

**RFM**

4441 Sigma Road  
Dallas, TX 75244

www.rfm.com  
Client Since 2009

**“We have seen a 15 times ROI from our e-newsletter advertisements.”**

**Sissy Toney,  
Director of Marketing  
Communications,  
RFM**

**Company Profile**

Building on three decades of experience in the design and manufacture of low-power radio frequency (RF) products, RFM enables OEM design engineers to connect and network devices, equipment and processes. RFM’s product portfolio provides a comprehensive selection of wireless standards and proprietary-based communications and networking products. When embedded into OEM next-generation products, RFM products enable end-users to use machine-to-machine connectivity to communicate, control and monitor wireless-enabled OEM devices over the Internet and private networks.



**Marketing Goals & Strategy**

**Do more with less.** “When the automotive industry imploded, our marketing budget was cut,” said Sissy Toney, RFM’s director of marketing communications. RFM had to focus their efforts and do more with less. “Our plan was to concentrate on driving core, organic search results, and if we got leads, that would be gravy,” she said.

**Increase awareness to design engineers.** Like a lot of companies with a strong presence in the automotive industry, RFM had to diversify. They needed to build awareness among design engineers, OEM product designers, evaluators and procurement professionals in industrial automation, medical devices, building activation and control, and the more difficult to reach applications for emerging industries. RFM wanted to build awareness among control equipment manufacturers, as well.

**The GlobalSpec Solution**

**Results exceeded RFM’s expectations.** RFM began a program with GlobalSpec in September 2009 with new product announcements and newsletter ads, and the company did more than meet its goals to drive visibility and awareness, enhance SEO efforts and drive quality leads. In fact, just one lead in the very first week resulted in a sale that paid for the entire cost of the program.

GlobalSpec’s newsletters deliver an extraordinarily high click-through rate. Toney says, “We have seen a 15 times ROI from our e-newsletter advertisements.” And turnaround is faster, too. “Instead of 12 to 18 months, with GlobalSpec, production orders come in 9 to 12 months,” she told us.

**The volume of qualified leads coming to RFM from GlobalSpec newsletters is “extraordinarily high.”** The seamless connectivity between GlobalSpec and RFM’s CRM system allows Toney a three-step automated response—acknowledgement within 24 hours, a follow-up with more details on the specific product searched, and a third, qualifying e-mail to gather product and company details.

“I’m very satisfied. I would defend using GlobalSpec and keeping it in our mix. I don’t see us changing that,” Toney told us.



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