

MARKETING OVERVIEW

**Industrial
Indexing
Systems, Inc.**



**Creating complete systems
to solve your motion
control needs**

2024

AIMG



Review of B2B Digital Marketing Brand Awareness Plan

- ~ Web Site structuring
- ~ Social Media
- ~ Content Development
- ~ SEO & PPC campaigns
- ~ Lead Generation
- ~ Data Mining
- ~ Call Tracking
- ~ SharpSpring Platform
- ~ Contract Based on Growth Driven

AIMG drives growth forward for industrial companies and associations through lead generation and business development.

They have over 25 years of experience in web applications and integrated marketing



AIMG/IIS IN-MOTION NEWSLETTER

REFRESHED NEWSLETTER:

~ NEW focus & look linked to the [IIS Blog](#)

~ Quarterly to:

- Existing customers
- Repair customers
- Digital leads
- Data mining lists
- Representatives

~ Reps receive:

- SharpSpring statistics tracking report
- Unique Click Through Leads report in Excel format
- Link to newsletter

Leads are considered to be qualified and we would appreciate your follow up along with feedback to: sales@iis-servo.com or tinae@iis-servo.com



AIMG/DATA MINING

EMAIL NEWSLETTERS:

- ~ We are working closely with AIMG to tailor comprehensive, goal-oriented email marketing campaigns that will touch every aspect of our sales funnel.
- ~ Email marketing helps to create more of an efficient lead generation.
- ~ Goal is to send out 2 a month
- ~ Reps receive:
 - SharpSpring statistics tracking report
 - Unique Click Through Leads report in Excel format
 - Link to email campaign
 - Leads are considered to be qualified and we would appreciate your follow up along with feedback to: sales@iis-servo.com or tinae@iis-servo.com



AIMG/IIS WEBSITE

USEFUL RESOURCES:

~ [Industries](#)

Discover comprehensive automation and motion control solutions tailored to many industry we serve.

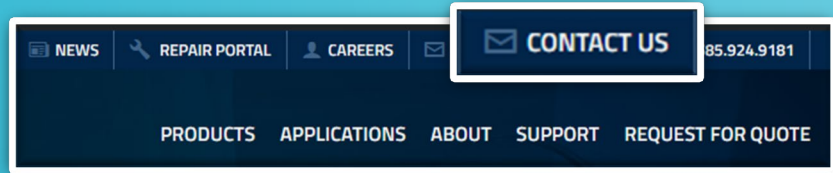
~ [IIS Blog](#)

Our blogs focus on today's industries, applications and product technologies within the motion control world, for example challenges and solutions. We will continue to build this page and add 2 to 3 new blogs per month.

~ [Applications](#)

IIS has experience and expertise with a wide range of motion control systems ideally suited for OEM and End-User machines.

AIMG www.iis-servo.com REPRESENTATIVE DIRECTORY



CONTACT US
HOME > CONTACT US

LET'S SOLVE YOUR MOTION CONTROL CHALLENGES.
Call us at 585.924.9181 or submit the form below, and one of our knowledgeable Motion Control Experts will contact you shortly.

FIND A LOCAL REP

First Name * Tina Last Name * Ebmeyer
Title * Sales/Marketing Asst Company Name * IIS
Email * tinae@iis-servo.com Office Phone Number * (585) 924-9181
Country * United States
Street * #N/A
City * #N/A State * #N/A Zip * #N/A
Comments *

