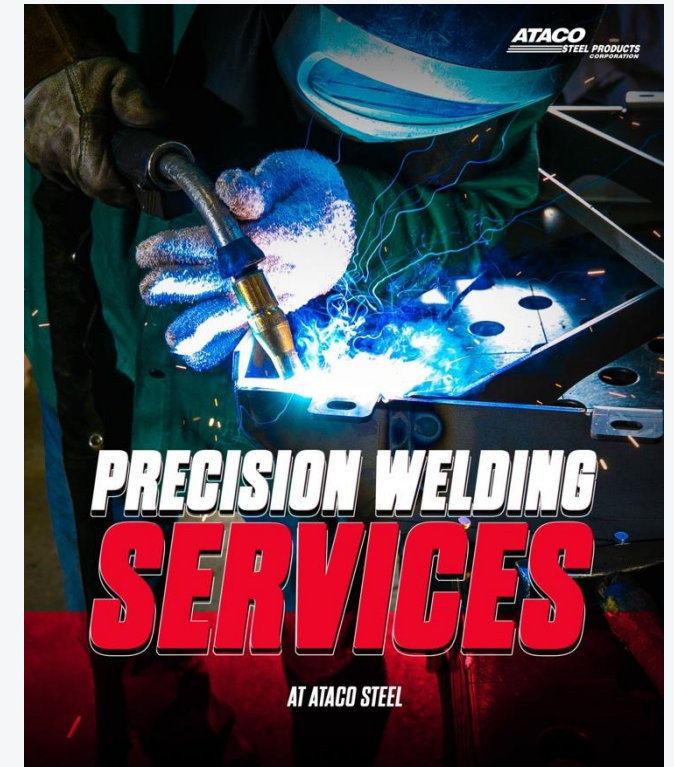


WHAT IS GREAT SOCIAL MEDIA?

- ✓ Maintains **consistent brand standards** across all platforms
- ✓ Creates content **individually tailored** for each platform
- ✓ **Initiates conversations** through polls or discussions
- ✓ Encourages employees to **share posts** (with or without thoughts) to boost reach and visibility
- ✓ Has executive leaders (or influential brand faces) **engage** and **interact** with posts/comments
- ✓ Ensures all posts feature **high-quality** creative assets
- ✓ Leverages **trending topics** and features creatively
- ✓ Maintains a **complete** and **accurate** company profile



GOOD VS. GREAT



SOCIAL MEDIA EXAMPLES

Steady Branding



High-Quality Assets



Mix of Post Topics



GOOD VS. GREAT

Video / Motion Graphics





TRADE SHOW

WHAT MAKES A TRADE SHOW GOOD?

- ✓ **Modern booth visuals**, including updated skins, banners, and hardware showcasing current capabilities and services
- ✓ Strategic **social media planning**, preparation, and execution for pre-, during, and post-show engagement
- ✓ **Updated** sales collateral, business cards, and related materials
- ✓ Memorable **branded giveaways** to maintain brand visibility after the event
- ✓ **Targeted outreach** to vendors, suppliers, prospects, and industry peers about event attendance
- ✓ **Well-informed staff** providing thorough, detailed responses to inquiries
- ✓ Cohesive, **branded team apparel** projecting unity and professionalism (*Jared recommends custom shoes ☺*)

GOOD VS. GREAT



WHAT MAKES A TRADE SHOW GREAT?

