

# MicroMo Electronics, Inc.

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[www.micromo.com](http://www.micromo.com)  
Client Since: 1999

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**Ken Rusiska**  
Media Coordinator  
MicroMo Electronics, Inc.

## Company Profile

Headquartered in Clearwater, Florida, MicroMo Electronics, Inc. is the North American source for the world’s smallest high precision DC motor drive systems, components and controls. MicroMo Electronics is a member of the FAULHABER Group which offers a consolidated portfolio of miniature and micro motor drive system technologies. MicroMo Electronics specializes in the design and assembly of high precision, miniature and micro electromechanical drive systems, components and controls up to 200 watts in mechanical output power including: DC motors, brushless DC motors, miniature stepper motors, DC gearmotors, piezo motors, DC motor-tachogenerators, precision gearheads, encoders, brakes, linear actuators, drive electronics, and micromechanical systems.

## Marketing Goals & Strategy

“Like so many companies, we’re trying to get our message to OEM design engineers,” says Ken Rusiska, media coordinator for MicroMo Electronics, Inc. That can be a tall order, considering that MicroMo’s products find themselves in all sorts of applications, ranging from surgical robots to security cameras. “But we’re not just interested in results,” Rusiska says, “we’re interested in measurable results. Otherwise, how can I justify going to my boss and saying ‘I want to spend thousands of dollars on something but it is very difficult to tell if it is working or not?’”

## The GlobalSpec Solution

Ken Rusiska, media coordinator for MicroMo Electronics, Inc., takes advantage of a broad spectrum of IHS GlobalSpec’s marketing tools: a catalog that is searchable by specification, e-newsletters, banner advertisements, and new product announcements.

“GlobalSpec is by far our number-one source of leads, and we have been with them since GlobalSpec’s very first year,” Rusiska says. “What’s nice with GlobalSpec is that you can see where people went and what they looked at. If they looked at the stepper motor press release, we can respond to them in a way that is appropriate to their interest. The beauty of GlobalSpec is that you know exactly what you are getting in the way of results; there is no guessing.”

Rusiska says that whenever MicroMo Electronics has a new product, they announce it in a GlobalSpec e-newsletter like *Specs & Techs* or *Motors*. The results can be staggering.

“When we do the e-newsletters, we’re flooded,” he says. “The last time, we had 53 pages of leads! It’s a no-brainer to justify that to my boss.”

Rusiska is also very enthusiastic about the quality of GlobalSpec’s customer service representatives. “They really spend the time to make sure they have help for you when you need it,” he says, adding, “They are, quite simply, the best in the industry.”