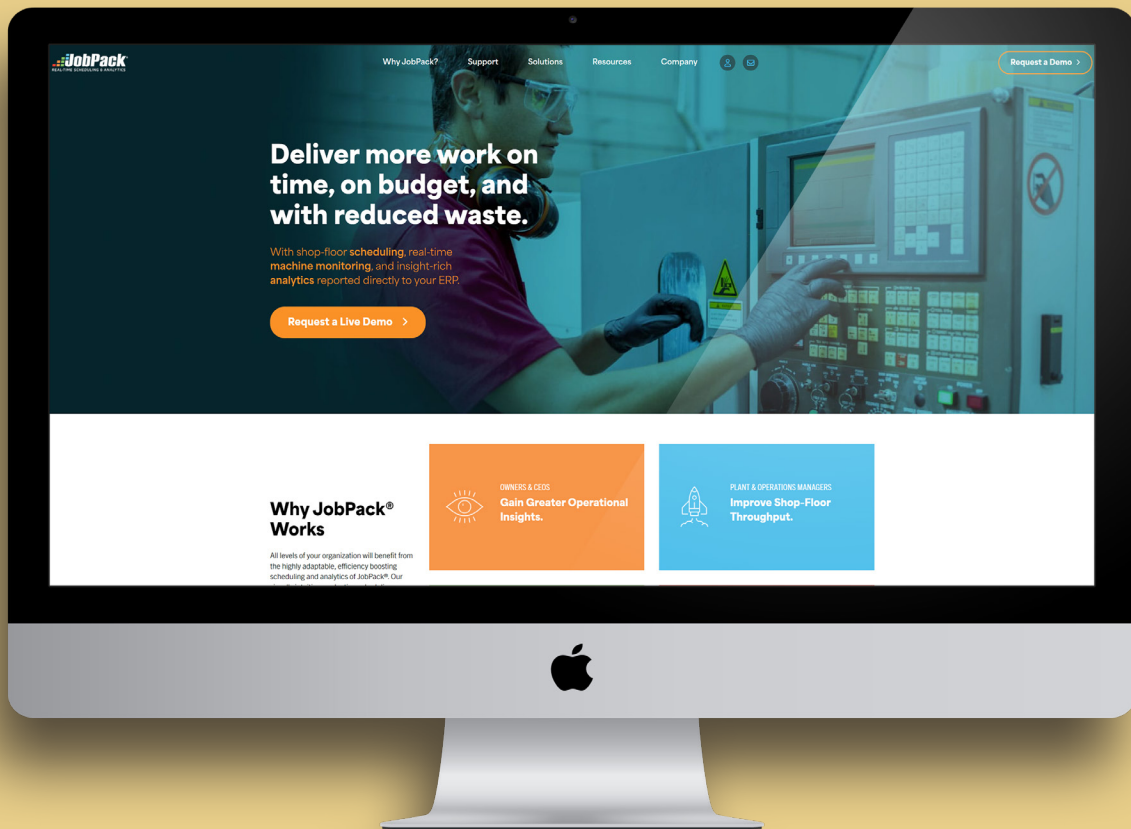


# JOBPACK

## CASE STUDY



Launching a new era for manufacturing's missing link.



# O. EXECUTIVE SUMMARY

When we first met JobPack, the scope of their needs was readily apparent to us all. They had landed themselves in what is for us a familiar predicament: their business had been so successful for so long that they had never needed to think much about marketing. Over time, their materials had fallen slowly out of date, and now the years of marketing neglect were visible—and causing embarrassment.

JobPack had no illusions about this state of affairs. However, without an in-house team, they had little bandwidth to improve their resources themselves. We offered a comprehensive solution: An opportunity to refresh their brand, modernize their website, and unify it all with the launch of a multichannel marketing strategy.

