

Dart Controls, Inc.

5000 West 106th Street
Zionsville, IN 46077

www.dartcontrols.com
Client Since: 2003

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Mark Lewis
Vice President of Sales and Marketing
Dart Controls

Company Profile

Since 1963, Dart Controls, Inc. has been designing and manufacturing some of the world's most reliable variable speed motor drives, controls and accessories for electric motors. Through continuous innovation, a relentless dedication to the industry, and a commitment to high quality products and dependable delivery, Dart Controls has retained the leadership position it established over 40 years ago. In addition to the many standard, off-the-shelf products offered, Dart Controls is a 'Total Solutions Provider,' developing sensors and drives to meet its customers' specific needs and custom-engineering products for their unique applications. Dart Controls serves original equipment manufacturers in materials handling, food processing, conveyor systems, printing and labeling, pumps and water treatment, and blending and batching industries.

Marketing Goals & Strategy

“We sell primarily to OEMs, so we would like to reach the designers of the equipment so that Dart controls are specified into their products,” says Mark Lewis, vice president of sales and marketing for Dart Controls. “Until last year, we had primarily relied on the traditional methods: print media, direct mailing, postcards, and so forth.”

The IHS GlobalSpec Solution

Dart Controls has utilized GlobalSpec in its marketing mix since 2003, but recently decided to shift more marketing dollars away from traditional media into GlobalSpec. “At the end of 2008, I came in when my predecessor retired. Because I'm both an engineer and a marketer, I wanted to measure the response to our various marketing efforts,” Lewis says. “It was pretty easy to do, and what it revealed was that, even though we had fairly limited participation in GlobalSpec, GlobalSpec was producing more and higher quality leads than from all of our other marketing efforts combined!”

He adds, “In December, the economy hit the dumpster. We went into 2009 planning with the same budget; then it was cut in half. Working with my GlobalSpec account representative, I could see how focusing dollars through GlobalSpec was the best way to go. It was a no-brainer.”

Starting from Dart Controls' baseline program with GlobalSpec, Lewis added more e-newsletter advertisements, more banner ads, and more product billboards. “As a result, the number of leads coming from GlobalSpec doubled,” Lewis says.

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Lewis is training his sales team to leverage the information that IHS GlobalSpec provides by responding in a very specific way. “I'll tell them: 'Go to the prospect's Web site, find out what their company is doing, figure out how our products fit in, and respond in a way that relates Dart Controls products to the prospect's needs.' Armed with the information from GlobalSpec, it's very effective, and we can measure the business we're getting from GlobalSpec.”