

Springs & Wire Forms

At a time when manufacturing continues to go overseas, a full-service custom metals manufacturer expands its reach by making magazine advertising a cornerstone of its marketing strategy.

Background:

Design-2-Part Magazine, a publication of The Job Shop Company, Inc., is exclusively targeted to OEMs and product manufacturing companies that buy from contract manufacturers, job shops, contract design companies, and makers of electronic components. In the Western region alone, the magazine is circulated quarterly to more than 30,000 readers, including design and manufacturing engineers, product development engineers, manufacturing and purchasing managers, and executive decision makers. Design-2-Part Magazine is partnered with the regional Design-2-Part Shows, making the magazine more powerful and giving it a superior presence. It is also complemented by jobshop.com, an online job shop search

engine and technical library for OEMs, and JobShopWebDesign.com, a website design service.

Bazz Houston Company, located in Garden Grove, California, is an ISO 9001:2000-registered, custom manufacturer of precision metal stampings, springs, CNC wire forms, and various four-slide parts, as well as tooling. In addition to custom manufacturing, Bazz Houston provides engineering support and prototype development to OEMs in industries such as automotive, computers, defense, electronics, hardware, irrigation, medical, recreation, and telecommunications. According to Javier Castro, the company's president and CEO, Bazz Houston has an excellent in-house engineering department that becomes involved at the beginning of every project to verify the integrity of the product design and material used.

"We are a full-service custom metals manufacturer," says Mr. Castro. "In practice, that means that we can assist in every part of the manufacturing process, whether it's a current part or a new part that is being developed."

Challenge:

In the course of building a successful business over the years, Bazz Houston has had to solve a number of sales and marketing challenges. But none of them have been as daunting as the challenge of winning new business at a time when many OEMs continue to look overseas, particularly to China, for contract manufacturing.

"Our challenge was to bring ourselves into the 21st century and to demonstrate that we can 'add' value to the work we do, over and above China," says Mr. Castro.

To demonstrate added value, the company needed to get the word out about its guaranteed

quality, on-time delivery, and shorter lead times—as well as lower freight costs and no customs charges or delays—versus parts produced in China. It also needed to educate prospects about competitive advantages like quick-turn prototyping and short runs, and problem-solving capabilities that enable the company to deliver "a quality product at the best possible price."

As Bazz Houston began formulating its marketing strategy and evaluating the best options for investing its marketing dollars, the company knew that it wanted to gain broader exposure within the western region of the United States and, if possible, throughout the entire nation.

"We were looking to reach key decision makers, which had shifted from traditional purchasing agents to engineers," said Mr. Castro. "We were also looking to reach broad market sectors, from automotive to computers, medical, electronics, irrigation, et cetera."

In evaluating the merits of prospective marketing programs, the company felt it was important to consider how each part of a marketing package would come together to "increase the overall reach and awareness" of its products and services. Bazz Houston was looking to create a synergy between the exposure it would receive in print and online. Affordability was also an important consideration.

"Many magazines, in particular, were too expensive for a company such as ours," said Mr. Castro. "We wanted to be able to do two things: take a large enough ad to be noticed and be able to afford to repeat our ads several times during the year. Repetition and size of ad are both very important."

Solution:

Part of Bazz Houston's strategy involved reaching new companies in expanding markets, such as medical devices and equipment, where manufacturing is likely to stay in the United States. It also included broadening the company's geographic base by reaching companies outside of southern California.



But the company also knew that it would be impossible to reach all of its potential new customers by relying solely on its sales force.

Mr. Castro says that The Job Shop Company has helped in several ways, enabling Bazz Houston to present a consistent and frequent marketing message through a combination of magazine advertising (*Design-2-Part Magazine*), an online listing on jobshop.com, a website designed by JobShopWebDesign.com, and exhibiting in the regional Design-2-Part Shows. In particular, Bazz Houston has achieved greater exposure to its target markets by gradually increasing the size of its advertisements in *Design-2-Part Magazine*.

"Over time, we've been able to graduate from ¼-page to ½-page ads, which has helped to increase overall visibility," says Mr. Castro. "This year, for the first time, we will experiment with two, ½-page spreads. It will be difficult to miss us in the magazine!

Result:

Although it can be difficult for a company to say, with certainty, which part of a synergistic marketing package finally persuades a new prospect to contact them, Bazz Houston is extremely happy with the results that it has achieved with *Design-2-Part Magazine*.

"With a small sales force, we need the added exposure that print ads, specialized internet sites, and the Design-2-Part tradeshows can offer us," says Mr. Castro. "Design-2-Part has been extremely helpful in working with us to refine our overall program and to assist in any way they can, from offering suggestions to making sure that we utilize all of the various benefits they can offer us. We can point to one very large company that we know came to us via *Design-2-Part Magazine*. This company is a strategic one for us and we have already seen substantial new orders and re-orders from them.

"We feel that D2P does a good job of assessing which areas we can use to promote the services that companies such as ours can offer," continues Mr. Castro. "Using a combination of all three parts of the D2P marketing mix has, we believe, enabled us to raise awareness of our company."

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To request info on a marketing program from Design-2-Part, visit www.D2Pcompany.com or contact Dennis Insogna at dennis@d2p.com