## CONTENTS

I. The Challenge.....	4
II. Scope & Timeline .....	5
III. Discovery.....	7
IV. Ongoing Marketing.....	9
V. Development.....	10
VI. Prestige Content.....	14
VII. Conclusion .....	16



# THE CHALLENGE & SCOPE

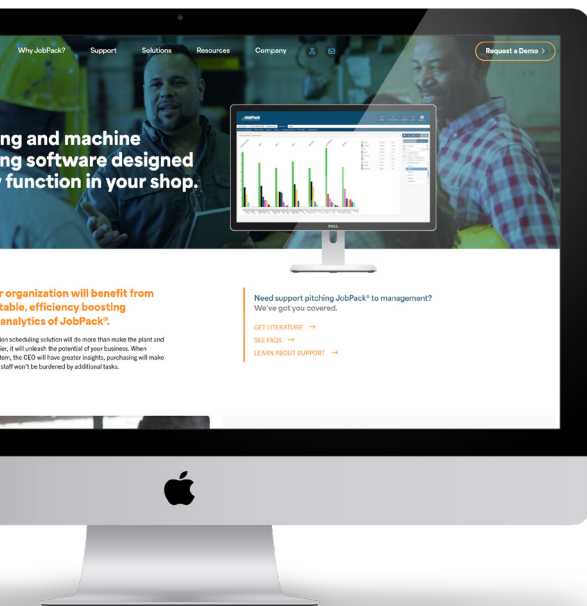
---

# I. THE CHALLENGE

The first and greatest hurdle to JobPack's marketing growth was tied up in the architecture of their site itself: it had no Content Management System (CMS). As a hand-coded site, updating pages or uploading new blog articles meant modifying the HTML directly, or writing new code ourselves. Even with the technical capabilities of our team, we knew this process would be time-consuming and would limit what could be done with the site itself as many marketing tools require a CMS to function.

Our second roadblock lay in the more familiar territory of brand positioning. JobPack falls into a niche software category within the manufacturing industry. It neither oversees the front-of-house operations, nor manages stores in the warehouse. Instead, it links the two by providing real-time data about factory floor operations.

The difficulty hinged upon capturing the attention of manufacturers and showing them that their status quo wasn't cutting it. For this, we needed to dive deep into JobPack's audiences to identify the kind of content that would capture their interest and speak to their needs.



## Our mandate was clear:

In rising to the occasion, both our technical proficiency as web developers and our subject matter expertise in the manufacturing technology field proved decisive.

---

## II. SCOPE & TIMELINE

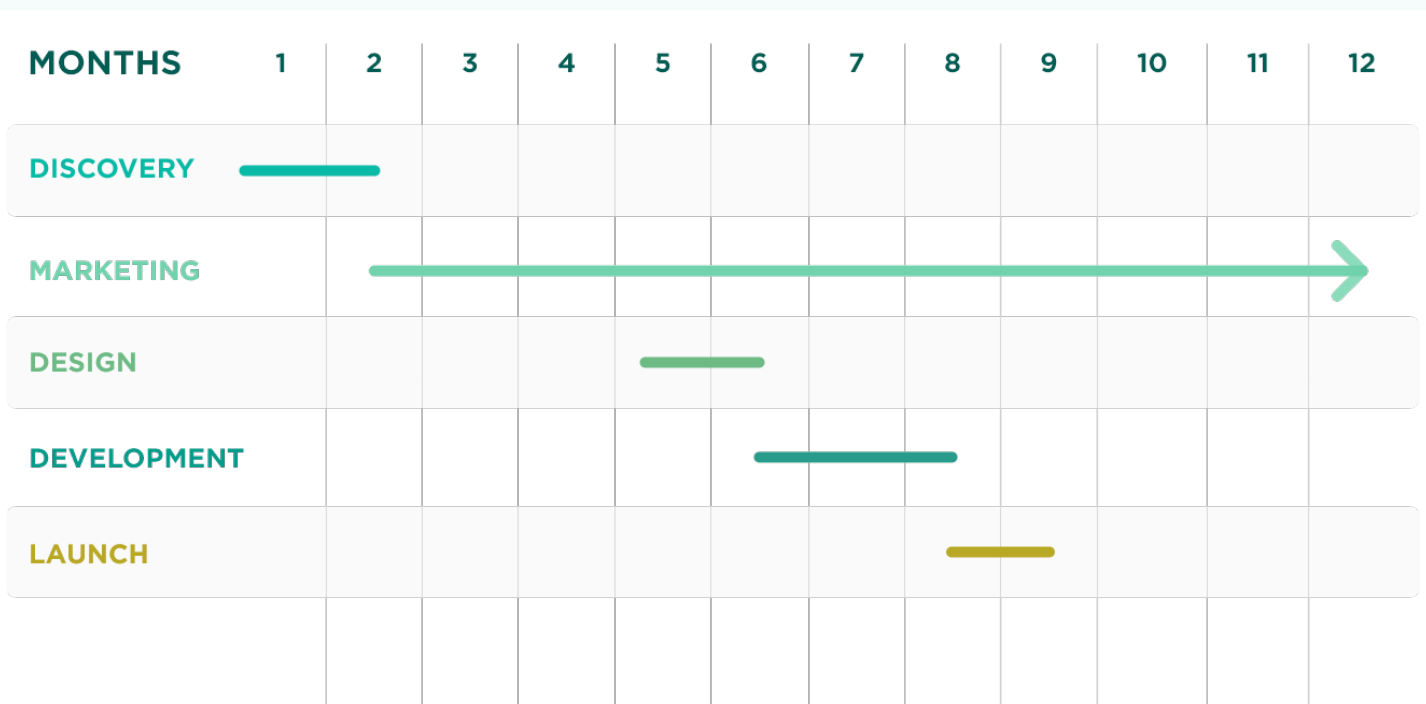
Before JobPack began work on a new website, they wanted to get their marketing in order. To meet their objectives, we flipped our usual process around so that our content work began directly after the discovery onboarding. By May, our marketing efforts were in full swing, and we had even begun development of prestige content.