SEARCH NOW >>

SUBMIT

MOTION TECHNOLOGY GROUP Zip Codes and Areas Served Arizona, Nevada, California CONTACT REPRESENTATIVE	INDUSTRIAL INDEXING SYSTEMS Zip Codes and Areas Served New York: 320-329, 320-349 US States: AK, DC, GU, HI, ID, IA, KS, MN, MO, MT, NE, ND, OR, PR, SD, VI, WA, Additional Areas: Canada and Mexico CONTACT REPRESENTATIVE	NEW AGE INDUSTRIAL SALES Zip Codes and Areas Served Colorado, Utah, Wyoming CONTACT REPRESENTATIVE
CULPEPPER SOLUTIONS GROUP, LLC Zip Codes and Areas Served W. Pennsylvania, 330-567 Kershady, Ohio, West Virginia CONTACT REPRESENTATIVE	APPLIED CONTROL, INC. Zip Codes and Areas Served Michigan CONTACT REPRESENTATIVE	APPLIED MOTION SOLUTIONS, INC. Zip Codes and Areas Served Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont CONTACT REPRESENTATIVE
SATEK ENGINEERED COMPONENTS Zip Codes and Areas Served Illinois, Indiana, Wisconsin CONTACT REPRESENTATIVE	JAKE RUDISILL ASSOCIATES Zip Codes and Areas Served Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia CONTACT REPRESENTATIVE	MOTORS, DRIVES & GEARS + CONTROLS Zip Codes and Areas Served Arkansas, Louisiana, New Mexico, Oklahoma, Texas CONTACT REPRESENTATIVE
BRUNDAGE ASSOCIATES, INC. Zip Codes and Areas Served New York: 500-504, 510-515, Eastern Pennsylvania: 568-196, New Jersey, Delaware, Maryland CONTACT REPRESENTATIVE		

Our Representative Directory displays each rep company with their logo and 'About' text.

INDUSTRIAL INDEXING SYSTEMS

Zip Codes and Areas Served
US States: AK, Northern CA, DC, GU, HI, ID, IA, KS, MN, MO, MT, NE, ND, PR, OR, SD, VI, WA.
Additional Areas: Canada and Mexico

CONTACT REPRESENTATIVE

Email sent informing of Representative page re-vamp

[Email Link](#)

FIND A LOCAL REP

IIS INDUSTRIAL INDEXING SYSTEMS

SEARCH NOW >>

INDUSTRIAL INDEXING SYSTEMS
HOME > REPRESENTATIVES > UNITED STATES > DISTRICT OF COLUMBIA > INDUSTRIAL INDEXING SYSTEMS

YOUR IIS REPRESENTATIVE

Let's discuss how you can achieve your equipment needs. Please fill out the form below.

First Name * Tina Last Name * Ebmeyer
Title * Sales/Marketing Asst Company Name * IIS
Email * tinae@iis-servo.com Office Phone Number * (585) 924-9181
Country * United States
Street * #N/A
City * #N/A State * #N/A Zip * #N/A
Message * RE-TESTING 1 2 3...I have updated the contact information with Joe's name and email address. CHEERS...Tina Ebmeyer, Sales/Marketing

SUBMIT

IIS Industrial Indexing Systems, Inc.

IIS is pleased to introduce our National Sales Representative

MTG MOTION TECHNOLOGY GROUP

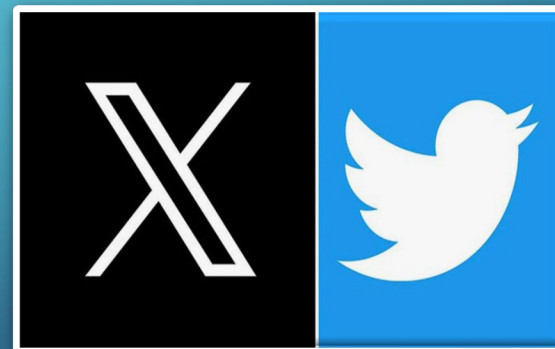
Covering the U.S. states of Arizona, Nevada & California

Motion Technology Group partners with motion control and industrial automation manufacturers to provide customers with a combination of sales and technical expertise.

