

Enterprise Minnesota Business Event:
7 Smart Steps for Revenue Growth



Lori Tapani, Co-President
Wyoming Machine, Inc.



Wyoming Machine, Inc.

- Precision Metal Fabrication
- Established in 1974
- Job Shop / High Mix - Low Volume
- Diverse Base of Customers

Diverse by
Design



Diverse by Design

We began an intentional effort to use content to enhance our brand and to connect with customers, prospects, strategic partners, and community.

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Content marketing:

The marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a target audience

e-mail

newsletter

infographic

press release

survey

white paper

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Sales Enablement Software

Top 3 reasons why we love it

1

2

3

Contact Management

- Allows categorization of contacts by many different criteria
 - Contact Type: Customer, Prospect, Vendor, Strategic
 - Contact Area: Purchasing, Engineering, Quality, Sales, Operations, etc.
- Allows the creation of "smart lists"
 - For instance, I can create a 2nd send list

Metrics

- Allows me to easily evaluate the success (or failure) of content I send
 - How many people read my message?
 - Did they click any links?
 - Did they read the message more than once?
- Provides information for follow-up

Automation Options

- Allows the creation of automated campaigns

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What on Earth Should We Share?

- We must create technically detailed whitepapers about complex fabrication solutions.
- We must write articles about our Quality Programs and Continuous Improvement Initiatives.
- We are manufacturers. We are very different than other sectors that share content electronically.
- We must focus on Quality, Cost, On-Time Delivery, and Continuous Improvement.

"New WMI Quality Program Sends Quality Levels Soaring. Could it do the Same for You?"

"Secrets to Speedy and Accurate RFQ Turnarounds"

"SolidWorks means Solid Results from Quote to Finished Product"

What if we Try Something New?

What if we Try Something New?

"My Daddy Makes Things"



- Maker Mindset
- Creativity
- Family
- Employee Development
- STEM
- Women in Mfg

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'Hot Idea: Wyoming Machine Works with Entrepreneur to Create Award Winning Camp Stove'

'Traci Tapani Invited to the White House "Upskill" Leadership Summit'



'Wyoming Machine Hires Homeless Man; Turns Family's Life Around'



Results

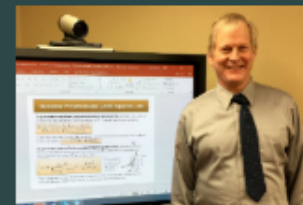
- "Open" and "Click" Rates
- Website Traffic
- Customer Pride and Appreciation
- Credibility with Prospects
- Differentiation
- Employee Recognition
- Demonstrated Engagement and Creativity

WYOMING MACHINE
BUSINESS PARTNER PERFORMER

WYOMING MACHINE
FEBRUARY FUN FACTS

STAYING POWER 20 Average number of years we have been working with our top 10 customers THANK YOU	SO PROUD 43 Number of years we have been working with some of finest, most respected companies in the world! THANK YOU
SUCCESS HISTORY 1974 Year we started working with 2 of our current Top 10 Customers THANK YOU	NEW PARTNERS 6 Number of customers in our 'Top 20' that we've teamed up with in the past 5 years THANK YOU

'Mathematician's Talent Adds Up to Customer Savings'



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Insights

- Variety
- Use Metrics to Enhance/Tweak Messages
- Humanity/Company Culture
- Gratitude
- Images
- Provide Options for Readers to Engage
- Try Different Subject Lines

THANK YOU!

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