



web site



advertising



advertising

<input type="checkbox"/> advertising
<input type="checkbox"/> direct mail
<input type="checkbox"/> packaging
<input type="checkbox"/> sales literature
<input type="checkbox"/> stationery
<input type="checkbox"/> trade shows
<input type="checkbox"/> user interface design
<input type="checkbox"/> web site

MicroE Systems Corporation Marketing Communications www.microesys.com

The Challenge

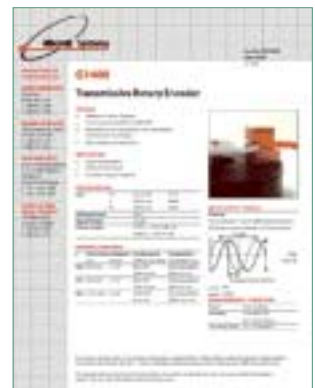
MicroE Systems was changing their name and introducing a series of new products. They needed an entirely new marketing communications plan. Many of the products in their catalog and on their existing site had been eliminated. Their Japanese office also wanted representation that was customized for their market in their native language. Since these new products were going to open many new markets to MicroE Systems, they wanted something that looked good, supported the buying decisions of potential customers, and provided 24/7 sales literature fulfillment and technical support.



sales literature

Solution

Ms. Heydecker worked with MicroE to develop the final corporate identity and translated it to print and the web. She was responsible for the creation and implementation of all advertising, sales/marketing collateral, public relations activities, trade shows, and web site development from concept, copywriting, design and production. New data sheets were produced for printing in-house on a colour laser printer as well as in PDF format for the web. New content was written for the web site. Sales and Customer Support personnel were trained to use a "Web-First" approach to sales fulfillment, virtually eliminating the printing of sales literature for the company and saving \$50,000 the first year.



sales literature

Two software tools were developed in Microsoft VisualBasic™ to attract engineers to the web site: a product configurator and a measurement conversion tool that were given away in exchange for the visitor's email address. These addresses were used to implement an email newsletter program, highlighting new products and applications. On-line marketing programs were implemented to achieve high rankings on search engines and directories.

Once the American version launched, Jeanne, working directly with the Japanese office, translated the entire site and developed templates for the overseas office to use for custom news and content, after which the Japanese office updated on their own. Other projects included image and product launch advertising.