

CASE STUDY

AXYZ INTERNATIONAL: Working Together to Achieve Marketing Goals

September 2018



AXYZ International is a leading global manufacturer of CNC router, knife and waterjet systems. Designed and built at its state-of-the-art factory in Canada, AXYZ CNC routers are supplied and supported through a global network of company-owned offices and authorized dealers. With more than 360,000 standard machine configurations, AXYZ specializes in matching machinery to its customers' unique needs and budgets. The

company was founded in 1990 and started manufacturing its own CNC routers at its new Burlington, Canada headquarters in 1994. Currently, AXYZ offers seven distinct CNC solutions, including the recently acquired WARDJET waterjet cutting machines. The company employs more than 200 people and has 13 owned-and-operated offices worldwide. In 2017, AXYZ produced its 6,000th machine in the Burlington facility and has manufactured, sold, installed and supported over 10,500 CNC machines globally.

Background

While headquartered in Canada, AXYZ also has sales and support offices in the United States, England, Poland and India. The company's first U.S. office opened in 2004 and as of 2018, there are six U.S. offices with additional offices planned for the future. With the expansion into the U.S., leadership knew it had to gain more exposure to a U.S. audience—especially given AXYZ is a Canadian company with its marketing department located in the UK. "We were struggling to get our message across in the U.S.," says Robert Marshall, VP Market Development. "We had two problems. One was getting media exposure in the trade magazines. The second was translating our English and Canadian messages so they were expressed and understood correctly by the U.S.

audience. Those were the primary reasons we were looking for help from a U.S. marketing company."



Why Trade Press Services?

Since 2011, Marshall had been in touch with representatives from Trade Press Services (TPS) and received regular email communications from the company. When XYZ was ready to expand its U.S. marketing strategy, he spoke with Gerri Knilans, President of TPS. XYZ wanted a marketing firm with a proven track record in writing and placing articles in U.S. trade journals. The company also needed help with brochure and website design, email blasts, advertising and general marketing and public relations initiatives. "Trade Press Services had an attractive, performance-based business model. I liked the fact that TPS guaranteed us publication of articles in the U.S. trade magazines that reached our target audiences. The company offered us other marketing and communications services support as well, like reviewing our websites, checking our iBook presentations and advising us on our brochures and printed materials. Having all these peripheral services under one roof was important to us," said Marshall.

TPS has a proven-effective process for helping clients to accelerate growth and to increase visibility, credibility and name recognition in their marketplaces. Based on clients' needs, goals and priorities, TPS delivers a strategic approach to integrating marketing, communications and media outreach. Since the priority for XYZ International was to generate editorial coverage, the first step for TPS was to custom develop media lists in each of XYZ' target markets. Next, TPS conducted an initial messaging development session (which was repeated throughout the working relationship) to identify topics for future articles. "We were quite impressed at the ideas, suggestions and input TPS provided even though they didn't know our business or our products or our markets," said Marshall.

In addition to article writing assistance, TPS delivered ongoing content development (writing) services for XYZ as well as supporting the company's team with a variety of other marketing initiatives. "No matter what our marketing need was, TPS was there to help," Marshall noted.

The strong partnership between XYZ and TPS resulted in the production and publication of 18 bylined articles authored by XYZ experts, establishing XYZ as a driving force and thought leader in its market segments. In addition, in less than three years, TPS produced 31 press releases, three case studies, two testimonials, two series of six blog posts and one white paper. "Primarily, we used TPS as a content developer, because by generating content, whether it is an article or a blog, we can repurpose it in a variety of ways," said Marshall.

TPS provided supplementary services to XYZ as the company developed its presence in the U.S. marketplace. "An added bonus to working with



TPS is they were able to help us understand and manage the language differences in producing content for our website, advertisements, email campaigns or other forms of marketing communications in the U.S.," said Marshall.



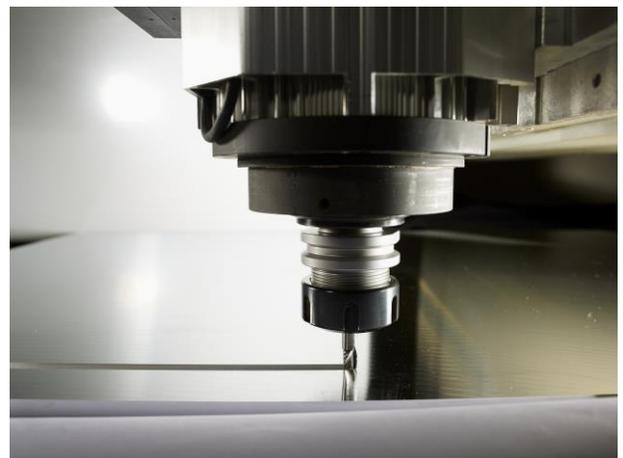
As a full-service marketing partner, TPS reviewed, edited and provided feedback for XYZ's marketing plan, its primary and ecommerce websites, email blasts, product brochures, iBooks and advertising campaigns. Additional services provided by TPS included:

- Conducting a marketing strategy session, identifying priorities and developing action items.
- Preparing reviews of XYZ's competition, with a focus on advertising, marketing (including blogs and press releases) and social media efforts.
- Attending an industry trade show to review both XYZ's and competitors' booths to provide feedback for improving XYZ's outreach.
- Researching and recommending additional tradeshows as well as advertising and other content-outreach opportunities.

- Identifying and recommending U.S. advertising firms to redesign XYZ's ads.

Marshall believes that while XYZ profited immensely from the generation of articles, blogs and other content, the greatest benefit of working together was the evolution of a strong partnership between XYZ and TPS. "What I've liked about the way TPS works is that they continually prodded us. They constantly suggested different and innovative ways to engage with our target markets. We had monthly conference calls with an agenda, which kept things moving. I think these meetings were important because if we didn't talk regularly, some of those tasks would get pushed to the bottom of the pile and they would never be completed. The fact that TPS was proactive made things happen," said Marshall.

Marshall highlighted one key aspect of the relationship that made a difference. "TPS always answered our questions or requests for help right away. Whether we asked TPS to review a brochure or an email or to get a press release off the ground, TPS always responded extremely quickly, which was quite impressive. In the end, it's all about relationships. We value the relationship we have with TPS writers and staff and highly recommend them to others to who are looking to invest their marketing dollars wisely," said Marshall.



About Trade Press Services

In 1995, Trade Press Services was founded on the knowledge that there is no better way to develop a competitive edge and position professionals and organizations as industry leaders than to communicate with the right people in a way that is informative and engaging. Since then, the company has helped B2B companies of all sizes increase visibility, credibility and name recognition in their industries through strategic marketing, communications and media relations programs.

The company's flagship service is writing and arranging for publication of bylined articles in industry trade magazines. With more than 1,500 articles published in 800+ different publications, the organization is recognized by editors for producing relevant content that provides value to readers. In addition to creating editorial coverage for clients, Trade Press Services develops content for white papers, case studies, press releases and press kits, blogs, newsletters, books, websites and other forms of communications.

Beyond writing services, Trade Press Services delivers customized media outreach that includes speaking engagements, press interviews, social media planning and media training as well as marketing services to ensure clients have a viable and actionable marketing plan and the support they need to implement their marketing programs and monitor progress toward goals. For more information, please visit <http://www.tradepressservices.com>.