- ✓ An **eye-catching booth design** that draws people in, capturing their attention from peripheral views
- ✓ Digital **lead-capturing technology** for efficient data collection
- ✓ Pre-show corporate posts to enhance team member recognition and **improve face-to-face interactions**
- ✓ **Live product demos**, presentations, or hands-on experiences to engage visitors
- ✓ **In-booth interviews**, podcasts, or media to amplify reach
- ✓ Physical **advertisements** strategically dispersed throughout the facility
- ✓ **Programmatic advertisements** targeting specific audiences, demographics, or geographical locations
- ✓ Website **content** highlighting event activities
- ✓ **Employee reposts** and **activity** on social platforms that generate excitement and palpable energy




Conventus at the 2025 SHOT Show

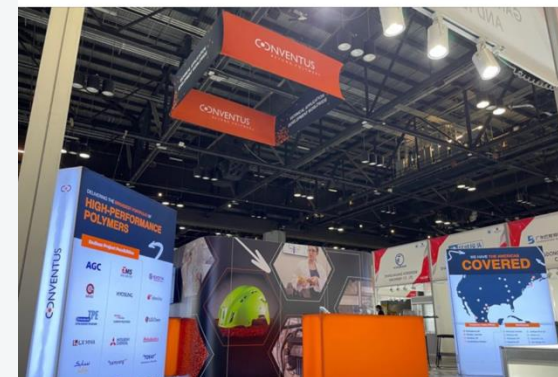
The SHOT Show (Shooting, Hunting, and Outdoor Trade Show) is one of the most significant annual events for the defense and sporting goods industries. Scheduled for January 21-24, 2025, at the Venetian Expo and Caesars Forum in Las Vegas, the SHOT Show brings together professionals in shooting sports, hunting, law enforcement, and military applications. With [...]


[READ FULL STORY](#)

GOOD VS. GREAT

 **Dana Day** · 1st
Conventus Polymers
8mo · 🌐

And just like that, my job here is done for the day! Thanks for this amazing experience and opportunity, [Conventus Polymers](#) 🙌 Booth S17129 [#NPE2024](#) [#Plastics](#)



 **Conventus Polymers**
4,219 followers
1w · 🌐

[Alexander Fung](#) is heading to Las Vegas!!

The SHOT Show (Shooting, Hunting, and Outdoor Trade Show) is one of ...more

 **2025 SHOT Show - Blog | Conventus Polymers**
[conventuspolymers.com](#)





WEBSITE

WEBSITE

WHAT SEPARATES THE TWO?

Good

- ✓ **Accessible** to all users (e.g., includes alt text for images, keyboard navigation)
- ✓ **Fully responsive** on all devices (mobile, desktop, tablets)
- ✓ Follows and is equipped with basic **SEO best practices** (e.g., meta tags, keywords)
- ✓ **Free of** broken links, images, or pages
- ✓ Features simple, **intuitive navigation** (no hidden elements and no more than three clicks deep)
- ✓ Presents **clear, concise content** and company messaging
- ✓ Offers **easily accessible** contact information or RFQ forms
- ✓ Secured with **HTTPS encryption**
- ✓ Includes **prominent**, effective calls-to-action (CTAs)
- ✓ **Integrates seamlessly** with CRMs or analytics platforms

Great

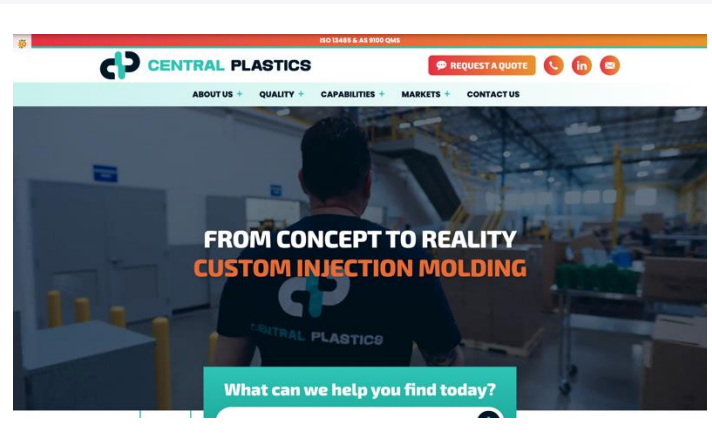
- ✓ Features an **active blog** and news page with fresh, **engaging content**
- ✓ Optimized with **advanced** SEO strategies, such as schema markup and structured data
- ✓ Incorporates **immersive designs** and **bold layouts** that are visually captivating
- ✓ Provides **technical resources** like guides, data sheets, product descriptions, case studies, whitepapers, etc.
- ✓ Includes **custom CTAs** that are more advanced than generic options like “click here,” “contact us,” or “get in touch”
- ✓ Showcases **high-quality creative assets**, such as professional photos and videos
- ✓ Offers **robust forms** that effectively support the sales team
- ✓ Integrates a **chat bot** for quick responses or customer support
- ✓ Supports **multiple languages**, tailored to non-native speakers with cultural sensitivity