Example of a Social Media Posting for each rep

AIMG/IIS SOCIAL MEDIA

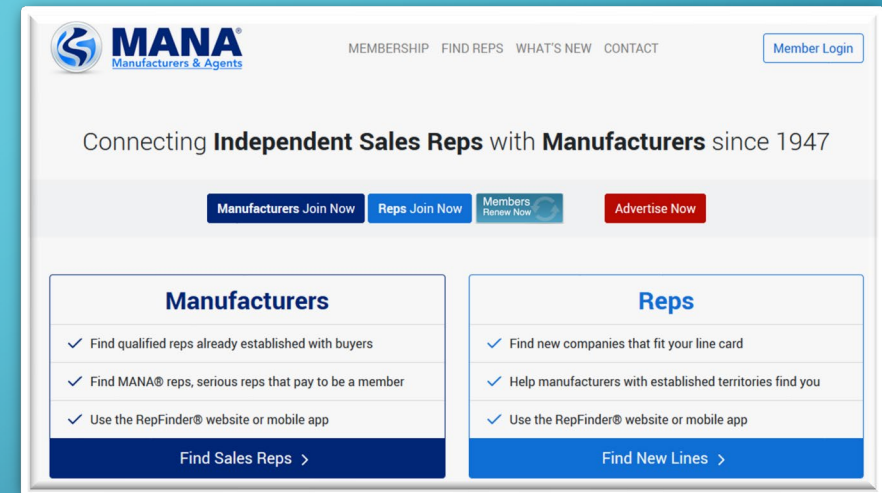
- ~ Search Engine Optimization
- ~ Pay Per Click Programs
- ~ Paid Advertising Campaigns



MANA - MANUFACTURERS AGENTS NATIONAL ASSOCIATION

Sales Tool:

- MANA is the trade association for professional manufacturers' representatives and those who aspire to be professional representatives
- Member since January 2020



MEDIA BRAINS B2B NETWORK

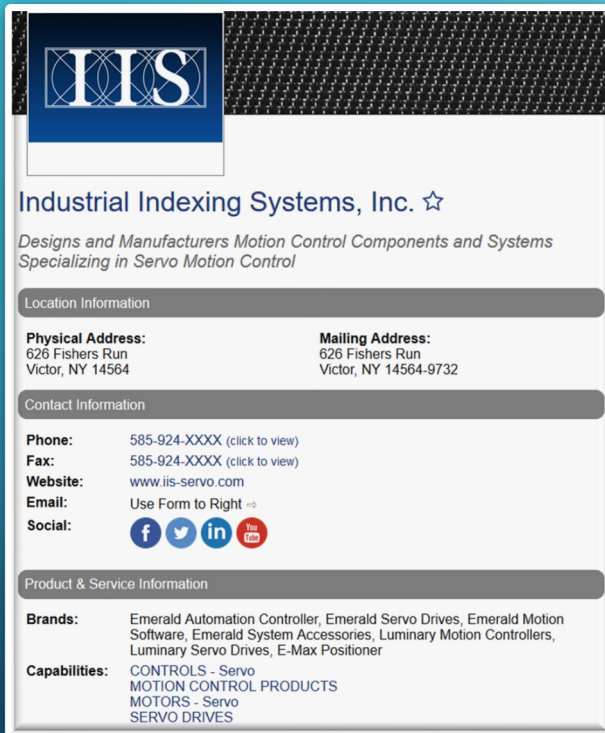
Example of On-Line Listings:



- Company Profile
- IIS Product Listings for:
 - ~ Luminary Series
 - ~ Controller Connectivity
 - ~ Automation Controllers
 - ~ Motors/Amplifiers/Drives
 - ~ Programmable Automation Controllers



MNI – MANUFACTURERS' NEWS INC







IIS

Industrial Indexing Systems, Inc. ☆
*Designs and Manufacturers Motion Control Components and Systems
Specializing in Servo Motion Control*

Location Information

Physical Address: 626 Fishers Run Victor, NY 14564	Mailing Address: 626 Fishers Run Victor, NY 14564-9732
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Contact Information

Phone: 585-924-XXXX (click to view)
Fax: 585-924-XXXX (click to view)
Website: www.iis-servo.com
Email: Use Form to Right →
Social:    

Product & Service Information

Brands: Emerald Automation Controller, Emerald Servo Drives, Emerald Motion Software, Emerald System Accessories, Luminary Motion Controllers, Luminary Servo Drives, E-Max Positioner

