

Client: Advanced Systems & Designs

Sells: SPC software, hardware, consulting and shop-floor integration services

David's contributions:

Web Marketing:

Designed and built a micro website to promote ASD's multi-line image. Originated and registered the domain name, SPCanywhere.com, to be used as the new brand for all eMarketing initiatives.

Lead generating using e-mail:

Set up AOM (Always-on Marketing) e-mail delivery system to automate the delivery of 7,500 e-mail messages. The initial five-tactic e-mail campaign was so successful my client hired a person dedicated to collecting and inputting additional names into the system.

Collateral Development:

Rewrote collateral material to increase its effectiveness, while enabling all documents to be printed-on-demand and in color.

Press and Media:

Developed ongoing media campaign to announce new products, partners and acquisitions.

New Acquisitions:

Performed market research to test ROI of potential acquisitions.

ISA Innovator Award:

Wrote four product abstracts and application studies and submitted them for an ISA Innovator award. With this help, my client was selected as an ISA 2001 Innovator.

Channel Partner Program:

Created channel partner program in order to boost sales of hardware, software, integration and consulting services. An important goal, increasing cross-selling effectiveness, was achieved.

Trade Show:

Designed booth placement and layout. Attended show and critiqued overall effectiveness. Carried out direct marketing campaigns before and after the show.

a2.com

734-741-8913

another David Berger project

© 2003 DB, Ann Arbor, Mich.