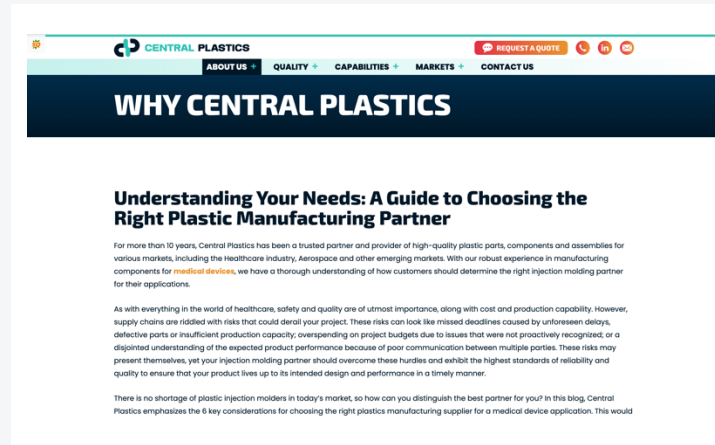
WHAT MAKES A WEBSITE GOOD?

GOOD VS. GREAT

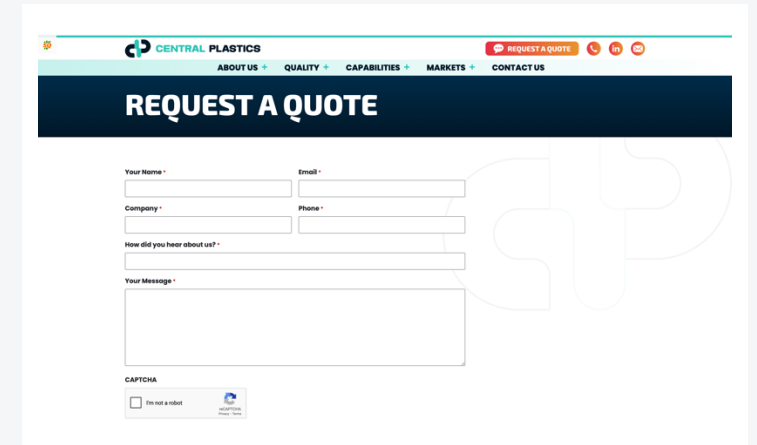
Clear Messaging & Value Add



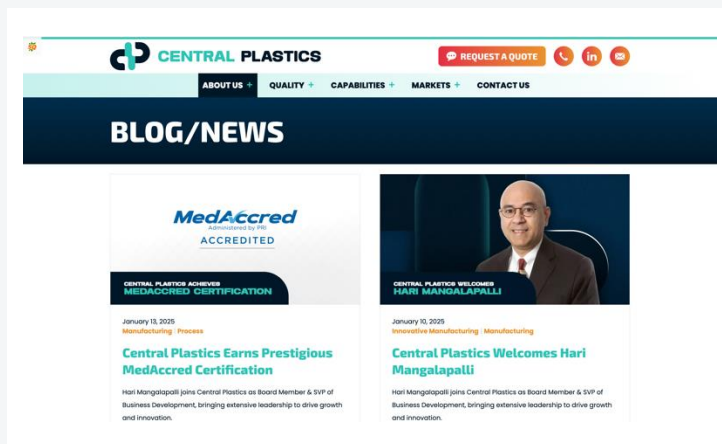
Pillar Page(s)



