

# MARKETING OVERVIEW

**Industrial  
Indexing  
Systems, Inc.**



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

2026

# AIMG



## Review of B2B Digital Marketing Brand Awareness Plan

- ~ Web Site
- ~ Content Development
- ~ SEO
- ~ Lead Generation
- ~ SharpSpring Platform
- ~ Call Tracking
- ~ IIS InMotion Newsletter
- ~ Data Mining

**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

## NEWSLETTER:

~ Quarterly and Linked to the [IIS Blog](#)

~ Digital Mailing:

Existing customers  
Repair customers  
Digital leads  
Data mining lists  
Representatives  
IIS Employees

~ 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](mailto:sales@iis-servo.com) or [tinae@iis-servo.com](mailto:tinae@iis-servo.com)



# AIMG/DATA MINING

## EMAIL NEWSLETTERS:

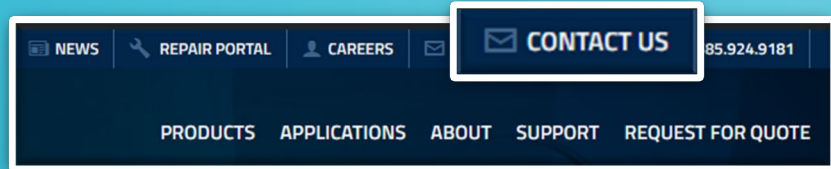
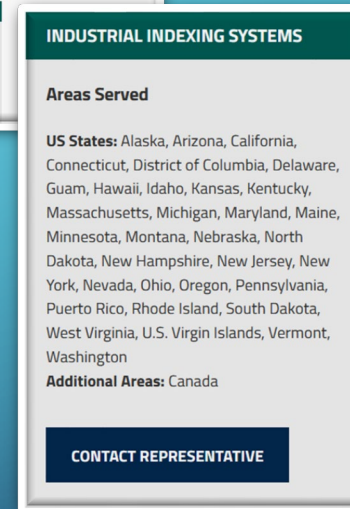
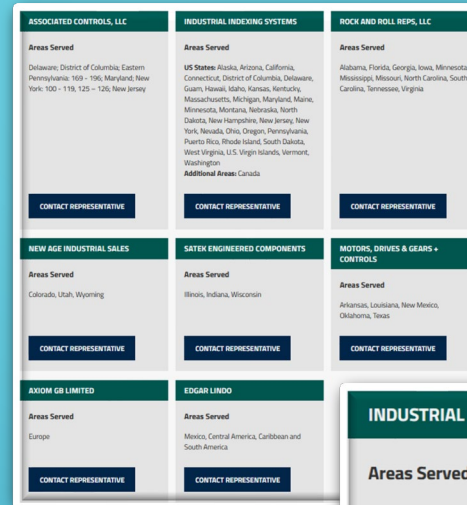
- ~ We are working closely with AIMG to tailor comprehensive, goal-oriented email marketing campaigns that will touch every aspect of our sales funnel.
- ~ Email marketing helps to create more of an efficient lead generation.
- ~ Reps receive:
  - SharpSpring statistics tracking report
  - Unique Click 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](mailto:sales@iis-servo.com) or [tinae@iis-servo.com](mailto:tinae@iis-servo.com)





# AIMG/REPRESENTATIVE DIRECTORY

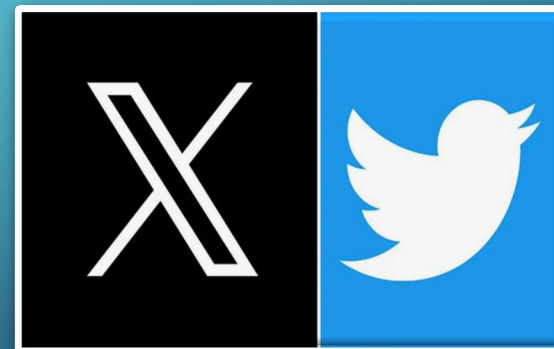
Our Representative Directory displays each rep company with their logo and 'About' text.

A screenshot of the 'CONTACT US' form. The form has a dark blue header with the text 'CONTACT US' and 'HOME > CONTACT US'. Below the header, there is a section titled 'LET'S SOLVE YOUR MOTION CONTROL CHALLENGES.' with a subtext: 'Call us at 585.924.9181 or submit the form below, and one of our knowledgeable Motion Control Experts will contact you shortly.' The form includes fields for First Name, Last Name, Title, Company Name, Email, Office Phone Number, Country, Street, City, State, and Zip. There is also a 'Comments' field and a 'SUBMIT' button. On the right side of the form, there is a small image of a man and the text 'FIND A LOCAL REP'.

