



# Simplifying Digital Marketing for a Telecommunications Manufacturer

## Overview

Client: GMP

Industry: Manufacturing

Services: Social Media  
Email Marketing  
Content

## Results

- 150% increase in social media impressions
- 344% increase in social media engagement
- 233% increase in clicks to website from social media
- 28% follow up email open rate

## Challenge

Since 1936, **General Machine Products (GMP)** has been a leading manufacturer of a wide range of products for the telecommunications, power utility, and cable television industries. Slice manages and supports GMP's marketing across social media, email, and website content creation with the goal of increasing brand awareness and digital engagement.

## Insight

All good communications campaigns are based on relevant, insightful, and actionable content. Each month, we produced two pieces of content for GMP that highlight new and trending specialty tools and equipment. Furthermore, we created a monthly employee spotlight campaign to get their team excited and involved with company social engagement.

Across LinkedIn, Twitter, and Facebook, we developed both organic and paid strategies that focused on content creation, community engagement, and growth in performance, as measured by awareness, website traffic, and engagement. GMP's social media

content includes a strategic mix of product offerings, company culture, employment opportunities, and services. Additionally, we supported GMP's sales team before, during, and after trade shows and conferences by engaging with conference attendees on social media.

For email campaigns, our efforts focus on two areas. First, we developed monthly newsletter broadcasts that are sent to their entire list. These emails cover a range of products and updates to help illustrate GMP's versatility and performance. Secondly, we developed a segmented monthly sales newsletter that highlights GMP's expertise in the field, and specific products. We also used automated follow-up emails to engage with targeted interests. Having multiple communications touchpoints is crucial because buyers need to be engaged with several times before making a buying decision.

## Success

Through our efforts, we have seen success in increasing GMP's brand awareness, engagement, and clicks to their website. Our cross-channel approach has increased awareness by 150%, engagement by 344.4%, and clicks to web by 233.3%. Additionally, the email newsletter automation follow up open rate average is 28.03%, while the click-through rate average is 9.15% which emphasizes the value of repeated contact and targeted messaging to potential customers.



234 Market St., Floor 4 | Philadelphia, PA 19106  
215-600-0050  
slicecommunications.com  
hello@slicecommunications.com