With these resources under our belt, we began the buildout of the new site. Our marketing work informed the visual direction of the project and helped us identify key graphics for redesign. Once the new site launched, we were able to deploy our larger content pieces to draw attention to the refreshed brand.

### Scope of Work

- Internal interviews
- Audience development
- Comprehensive marketing plan
- Monthly article writing
- Email digests
- Prestige content
- Website redesign

#### TIMELINE: FULL DELIVERABLES





# DISCOVERY

## III. DISCOVERY

The discovery process we've developed lays the foundation for all the work that follows. Our goal is to unearth institutional knowledge and erase the internal/external divide between our client's team and ours. By the time we finish, we should be able to speak intelligently about our client's core offerings, biggest market challenges, key differentiators, and focus audiences.

### Internal Interviews

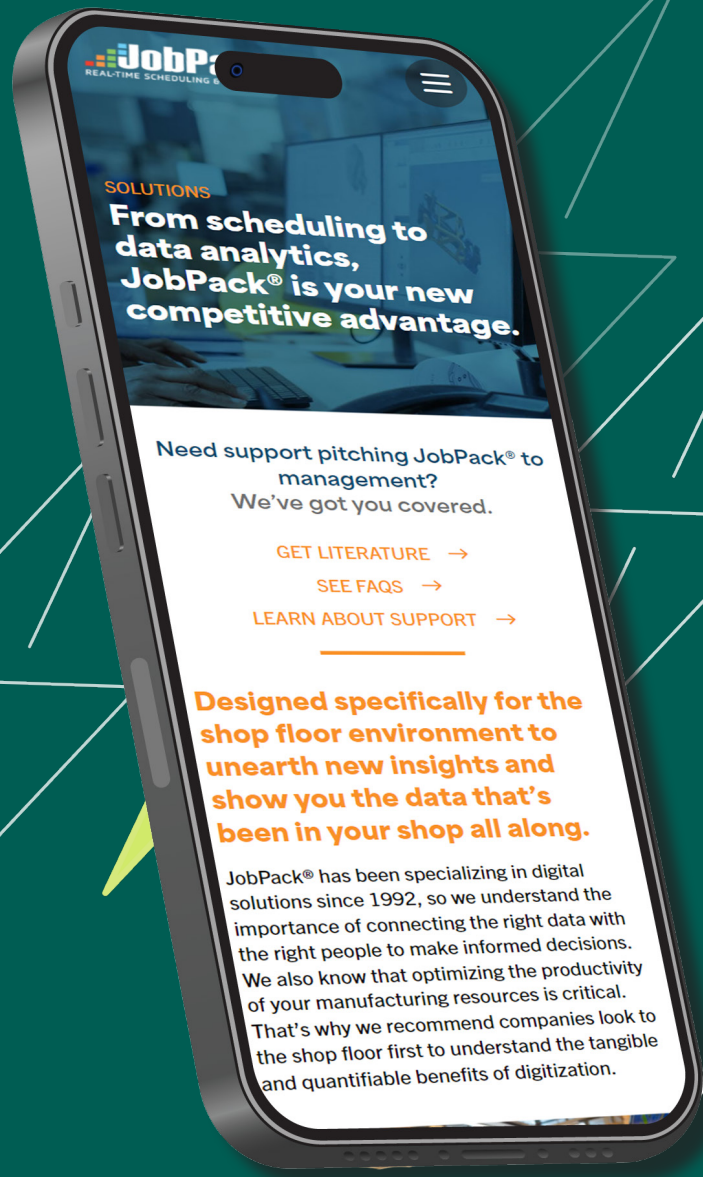
We interviewed each of JobPack's team individually to gain a comprehensive understanding of their business, including the front office, the guys handling the ERP integration and software installation, and the customer help desk. We even had their sales team give us the same product demonstration they give to customers so we could witness their pitch firsthand.

