

Oren Elliott Products, Inc.

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www.orenelliottproducts.com
Client Since: 2007

Company Profile

Oren Elliott Products, Inc. is the largest US manufacturer of air-dielectric variable capacitors. The company also manufactures precision screw machine products, CNC machined products, custom sub-assemblies, variable inductors, shaft couplings, and planetary reduction drives.

Marketing Goals & Strategy

"We're a fairly small and lean company," says Steve Elliott, head of engineering and design at Oren Elliott Products. "Our marketing efforts are focused on generating enough RFQs to keep our sales people busy and keep that pipeline of new orders going."

He adds, "For our shaft couplings, our primary focus is reaching the mechanical design engineer who will specify our product into his design. That's the most effective way to market small mechanical components. For our machining services, we want to connect with purchasing managers who are looking for a machine shop that can meet their needs."

The IHS GlobalSpec Solution

IHS GlobalSpec tailored a program for Oren Elliott that includes e-newsletter advertisements designed to focus their messaging to specific target audiences as well as a full catalog program that offers visibility for their company's products and services. Oren Elliott maximizes their IHS GlobalSpec program by taking advantage of adding images to their profile, posting product announcements and technical articles, and sharing important news through the press releases section.

"GlobalSpec is, dollar for dollar, the best investment we make in marketing," Elliott says. "Most of the juicier prospects are going to be the ones where you can get 'spec'd' in at the design level, and GlobalSpec is very good for that. A lot of engineers use GlobalSpec as a source, and we have won jobs and achieved long-term customers through GlobalSpec."

He adds, "GlobalSpec is by far the most effective online offering for any company that sells its own product line. In terms of couplings, GlobalSpec has been the best investment we've made in gaining customers. We just recently started offering our CNC machining services through GlobalSpec."

IHS GlobalSpec e-newsletters are a valuable marketing tool for Oren Elliott Products. Elliott says that "GlobalSpec has an extraordinarily large number of design engineers and purchasers, so their e-newsletters will suddenly get you a rush of traffic to your website and a number of RFQs." He also adds, "In order of magnitude, GlobalSpec is more effective in comparison to what we can do with our own meager database. When you try to do electronic newsletters on your own, you're also limited by spam rules, whereas GlobalSpec already has the permission."

For Elliott, there is a qualitative difference between IHS GlobalSpec and other online marketing tools. "One of the benefits about GlobalSpec versus other online directories is that when you get a lead, you get a lot of information that you can then use to mine those prospects. We get several benefits from GlobalSpec: traffic to our website, RFQs, and a large number of qualified leads that we can mine as prospects."

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Steve Elliott
Head of Engineering and Design
Oren Elliott Products