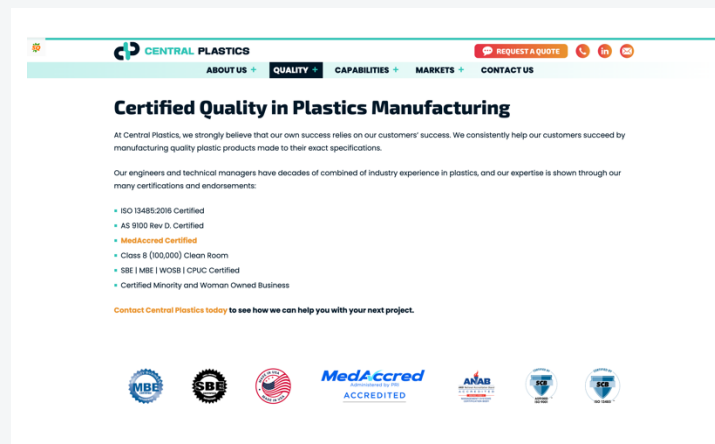
Simple Quoting



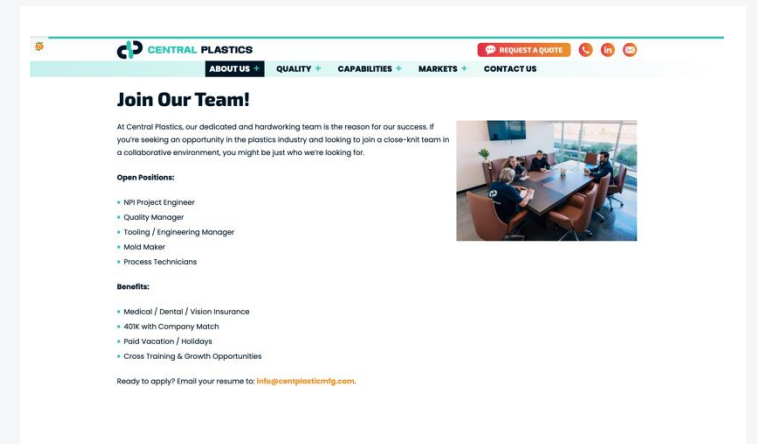
Broad Blog Topics



Downloadable Files/Certifications



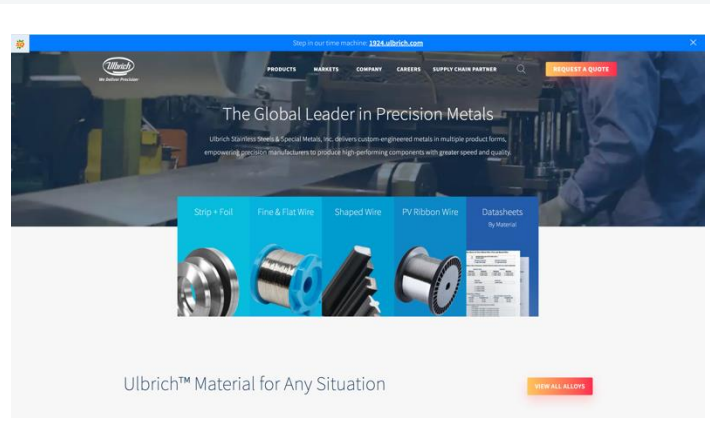
Careers Portal



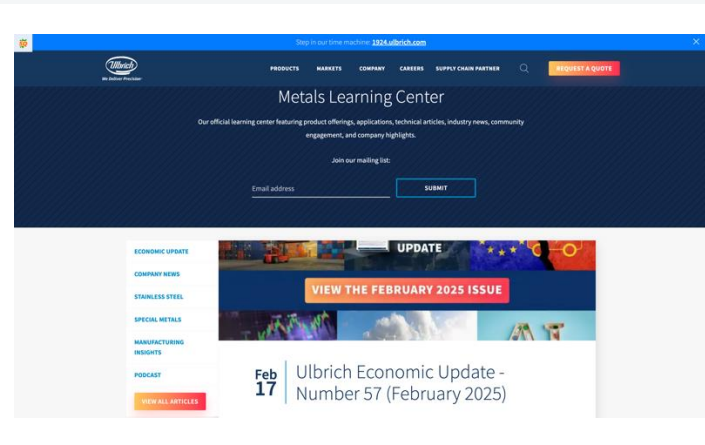
WHAT MAKES A WEBSITE GREAT?