### Audience Development

As a niche software solution, we had to identify the customer groups most likely to be interested in JobPack's product. We classified two different business types (job shop and production shop), and three relevant job roles (owner, production manager, and scheduler), and defined which messages and core benefits would appeal to each group.

“Build/create was very easy to work with and incredibly efficient with building a comprehensive strategy for marketing, bringing our website up to date with design and aesthetics, and providing content to increase sales and visibility amongst our competitors. The marketing content/materials produced were on-point. Build/create was up to speed with our industry specifics, and the niche we fit into that differentiates us from our competitors, in a very short time so they were able to produce relevant content for our marketing needs. The team at build/create was very easy to work with on all aspects from the planning, execution, and the commercial side.”

— **Peter Welsh**  
PRESIDENT, JOB PACK



# ONGOING MARKETING

---



# IV. MARKETING

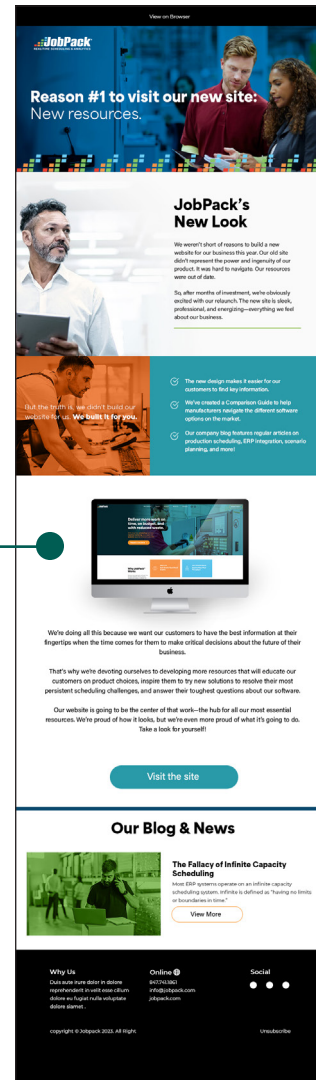
With discovery onboarding complete, we apply our newfound insight to our client's marketing strategy. The deep work we do up front guides everything from subject matter to delivery platforms.

## Article-writing

We centered our content strategy for JobPack around twice-monthly articles for their website covering topics such as ERP integration, the benefits of a paper-free manufacturing floor, and ways what-if scenario planning improves the bottom line. To enhance the description of JobPack's capabilities, our team recorded screen capture of the software in use to incorporate into the articles where possible.

## Email Newsletter

With the publication of each article, we sent an accompanying email to JobPack's marketing list teasing the new content. Our emails regularly beat the industry average, achieving open rates of over 22%, with click-through rates of over 9%. This means that over 40% of those who opened our emails were clicking through to the articles.



## Google Ads

We took over JobPack's Google Ads, retooling their campaigns and updating ad imagery to match the refreshed brand.

## LinkedIn Expansion

Our next priority is to expand JobPack's social media, where we will begin sharing articles as a way to draw new visitors to the redesigned website.



