

MCG Surge Protection

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Deer Park, NY 11729

www.mcgsurge.com
Client Since: December 2003

“GlobalSpec easily justifies itself. We wouldn’t keep doing it if it wasn’t worthwhile.”

Christine Jelley, CEO of MCG Surge Protection

Company Profile

MCG Surge Protection makes industrial grade AC power line protectors, data line protectors, DC protectors and low voltage crowbars for surge protection applications. Christine Jelley, CEO of MCG Surge Protection, says, “A variety of industries – from production plants, to hospitals, to theme parks – can benefit from using our equipment to protect sensitive equipment from lightning strikes, power line overcurrent, utility switching surges or surges generated by the operation of equipment within their own facilities.”



Marketing Goals & Strategy

“At MCG Surge Protection, we want to reach the consulting engineer who is involved with equipping a facility or the plant engineer who is in charge of large facilities. Those are the people who will specify our equipment,” Jelley says. “To connect with them, we once used many trade shows and advertised in a score of magazines, but the trade shows aren’t as effective as they once were and it’s hard to determine how well-read publications are today.”

The GlobalSpec Solution

Jelley says, “From the outset, GlobalSpec looked promising. I liked it as a search engine, and the people we want to reach use it to look for solutions. It’s stunningly easy to navigate, and that means the people who are searching are not going to have a hard time finding MCG Surge Protection. They do find us, and that means more business.”

In Their Own Words

Christine Jelley, CEO of MCG Surge Protection says, “GlobalSpec provides us with solid, trackable leads. As the person in charge of shelling out the almighty advertising dollar, I can’t emphasize how great it is to hear my sales manager say, ‘That sale came from a GlobalSpec lead.’”

“I like the instant traceability of leads from GlobalSpec. As a result, we know that a sale came from GlobalSpec and that prospect had never heard of us before. That means GlobalSpec is delivering sales we wouldn’t have gotten otherwise.”



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