



ENGINEERED TO EXCEED EXPECTATIONS



ANALYSIS



PLANNING



IMPLEMENTATION



RESULTS

BACKGROUND



Custom metal fabrication is an ever changing industry. As technology evolves, the need to create new and more useful machinery is a constant activity. Precision is a necessity when it comes to fabrication.

The mining, petrochemical, and utility industries that require extremely technical, heavy-duty equipment put their trust in metal fabricators to deliver their products as-ordered, on-time, and of the best quality. Anything less could mean a loss of time, reliability, and money.

When Thieman Manufacturing Technologies came to Kompani Group to have us refresh and optimize their brand, we knew it would take some thoughtful work to build a brand that would match their industry expertise. We began by creating a Brand Map in order to analyse all aspects of the TMT business model; what the brand meant, the vision the business had, the markets it acquired and were striving for, and a competitive analysis. This allowed Kompani Group to fully understand what would be the best, most effective way to reach potential TMT customers. The creation of the BrandMap™ allowed us to come up with a Big Idea and accompanying Rationale which serves as a function of the business itself and an internal beacon to measure where the business is headed. ***“Engineered to Exceed Expectations”*** did just that; it spoke in Industry terms and created a goal the company wished to maintain while it told customers what to expect from TMT.

THE ENGAGEMENT



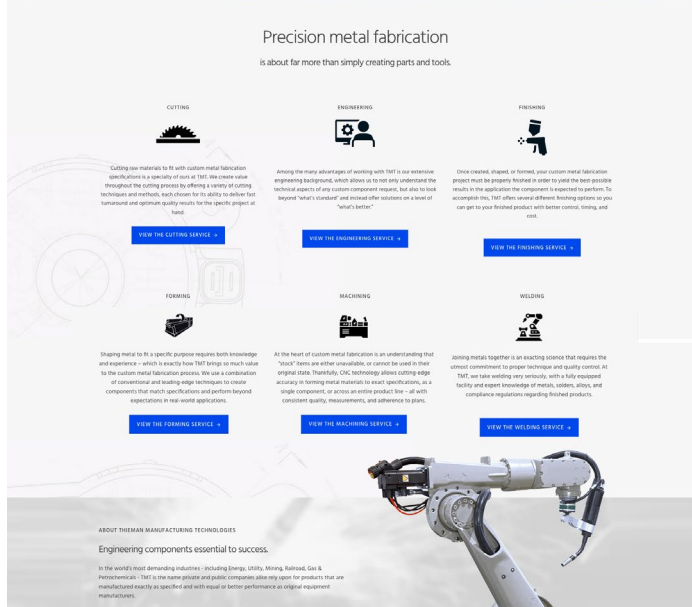
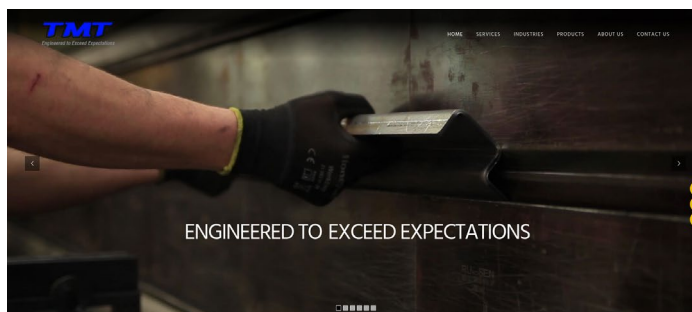
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Optimized engineering and design

CONTACT INFO

TMT (Thieman Manufacturing Technologies)

Once the Brand Map and Big Idea were created we moved to be sure the company website reflected their vision and performed with the same technical precision they expect from their fabrication plant.



We set to work creating a website with imagery that speaks to the needs of TMT clients and presents information on all the services TMT provides in a way that is easily navigated and easily understood. The ability for a potential client to contact TMT for a consultation, get a quote, or simply ask a question had to be straightforward and reliable.

Ultimately, we delivered a secure, easy-to-navigate, informative, and mobile responsive website that shows the experience and expertise of TMT, and is build on a framework to optimize its likelihood for turning up in search results (SEO).

THE ENGAGEMENT



Once the website was built we turned to further enhance the branding tools. For example, what better material to use for a metal fabrication business's business cards then metal?

Kompani Group designed metal business cards for Thieman employees that would all but guarantee an unforgettable impact. Created to mirror the precise attributes necessary for a successful metal fabricating company, the business cards are an effective touch to a close any meeting, conference, or convention.

To help TMT raise their profile and reach new business, Kompani Group initiated a list building process aimed at informing key personnel in relevant targeted industries of the valuable services TMT has to offer. This allows for targeted account based marketing, or ABM. Only contacts that would require TMT's services were added insuring no time was lost following a dead-end lead.

MORE TO DO



While our work is never done, we are certainly off to a good start. Coming soon is a slew of content marketing, social media, segmented email campaigns, and a variety of other high level strategy and rubber-meets-the-road tactical execution to help build brand awareness and loyalty. We'll also be helping identify and integrate the various technologies TMT's sales, service, and marketing teams use to manage customer and prospect related information.

Raising your brand's profile is a multi-level process Kompani Group is known for. TMT's success is made possible by their knowledge, experience, and expertise in the metal fabrication industry. Kompani Group is helping to provide the expertise necessary to showcase that brand and support business growth.



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contact@kompanigroup.com / Call 786 594 0435

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