

We Achieve Marketing Results For You. Then We Prove It.



Results:

Overnight Sofa launched iDezign at the 2016 Furniture Market in High Point, NC to resounding response. Within a year of rolling out the communications program, Overnight has enrolled 30 furniture retailers with over 100 store chains representing the custom sleeper program with over 1,000 units sold! At the 2017 Furniture Market, the interactive web interface for iDezign was introduced which offers a "What You See Is What You Get" opportunity to change fabrics, arms and length of sofa.

The innovative iDezign program puts the creation of the sofa in the consumer's hands and allows them to rotate it 360 degrees prior to purchase. Overnight Sofa expects even greater success in the future with the launch of the interactive iDezign component.



Results:

Gotham conceived a strategic plan to position the B2B and B2C company as a single-source self-storage resource capitalizing on a unique mix of in-house services including consultative sales experience, design/engineering, component, and door and building manufacturing and installation. Results have been dramatic. In the two years the company has worked with Gotham for strategic marketing planning and execution, BETCO sales increased 60 percent in the first year and are on pace to grow another 15 percent in the second (current) year.

Due to demand, BETCO added a second shift and is presently at 100 percent of manufacturing capacity. The company attributes this growth to a rebounding real estate market, heightened brand awareness in the marketplace, more leads, and better-quality prospects due to integrated inbound and outbound marketing efforts by Gotham.



MURATA MACHINERY USA, INC.

Results:

Since 1999, Gotham has worked on a project basis with Murata, a Japanese-based leader in machine tools manufacturing and, in 2010, Murata named Gotham its agency of record. Gotham has applied proactive, data-driven strategic marketing planning and built integrated inbound and outbound marketing campaigns that boosted sales, profits and awareness of the company's Muratec brand. In 2013, the Turning business unit of Murata's Machine Tools Division recorded its best sales in more than 40 years of company history.

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Results:

BENZ is an established brand in European markets, but despite a great reputation for advanced engineering and tooling performance, the company's North American presence, BENZ, Inc. lacked brand awareness in its target markets of wood, metal and composites. Gotham developed a strategic plan that encompassed a new web presence, print and online marketing, trade shows, direct marketing, both paid and organic search campaigns and social media.

After three years of Gotham managing BENZ, Inc.'s brand strategy, the company has experienced growth in name awareness, brand recognition, leads and sales. Within a year of launching BENZ's North American website, www.benztooling.com web visits were increased by 113%, in the same time period, page views increased by 86%. Gotham built a new social media presence for the company on YouTube and Facebook. Through social media content management, Gotham was able to build Facebook "Likes" to over 600 (and climbing) in just two months' time. Since Gotham has worked with Benz, Inc., sales revenue has grown by 28% over its three target market segments of wood, metal and composites.

For more information on creating an industrial marketing campaign for your company, contact us below.

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