GOOD VS. GREAT

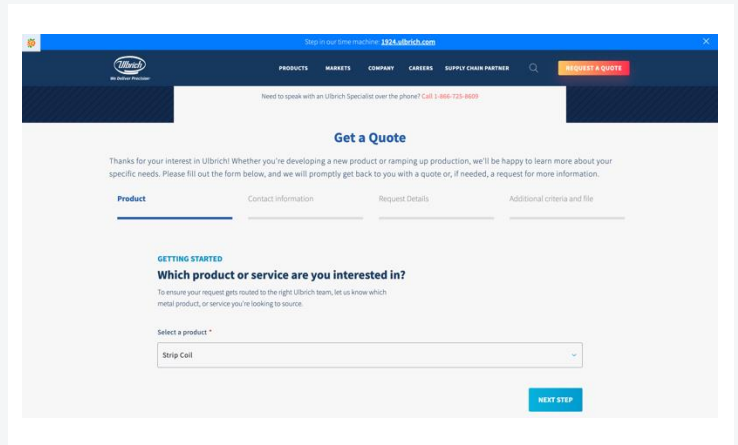
Clear Messaging & Value Add



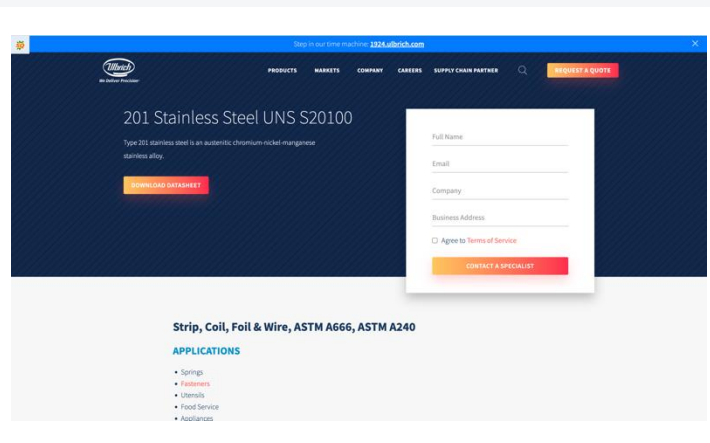
Additional Learning Resources



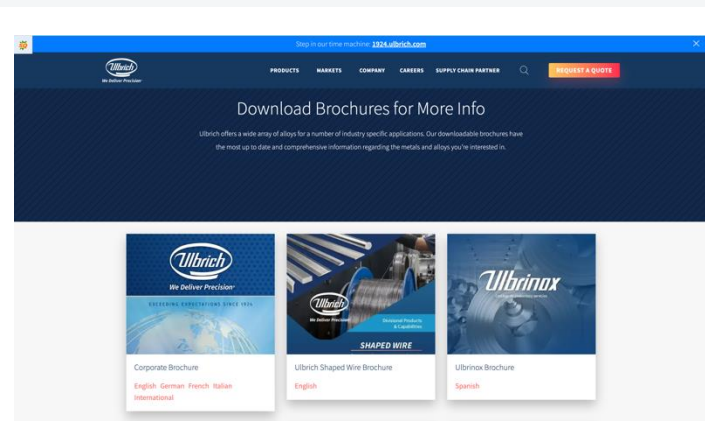
Refined (and seamless) Quote Requests



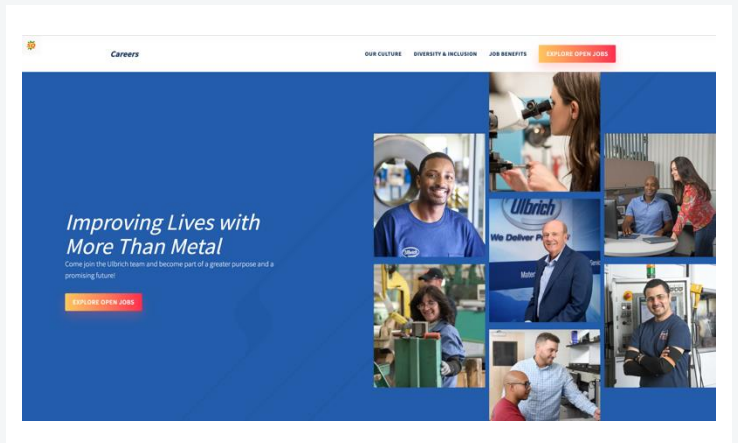
Keyword-Driven Blogs



Handy Files for Sales Reps and/or Customers

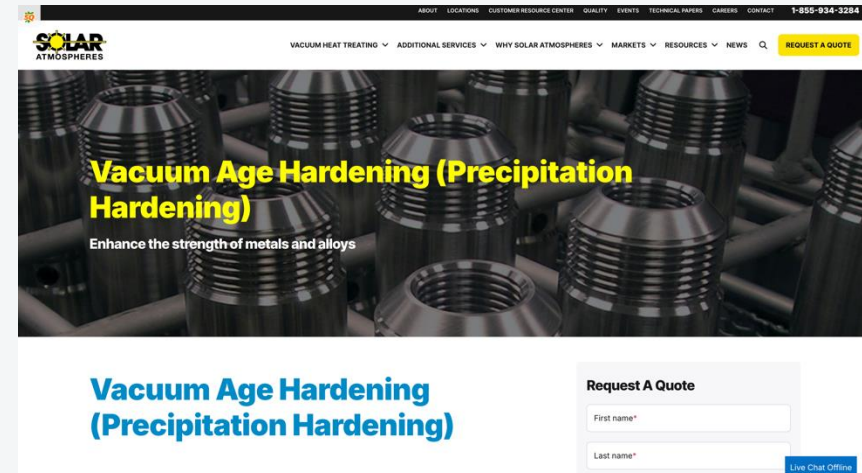
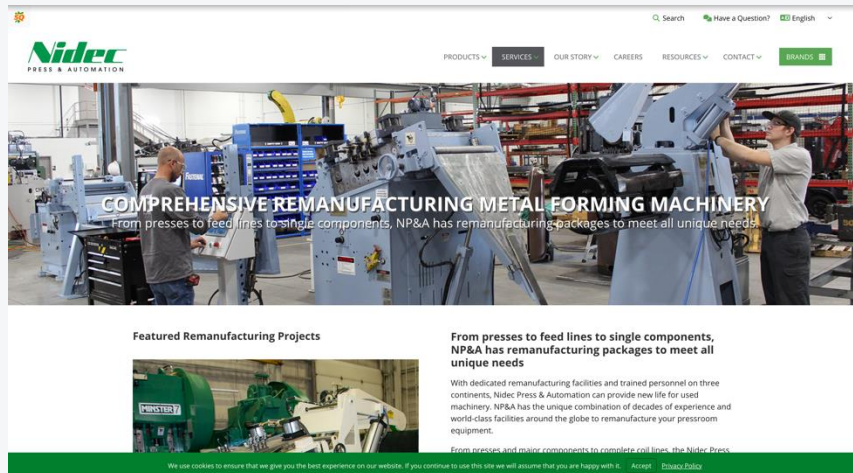
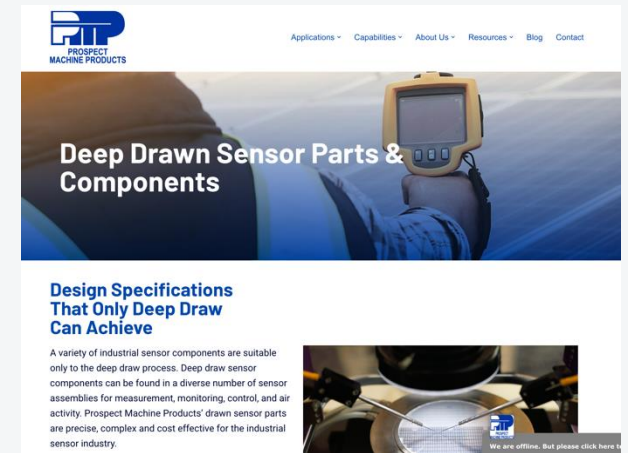
