

Carlisle Interconnect Technologies

100 Tensolite Drive
St. Augustine, FL 32092

www.carlisleit.com
Client since: 2012

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Corrie Hartline
Marketing Communications Manager
CarlisleIT

Company Profile

Carlisle Interconnect Technologies (CarlisleIT) designs and manufactures high performance wire and cable, fiber optic cable, RF/microwave connectors, avionics trays, racks, integrated system and complex cable assemblies for applications in the aerospace, military and defense electronics, industrial and test and measurement industries.

Marketing Goals & Strategy

Target the right people in key markets. “One of our goals was to reach out to fresh people in several key markets,” says Corrie Hartline, marketing communications manager for CarlisleIT.

Increase brand exposure in targeted segments. She adds, “We needed our brand to be visible where people are seeking information and solutions for their cable and connection problems.”

Grow in new vertical markets. “We wanted to be able to expand our visibility in some segments where we are not well known and to reach them efficiently,” she says.

The IHS GlobalSpec Solution

To help the company reach its marketing goals, CarlisleIT uses digital media solutions from GlobalSpec that include e-newsletter advertisements, and an online catalog, supplier profile and product announcement billboards on GlobalSpec.com.

A broad spectrum of e-newsletters for reaching the right people. “GlobalSpec has a really good collection of product- and industry-specific e-newsletters,” Hartline says. “With them, we are able to target the right people with everything from a shotgun approach down to a narrowly segmented rifle shot. We use these e-newsletters to launch products, and we’ve gotten quite a few RFQs.”

A streamlined method for handling contacts. “With GlobalSpec’s Client Services platform, I can filter the results we receive so that the right contacts are sent to the right people automatically every day,” she says. “This takes a load off my shoulders, and the sales guys really love it. In fact, one new salesperson asked me, ‘How do I get on the daily email?’”

Top-notch customer care. Hartline says, “The folks at GlobalSpec noticed that I was not taking full advantage of my program, so they asked for a meeting to explain the tools that I wasn’t using. After that, the program really took off. Now we have a regularly scheduled teleconference every other Friday. I am very pleased with GlobalSpec customer care. The tools are readily available, but I don’t have to figure everything out on my own.”