

FUTEK ADVANCED SENSOR TECHNOLOGY, INC.

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Client Since: 2002

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Navid Mokhberi
Marketing Director for
FUTEK Advanced Sensor
Technology, Inc.

Company Profile

Specializing in the research and development of advanced sensing devices, specifically load cells, force sensors, torque sensors and pressure sensors, FUTEK Advanced Sensor Technology maintains an established reputation for its commitment to producing solid units that ensure high performance and reliability. Located in Southern California, FUTEK is a worldwide supplier of sensors for the medical, aerospace, automotive, and automation (robotics) industries. FUTEK strives to develop products of unparalleled quality in design and construction.

Marketing Goals & Strategy

Educate customers and prospects. “With our technology, there is a need to educate the audience,” says Navid Mokhberi, marketing director for FUTEK. “Webinars are an ideal platform for accomplishing this goal.”

Position FUTEK as a thought leader. “We like to talk about our new technologies and industrial achievements, especially our USB developments. Our goal is that like-minded engineers find FUTEK as a principle correspondent on these topics,” Mokhberi says.

The IHS GlobalSpec Solution

A custom Webinar solution that meets their unique needs. “We had previously conducted custom Webinars with other publishers. That experience helped us understand what we were looking for in a custom Webinar provider and we also learned what didn’t work,” Mokhberi says. “We had high expectations for our custom Webinar with GlobalSpec – we wanted terrific content, superb pre-Webinar promotion and support, excellent professional post-Webinar execution, and highly detailed data on the Webinar participants.”

He adds, “We knew that GlobalSpec had massive reach, thanks to its large community of registered users. Based on nearly ten years of experience with GlobalSpec, we were confident they would treat us like partners, deliver the right audience, and provide all the metrics we needed.”

A home run on all counts. “GlobalSpec gave us everything we asked for and more. We actually did two custom Webinars with GlobalSpec, and they exceeded our expectations in terms of registration and attendance. We were very demanding and GlobalSpec really delivered.”

He says, “We definitely like the way GlobalSpec interacts with us. There were two GlobalSpec Webinar team members with us every step of the way, making sure that we had complete control of how things looked and sounded. They kept us on schedule to ensure we were prepared, and they checked in with us every week. They looked at the content and they were great at coaching us. Most engineering-based Webinars are very dry, and people tend to tune out after a while. GlobalSpec helped us create a very dynamic presentation that kept people involved, and on the day of each Webinar, GlobalSpec was there in full force to support us.”

“After the ‘live’ presentation, the Webinar was available on-demand for 90 days through GlobalSpec’s website and they provided the video to us for placement on our website,” Mokhberi says. “Now we’re doing full-blown campaigns to push site visitors to view the Webinars in the months to come. We’re also using the detailed post-Webinar audience metrics that GlobalSpec provided to reach out to attendees to see if we can meet their sensor needs in any way. We have, in fact, already seen some business as a result of the GlobalSpec Webinars.”

Mokhberi concludes, “The GlobalSpec custom Webinar is an excellent complement to our other marketing initiatives, so much so that we plan on doing three more custom Webinars next year.”