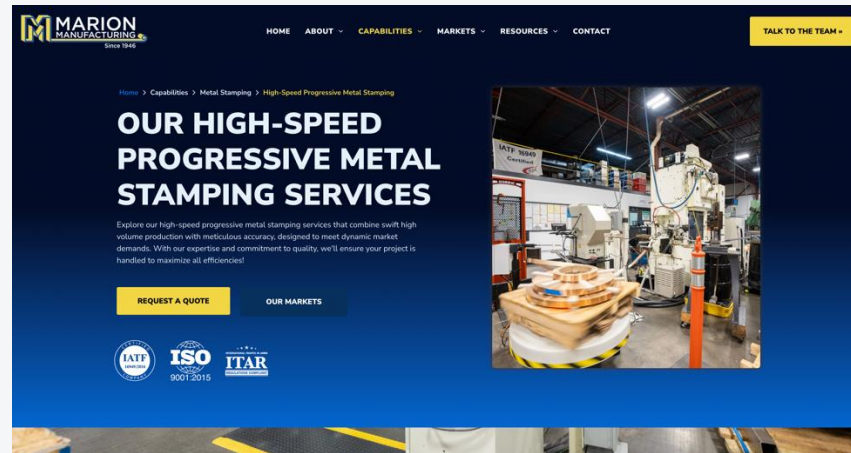
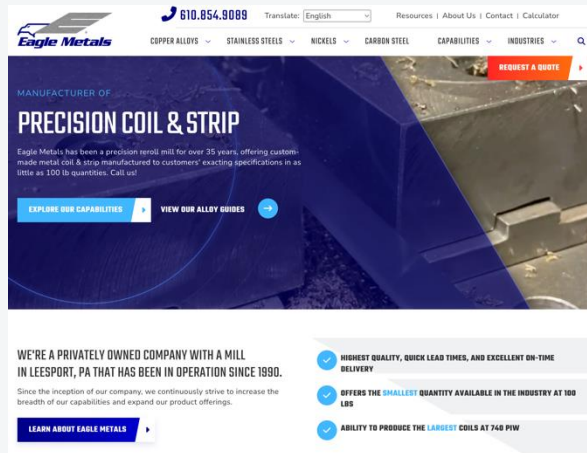


Engaging Careers Portal



ADDITIONAL SOLID WEBSITE EXAMPLES

GOOD VS. GREAT



NEXT STEPS

1) Audit Your Current Strategy

- Identify areas where your marketing is “good” but could be “great.”
- Evaluate branding, content, advertising, and digital presence.

2) Define Clear Goals

- Set measurable marketing objectives aligned with business growth.
- Establish KPIs to track improvements.

3) Enhance Integration & Execution

- Align branding and messaging across all channels.
- Implement personalized and data-driven marketing tactics.

4) Invest in Innovation

- Leverage new technologies, trends, and creative strategies.
- Explore AI, automation, and dynamic content marketing.

5) Measure & Optimize

- Continuously track performance metrics and adjust strategies.
- Conduct A/B testing to refine campaigns.



Marketing for Manufacturers