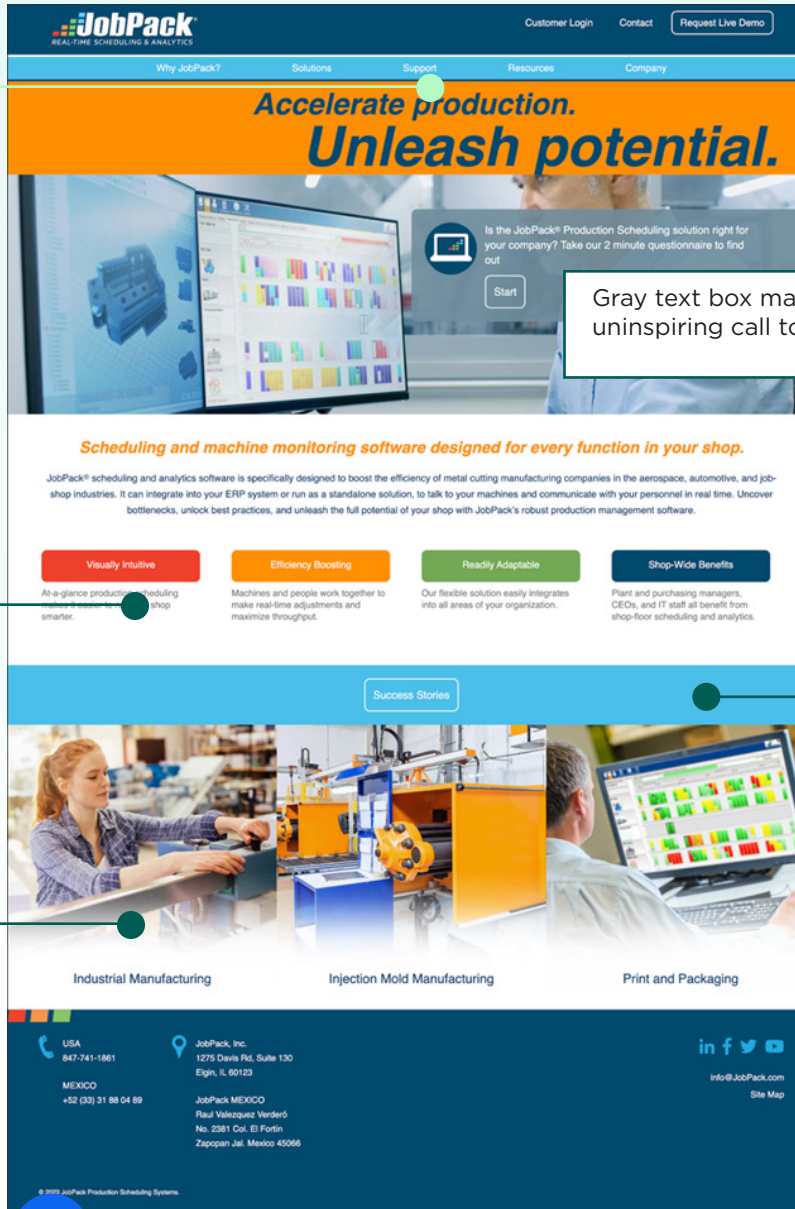


# DEVELOPMENT

While we knew JobPack wanted to prioritize their marketing materials to start, their old site was also a limiting factor in what we could accomplish for them. When the green light finally came to move ahead with building the new site, we moved quickly to complete the project ahead of schedule. Our team began designs in June, the new site entered development in July, and it launched in September.

## Old Website

Blocky colors made for a dated design.

