

Helping alimex to redesign their communications strategy

Plexus subscription based web design and multi-channel marketing is a winning combination for return on investment

■ BACKGROUND

Established in 1970, alimex are very well known in the manufacturing sector as a global leader in the supply of aluminium cast plates. Fast forward to 2017, we find the company has come a long way since their early beginnings to offer many additional services such as precision CNC machining and a variety of advanced new aluminium products addressing a multitude of applications.

Under the leadership of a newly appointed managing director, the UK management team determined that many of their more recent capabilities were largely unknown to their customer base, so an urgent review of marketing strategy was required. The existing website design was dated and failing to serve as a focal point for effective communications. The team realised that a great new website would provide little return unless customers were driven to engage with valuable content through both direct and social media channels. alimex UK selected to partner with Plexus as they had demonstrated a unique mix of cutting edge web design skills with marketing expertise that would ensure their best return on investment.

■ PROVIDING VALUABLE CONTENT IS KEY

Malcolm Hohls, head of global product management at alimex could easily find a web design company willing to provide a slick modern website in exchange for a substantial upfront cost. But he could find none that would combine that slick design with ongoing updates plus marketing services driving valuable customer web traffic; all for an incredibly reasonable monthly outlay and no fixed term contract. This is exactly the model offered by Plexus which has turned the CAPEX model of web design services on its head to deliver a full 360° marketing package in a budget friendly OPEX based solution.

A grand website delivered in isolation serves no value in generating new leads and customer retention unless the site serves as a hub for valuable customer information, and customers are made aware of your content. This is where the team at Plexus act as an extended marketing arm as Malcolm explains, "Customers today have too much information at their fingertips, so it is vital to provide them with content which helpsthem make informed decisions that enable them to be more successful. This is where the team at Plexus were invaluable in advising on which social media and



Client Profile

 **Company Name:**

Alimex UK Limited

 **Location:**

Milton Keynes

 **Year Founded:**

1970

 **Website:**

alimexltd.co.uk

 **Number of Employees:**

200+

 **Key Markets Served:**

Manufacturing

 **Specialisations:**

High precision aluminium cast plates, cuts and blocks. CNC machined components.

direct marketing strategies to adopt, but most of all, acting as a sounding board regarding the level and tone of content we were planning to deliver. Of course marketing is not an exact science, therefore Plexus provide full reporting throughout each campaign so the effectiveness of each communication can be measured and adjustments or new approaches implemented as a result."

alimex UK adopted a mixture of email communication styles, blog articles and new approaches via social media channels including LinkedIn, Facebook and industry keyword marketing through Google AdWords, all managed by the Plexus team as part of their monthly package.

■ A GLOBAL BLUEPRINT FOR THE FUTURE

Following an initial engagement in August 2016 the new alimex UK website was live one month later designed to accommodate all browser and device types. The website serves as a focal point for all campaigns with a fresh new blog section providing useful updates. The Plexus approach is very user friendly, Malcolm comments on this aspect and their customised approach, "We can make simple website updates ourselves which saves time, and we were impressed with the way Plexus created a bespoke package tailored to our needs which ensured we had plenty enough budget for marketing alongside the new website."

alimex UK have had measurable sales success from the complete marketing package delivered by Plexus. The outputs from all campaigns are passed to the alimex inside sales team who follow up engagements by telephone and email. Such is the success of the package that alimex intend to use the Plexus model as the blueprint for marketing communications across their global sites.

"Foremost the Plexus team understand the sales process and link that with marketing expertise; we can focus on our core business and rely on Plexus to deliver our Marketing Strategy"

Malcolm Hohls, Head of Global Product Management, alimex UK Ltd.

