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Case Studies / Success Stories

“Vision” – CAMtastic!® Software, Innovative CAD Software, Inc.

Situation

Innovative CAD Software, Inc. (ICS) discovered a niche for specialized software in the PCB (Printed Circuit Board) Industry. It had a visionary idea for a GUI (Graphical User Interface) that could revolutionize CAM (Computer Aided Manufacturing) software for a PCB designer's ease of use. Competitive CAM packages on the market were complacent, cumbersome and difficult to use, yet had a 15-year head start and a strong hold on the industry. ICS had no experience in developing and promoting software.

Strategies

We began by identifying the potential user's specific needs and reported the findings to the software development team for implementation. We researched the strengths and weaknesses of the competitive vertical marketplace and identified the target audience. An all-encompassing marketing plan to provide a “turnkey solution” for the design and execution of strategic marketing, sales, advertising, promotions and public relations campaigns was created.

The “Vision Positioning Process™” was deployed: The creative name “CAMtastic!®” was conceived to represent the new software product. A unique, creative company image was developed, to position ICS and CAMtastic!® for success. The founder's vision for the company and industry was expressed via public relations into the “industry vision,” that other companies should follow (a campaign management tactic to position the company the way the customer wants it to be perceived – as the industry shaping visionary leader). Public relations created such a “buzz” that entire magazine issues were dedicated to the CAM software focus.

Execution

We provided ICS with complete management, consulting and implementation for projects including: tradeshow marketing & promotion, image development, advertisement design and placement, press relations, white papers, product manuals, newsletters, direct mail pieces, Internet promotions, and website development and maintenance. International marketing channels, VARs (Value Added Resellers) and the Internet were used to develop a worldwide “push” marketing penetration campaign. Sales outlets were established in Europe, Japan and Taiwan.

By using keen campaign strategy to our advantage, and focusing ICS's marketing budget into the areas that competitors were missing, largely the Internet, we were able to beat ICS's industry competitors who had marketing and advertising budgets 3 to 4 times higher than ICS. Competitors started to try to copy this strategy, but it was too late.

Focus was put on “Crossing the Chasm” (title of book by Geoffrey A. Moore). Once this was accomplished ICS was transformed from a tiny software company into a known and respected entity throughout the entire PCB world, and CAMtastic!® became one of the most recognized brands in the PCB software marketplace.

OEM (Original Equipment Manufacturer) relationships were then sought after. Sales began to explode for ICS and it became one of the top five selling software companies in its class. Once Protel International LTD (now Altium Limited), the largest complementary software company in the PCB industry, discovered this they took notice and ICS was able to run the most successful partnership and promotion in Protel's company history. (A promotion which we negotiated for ICS.)

Results

ICS began doing 70% of its business online from an e-commerce website that was created – a strategy which successfully positioned it amongst its higher budgeted competitors. By using sound marketing communications techniques and clever advertising and public relations placements to foster its image, and generate a “pull” marketing demand, CAMtastic!® Software became the industry leader in a very short period of time, as well as becoming the most recognized brand of CAM software in the worldwide PCB industry. Sales tripled consistently each quarter for 2 years, until the company’s acquisition. By using the “Vision Positioning Process™,” we used ICS’s “vision” as the empowering factor to create an unstoppable marketing force – thus projecting a powerful image as the industry shaping and controlling visionary leader for the CAM marketplace. Protel, an Australian based PCB design software mfg. worth nearly a Half Billion Dollars in market capitalization (the 3rd largest PCB Design software company in the world), took notice of this image and acquired ICS for nearly \$2 Million (a deal negotiated by us) to incorporate CAMtastic!®’s technology into its own Protel line of PCB Design software tools.

“Results” – Wallpaper Etc., Inc.

Situation

A new concept for a wallpaper store was in need of implementation. The owners of Wallpaper Etc. were starting a brand new store from the ground up. It had no brand name recognition, no reputation and numerous large budgeted (“home improvement store” type) competitors. A clean slate, but an uphill battle.

Strategies

We immediately began research of local competitors. A strategic plan for a marketing, sales, and advertising campaign was developed. An outline for implementation was then created. This included the scope of the store’s offering. The “Vision Positioning Process™” was utilized to create a memorable image of perceived value for the potential customer from the vision of the storeowners. Positioning the company to create “pull” (demand based) store foot traffic was of critical importance. Customer service and depth of offering were paramount to the sale of a specialty product such as wallpaper.

Execution

A three-tiered process for execution was implemented. The establishment of a company directed theme, color scheme and slogan was the first measure. “One Stop Wall to Wall Service™,” became the slogan. A colorful logo was created. The interior (displays, signs, etc.) of the store was planned and developed around this theme and the company colors.

Second, Promotional concepts were developed to attract customers to the store’s unique offering. Visual images were used to showcase the difference of this store vs. the competition. The “home appeal” and comfortable shopping environment was used as a hook. Public relations was leveraged to further the public’s understanding of the difference in shopping environments. A creative website was developed so the customer could see the difference for themselves.

Third, to launch the store, all major media outlets were utilized for advertising. A radio spot was produced for the grand opening and played to the demographic target audience. Print ads were placed in all significant local newspapers. A direct mail campaign was launched. All of these execution items were designed consistently with the theme and scope of the store’s unique offering in mind.

Throughout the first year of business, a tradeshow display was created for further publicity at local home shows. An execution benchmark was established quickly using this entire marketing mix.

Results

Grand opening day was beyond expectations. All media utilized were tracked for ROI from the start and developed into a formula for continued success. The store grew from inception to profitability in less than one year. A feat very few businesses can boast about accomplishing.