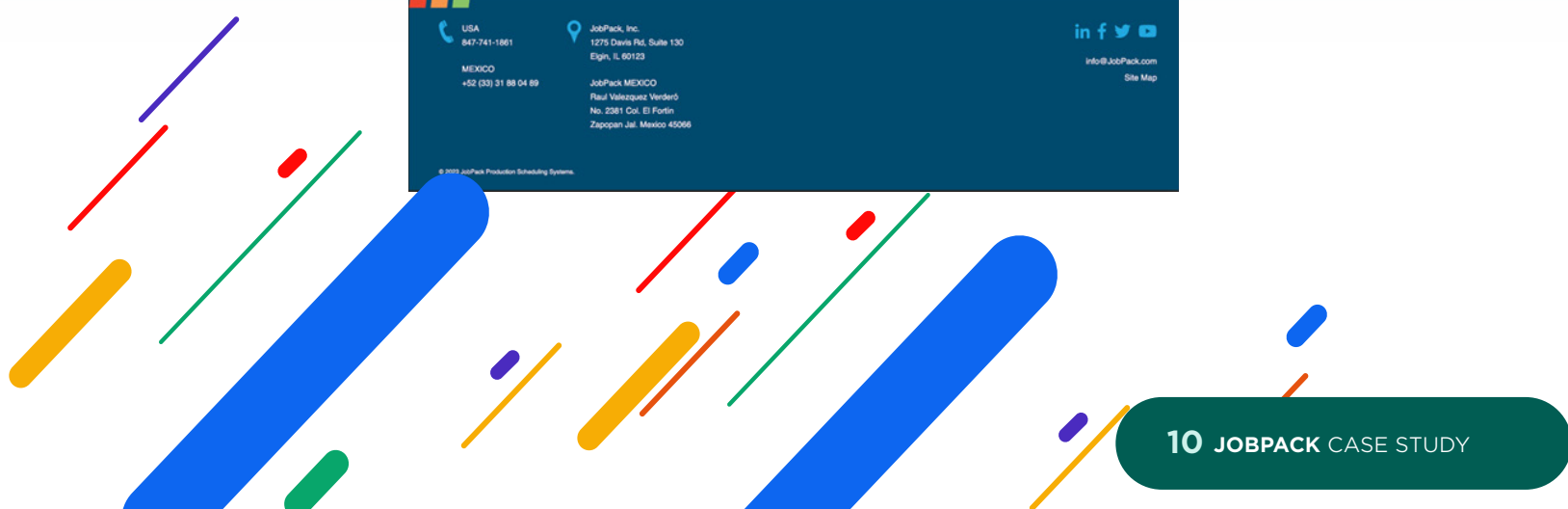


Gray text box made for an uninspiring call to action.

Feature buttons looked like crayon colors.

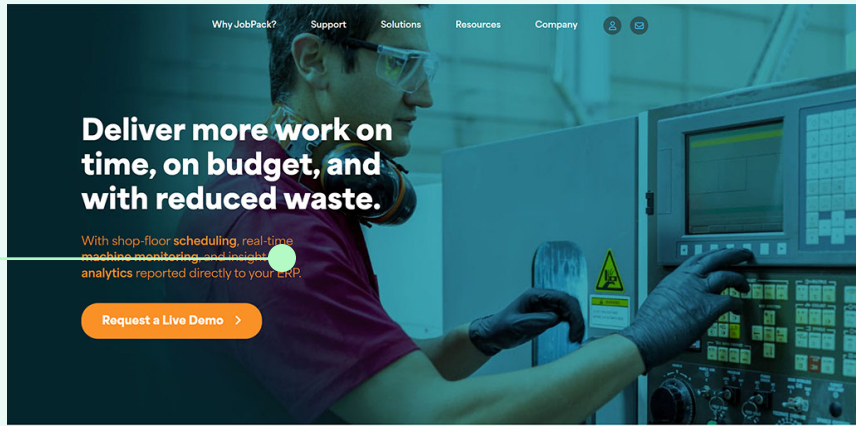
Success stories were easy to overlook.

Image collage felt dated and impersonal.

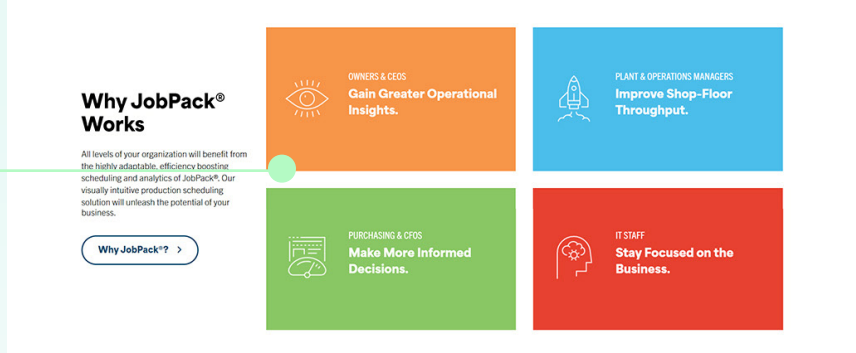


# New Website

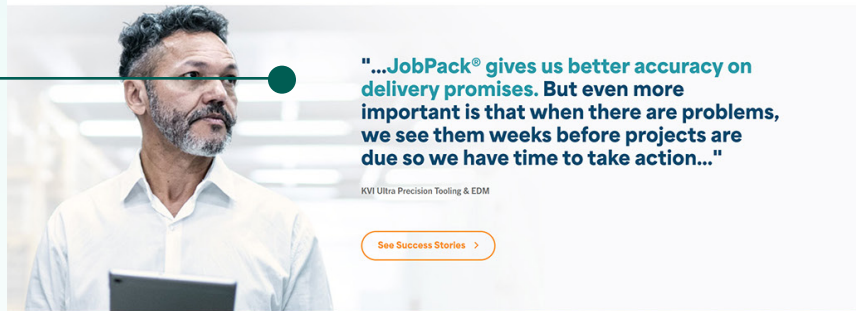
Gradient color overlay creates a modern, sophisticated hero image.