Capabilities: CONTROLS - Servo
MOTION CONTROL PRODUCTS
MOTORS - Servo
SERVO DRIVES

On-Line Listing:

- Industry Net - the industrial search engine
- Company listing
- Link to IIS web site
- Member since 1998

Print Listing:

New York manufacturers Register



A3 ASSOCIATION FOR ADVANCING AUTOMATION

(MCMA – MOTION CONTROL ON-LINE)

On-Line Listing:

- Global Motion Control Trade Association
- Founded in 2006 and developed to advance the global understanding and use of motion control and related automation technologies to help our member companies and the industry grow. Also offer webinars.
- [Company profile](#)
- Link to IIS web site
- Member since 2017



IIS IN-MOTION NEWS REPORT

Our bi-annual news report is a communication tool that has been created for our Representatives.

You will find the latest marketing/sales news, website updates, product information, and more.



Issues:

[September 2023](#)

[March 2023](#)

[August 2022](#)

[January 2022](#)

AVAILABLE IIS MATERIALS



For our latest and greatest literature please refer to our website:

- [Product Brochures](#)
- [White Papers](#)

From here you can download in a PDF format

If needed, we do have a small supply of printed material in-house



IIS Press Kit...NEW separate URL: <https://www.iis-servo.com/press/>

You will find images and a variety of materials that you are free to use.

Please contact Tina Ebmeyer, Sales/Marketing Assistant directly at:

tinae@iis-servo.com if you need additional help, information

or materials.

REVOLVING TIMELINE ADVERTS

We have a series of revolving adverts located in the Press Kit on the IIS Web site. [Click here and select the 'Revolving GIF Adverts' drop down box](#) to review.

Please contact Tina Ebmeyer, Sales/Marketing Assistant directly at: tinae@iis-servo.com if you need additional help, information or materials.



The advertisement features a dark blue background with white text. At the top, the text 'Emerald Technology' is displayed in a large, bold font. Below this, the text 'Programmable Automation Controller' is written in a smaller font. To the right of this text is a photograph of a rack-mounted industrial controller unit. Below the main text, the text 'High Performance Multi-Axis Motion Control' is displayed. At the bottom left of the advertisement is the IIS logo, which consists of the letters 'IIS' in a stylized font inside a square frame. To the right of the logo, the text 'Industrial Indexing Systems' and the website address 'www.IIS-Servo.com' are listed.

Click
←
PLAY!

WEBSITE GUIDELINES ON HOW TO REPRESENT IIS

- Various sales/marketing materials are available to download directly from our [IIS Press Kit](#) for you to use
- We will co-ordinate with your website developer to streamline a set-up
- The option of linking to your Representative page is also available

Basic Listing Idea:

Choose a logo, here are samples:

Location: [Press Kit](#) and go to 'Digital Artwork-Logo Images'



IIS URL Link:

For more information on IIS visit: <https://www.iis-servo.com>

OR we can create a link for your website pointing to a custom Landing Page

IIS Description:

Location: [Press Kit](#) and go to 'Product/Services Fact Sheets'

Industrial Indexing Systems Designs, Manufactures, and Specializes in Servo Motion Control.

Our systems are designed to suit any application based on customer needs. IIS's servo motors, drives, and motion controllers provide automation system solutions and are used in the most demanding applications requiring high performance, high-quality positioning accuracy, high reliability, and energy efficiency.

Industrial Indexing Systems is proud to be a member of the Open DeviceNet Vendor Association (ODVA), SERCOS North America (SERial Realtime COmmunications System), CC-Link Partner Association, and MANA (Manufacturers & Agents).

Industrial Indexing Systems is also the exclusive North American Distributor for: TOEI Electric Co., LTD. Velconic, Shibaura Machine Co., LTD. TOSHIBA MACHINE CO., LTD. X SERIES SERVOS.

NEED HELP?...REACH OUT

Please contact Tina Ebmeyer, Sales/Marketing Assistant if you need additional help, information or materials directly at: tinae@iis-servo.com or call: (585)924-9181



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