Example of a Social Media Posting for each rep

A screenshot of the 'INDUSTRIAL INDEXING SYSTEMS' representative card. It has a dark blue header with the text 'INDUSTRIAL INDEXING SYSTEMS'. Below the header, there is a section titled 'YOUR IIS REPRESENTATIVE' with a subtext: 'Let's discuss how you can achieve your equipment needs. Please fill out the form below.' The form includes fields for First Name, Last Name, Address, Title, Company Name, Email, Office Phone Number, Country, Street, City, State, and Zip. There is also a 'Message' field and a 'SUBMIT' button. On the right side of the form, there is a small image of a man and the text 'FIND A LOCAL REP'.

# IIS SOCIAL MEDIA





# 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](mailto:tinae@iis-servo.com) if you need additional help, information

or materials.

# 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.



Latest Issue:

February 2025



# 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 members of:

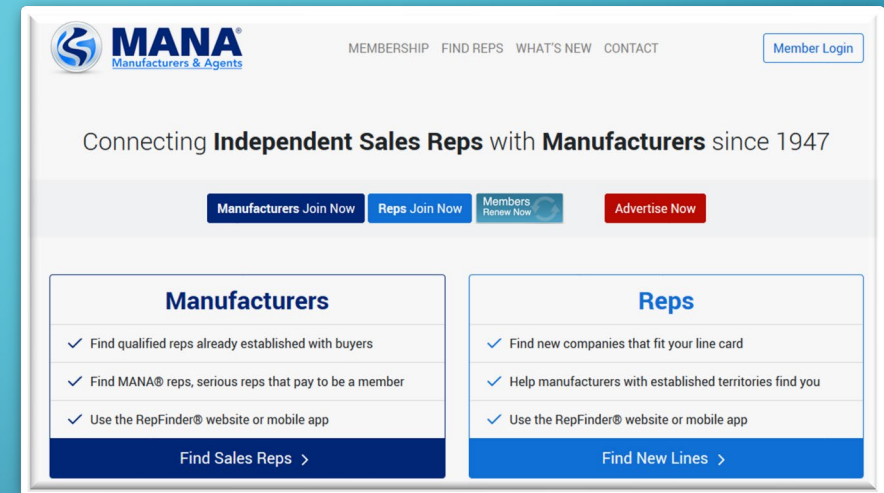
- ~ Open DeviceNet Vendor Association (ODVA)
- ~ SERCOS North America (Serial Realtime COmmunications System)
- ~ CC-Link Partner Association
- ~ EtherCat Technology Group
- ~ A3 Association for Advancing Automation
- ~ MANA (Manufacturers & Agents)

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.

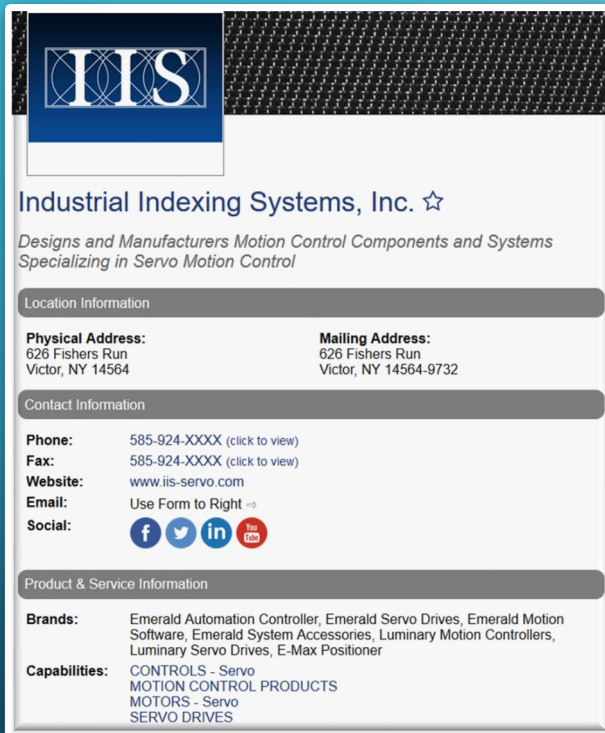
# MANA - MANUFACTURERS AGENTS NATIONAL ASSOCIATION

## Sales Tool:

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



# 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

**Contact Information**

**Phone:** 585-924-XXXX (click to view)  
**Fax:** 585-924-XXXX (click to view)  
**Website:** [www.iis-servo.com](http://www.iis-servo.com)  
**Email:** Use Form to Right →  
**Social:** [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

**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



# 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](mailto:tinae@iis-servo.com) or call: (585)924-9181



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