Iconography combined with updated colors brings life to benefit listings.



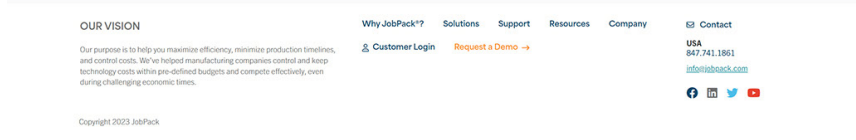
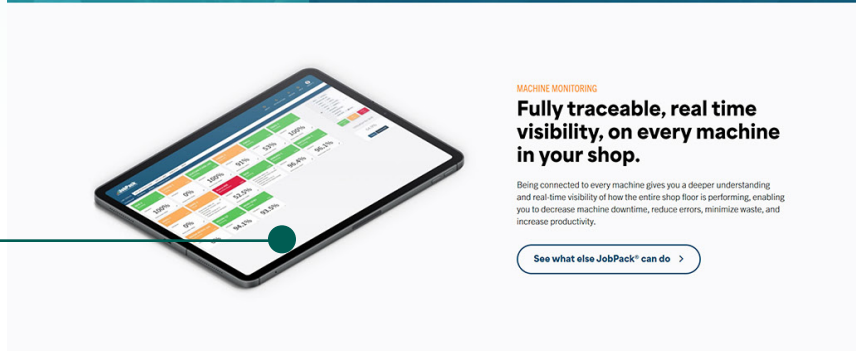
New featured section draws attention to success stories.



New comparison guide downloadable.



Use of a tablet subtly highlights the mobility of JobPack's software.



New audience-based design speaks directly to pain points.



### Owners & CEOs get greater operations insights.

To make effective decisions about manufacturing execution, you need the right data at the right time. The spreadsheets and ledgers you have come to rely on can only take you so far. You might not even have exposure to the information that is the most important. Are jobs taking longer than they should? Where might you be losing money? Now you can know.

- > Make better decisions with enhanced pricing guidance and sales staff management data
- > Maintain just-in-time raw material inventory levels with advanced scheduling
- > Enhance month-end budgeting with a better visualization of projected vs. actual costs

[LEARN ABOUT DATA ANALYTICS](#) →

Content paths guide visitors to areas of interest.

### Plant and Operations Managers improve shop floor throughput.

Current status, downtime reasons, root cause analysis of delays. These are the things that you focus on day-to-day, and JobPack® gives you more detail than you've ever had before. Your goal of boosting on-time percentages and shop floor efficiency, monitoring machines and their operators, and shrinking lead vs. actual disparity is JobPack's goal too.

- > Lower risk of disruption with side-by-side scheduling comparisons
- > Customize how you use your ERP data to tailor the results to your operations
- > Make adjustments based on the dynamics of machine/staff changes

[LEARN ABOUT MACHINE MONITORING](#) →



Redesigned blog page presents articles more professionally.



LATEST ARTICLE

### How Integrated DNC Systems Boost Manufacturing Efficiency

When your DNC system can talk to the rest of your technology, everybody benefits.

[Read More >](#)

#### CORE BENEFITS

ERP Integration with JobPack®: Yes, We Can. (Here's How.)



