



Client Case Studies

- Attracting investment and funding through marketing
- Using marketing to get ready for acquisition and attract buyers
- Rebranding post acquisition

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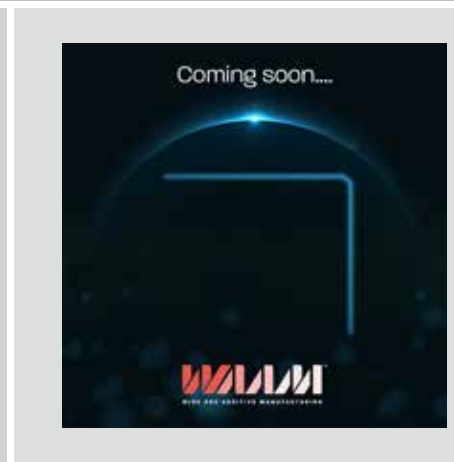
01

Attracting investment and funding through marketing

WAAM3D

4CM began working with WAAM3D when its additive manufacturing technology was being commercialised from a research programme out of Cranfield University. The aim was to support this start-up's first two funding rounds using PR, to raise the company's profile with prospective customers and investors. 4CM worked with the senior management team to form the company's mission, vision, customer focus and messaging before gaining subsequent thought-leadership and new product launch press coverage.

Alongside the profile-raising work being done with key media through PR, 4CM also established and grew WAAM3D's online presence through carefully managed SEO and website content creation. Thanks to the PR and SEO work, WAAM3D became known as a leading additive manufacturing player in key markets such as aerospace, oil and gas, mining and industrial research, and had sold a number of high value machines within a year of launching them to the market.



02

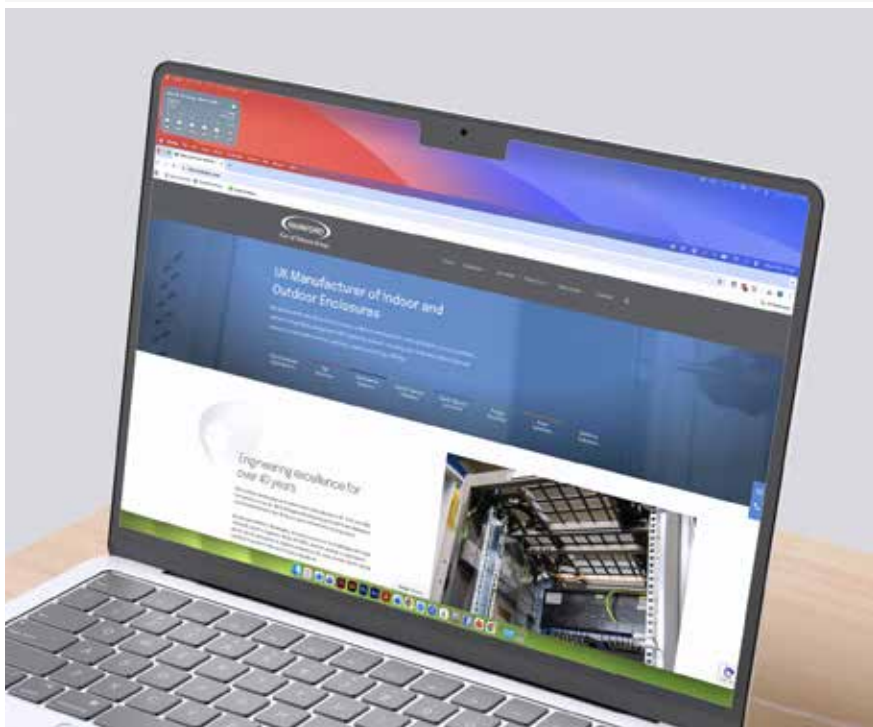
Using marketing to get ready for acquisition and attract buyers

Rainford Solutions

Rainford Solutions, a leading provider of critical infrastructure racks and cabinets, wanted to grow and reposition the business to new sectors and audiences. With sales lead generation, both quality and quantity, such an important part of this process, 4CM was chosen to improve the company's website and SEO.

Initially, 4CM held a strategy session with the senior team on brand positioning and messaging. As a result of this, business sectors were clarified and new sectors highlighted. 4CM then streamlined the customer journey on the Rainford Solutions website, restructuring and refocusing it to ease website navigation and refreshing the design. To drive traffic, technical and on-page SEO were undertaken, and a sector-specific balance of authoritative and personable blog and SEO blog content was created.

After six months, the website moved from outside the top 50 search results to the top five for the most important keywords. Also form fills rose from 13 per month to 27 higher quality, more relevant enquiries. At the end of two years working with 4CM, as well as increasing the company's lead pipeline, and helping promote growth in new sectors, the company's higher profile through SEO, PR and social media led to wider business opportunities. This, ultimately led to Rainford Solutions being acquired by Telenco, an industry leading designer, manufacturer and integrator of solutions for telecoms and datacom networks.



03

Using marketing to get ready for acquisition and attract buyers

Dawson Shanahan

4CM has provided Dawson Shanahan, a leading precision cold forming engineering company, with a fully integrated outsourced marketing function for many years. This has included PR and website creation and management. The PR has ensured sustained visibility above competitors and SEO of the highly targeted website moved Dawson Shanahan to page one of Google for more than 26 highly competitive keywords. This drove lead generation and sales growth for Dawson Shanahan.

Thanks to the marketing work carried out by 4CM, Dawson Shanahan was well placed to attract potential buyers, when the owner, David Dawson, began succession planning. As a result, the management team was able to choose the best purchaser for the company and the people in the business - Luvata Group, part of Mitsubishi Materials.

During the acquisition process, 4CM created a communications plan, media briefing, Q&A's and managed the acquisition announcement in the media. 4CM also carried out all the Dawson Shanahan rebranding work and website integration with Luvata Group. Thanks to sustained marketing by 4CM, Dawson Shanahan was able to gain the right type of sector customer interest to promote growth, making it an attractive proposition for potential investors too.



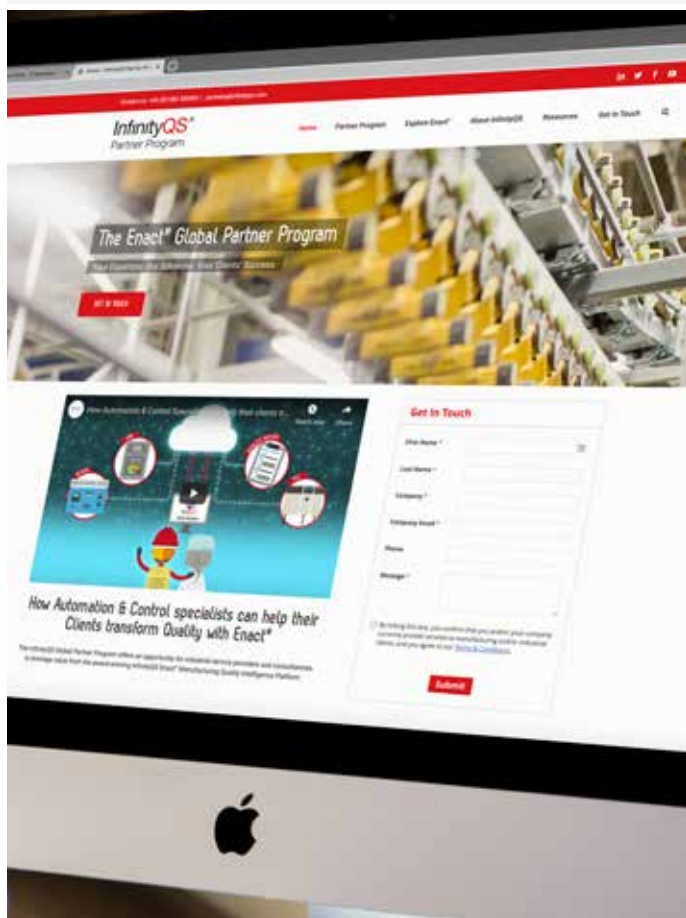
04

Using marketing to get ready for acquisition and attract buyers

InfinityQS

InfinityQS, a leading provider of Statistical Process Control (SPC) and Quality Management System (QMS) software and services to manufacturers worldwide, wanted to grow its global business by recruiting new partners for its cloud-based software solution Enact®. 4CM designed focused animated video assets for use on LinkedIn that would grab attention, whilst communicating the benefits of becoming an InfinityQS partner. The campaign, which used the videos and their stills to increase longevity, delivered 56 quality leads.

InfinityQS subsequently asked 4CM to develop a partner portal on the main website that could help the partners market Enact® in their regions. Due to the campaign and the creation of the microsite, InfinityQS signed six new partners in key regions during a six-month period. Due to these successes, InfinityQS asked 4CM to run a series of strategic workshops for the senior team in the US and Europe to reposition Enact® and this contributed towards the sale of InfinityQS to Advantive a year later.



05

Using marketing to get ready for acquisition and attract buyers

Ewellix

Ewellix was born out of the sale of SKF Motion Technologies to Triton. The challenge was to take an established linear motion technology company and relaunch it with a new name and brand identity in 14 key countries- 10 in Europe, as well as China, Korea, Taiwan and the USA. 4CM worked closely with the central marketing team and recommended using a 'hub and spoke' model to ensure the brand relaunch was clearly communicated to all audiences.

4CM developed all strategy, tactics, content and creative assets centrally and managed their execution in the UK and the USA and oversaw their translation and roll out via 4CM's network of partner agencies to the other 12 countries. In less than five months, a launch and post launch communications strategy and campaign had been created and delivered, generating more than 30 pieces of content and marketing assets in 12 languages. This achieved an Opportunity to See of 1,842,808,529 in media, banner ad views of 3,081,326 and an ROI of 1,676%. Within three years, thanks to Ewellix's successful introduction and growth, it was acquired by motion technology leader the Schaeffler Group.



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By partnering with Ewellix, your imaging, output and laboratory equipment will be in safe hands. Our innovators and skilled engineers of linear motion and actuation technology work with OEMs like you to design equipment your customers can trust.

Ewellix develops robust, reliable and ergonomic high precision solutions with you, your customer and the end user in mind. High performance, low noise, low friction.

EWELLIX
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06

Rebranding post acquisition

Purite

Purite, a provider of standard and custom-engineered water purification solutions, needed help navigating a rebranding process, following its purchase by Veolia from Suez. Well known within the industry, Purite was keen to keep the product name alive. As the existing marketing resource for Purite, 4CM worked closely with Veolia's corporate team to agree branding guidelines, rebrand the collateral, and help ensure the maintenance of the Purite name under new ownership.

To achieve this, 4CM liaised closely with Veolia's marketing team, rebranding the website and all the written collateral. Key to success was 4CM's responsiveness to design feedback and liaison with multiple interested parties to ensure that the new material met Veolia's corporate guidelines. However, thanks to 4CM's involvement in navigating the redesign process, the Purite brand has been kept alive for years to come.





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