#### PRODUCTION SCHEDULING

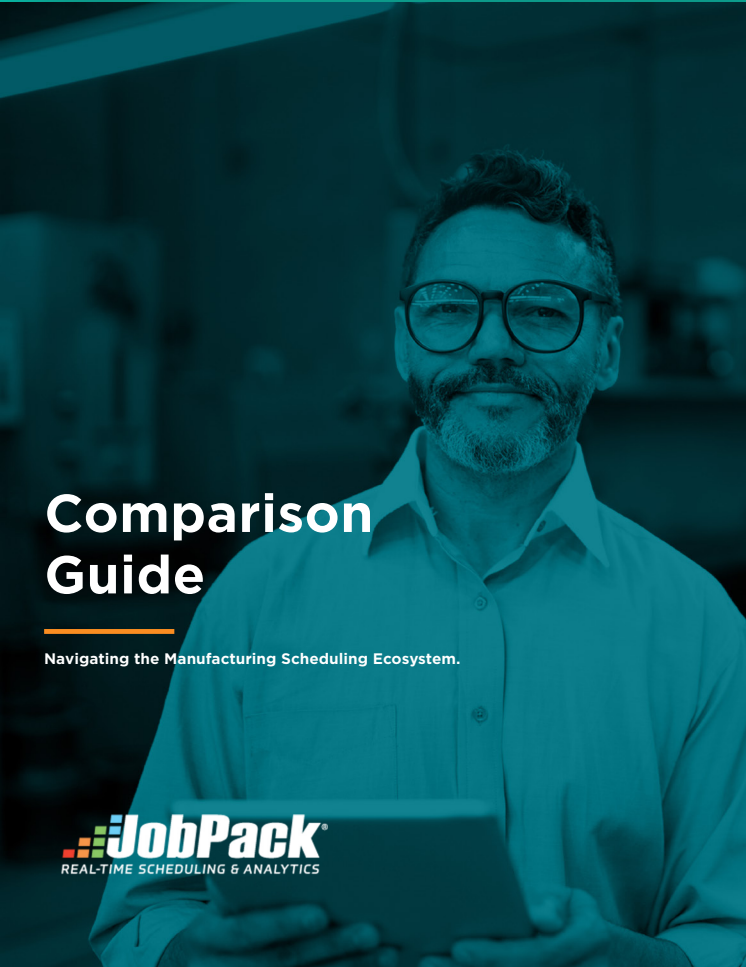
How Tracking on the Shop Floor Transforms Manufacturing Businesses



#### MACHINE MONITORING

How Machine Monitoring Aids Overall Equipment Effectiveness





# Comparison Guide

Navigating the Manufacturing Scheduling Ecosystem.



manufacturers expect from **built MES?**

functionality allows us to deliver companies that only offer other service offerings. When close attention to what a program is.

**1. FULL INTEGRATION.** Some products will bill themselves as an "all-in-one" solution, with the implication that the different tools will function more efficiently together as a result. But having tools that work well together isn't a benefit if one of the tools isn't suitable for the job. Fortunately, we can integrate JobPack with your systems so that you can get the best of both worlds: data flow between software products, and the right tool for each job.

**2. FULL INTEGRATION.** Some products will bill themselves as an "all-in-one" solution, with the implication that the different tools will function more efficiently together as a result. But having tools that work well together isn't a benefit if one of the tools isn't suitable for the job. Fortunately, we can integrate JobPack with your systems so that you can get the best of both worlds: data flow between software products, and the right tool for each job.

**3. PRODUCTION INSIGHTS.** The extra data gathered by machine monitoring tools, as well as data from the scheduling solution, can work together to improve on-time delivery rates, lower overtime expenditures, fortify customer relationships, and strengthen the bottom line.

**4. PRODUCTION INSIGHTS.** The extra data gathered by machine monitoring tools, as well as data from the scheduling solution, can work together to improve on-time delivery rates, lower overtime expenditures, fortify customer relationships, and strengthen the bottom line.

**5. BROWSER-BASED ACCESS.** Members of your organization at all levels need access to manufacturing software for both high-level decision making and ground-level production. Rather than providing a cloud-based solution, which introduces security vulnerabilities, the JobPack application uses an internal web page that is accessible by any device with a browser.

**6. CUSTOMER SERVICE.** Finally, many large software companies rely on a ticketing system for customer support that can leave manufacturers waiting for days to receive assistance. At JobPack, you'll know your service rep by name, and they will always take your call.

# PRESTIGE CONTENT

# VI. PRESTIGE CONTENT

While our regular marketing content follows a monthly publishing cadence, we also reserve retainer hours for strategic deliverables such as white papers, brochures, case studies, and conference materials. We focused our year one efforts on filling in gaps with versatile resources which could be used in a range of applications.

## Sales Slick

For our first deliverable, we created a slick that highlighted JobPack’s core benefits. We targeted decision makers at manufacturing production shops for this piece and used it as a downloadable resource for our ad campaigns.

**ACHIEVE COMPLETE PRODUCTION VISIBILITY**

**REAL TIME MANUFACTURING INSIGHTS FOR PRODUCTION SCHEDULING AND MACHINE MONITORING.**  
JobPack is a graphical scheduler & shop manufacturers live oversight of their entire production process. It delivers feedback about resource use, equipment automation, and run time while providing visibility into future workload and customer commitments.

**KEY FEATURES**

- DETAILED SCHEDULING TOOLS.** Specify run times, setup times, inspection periods, days and hours of operation, service details for suppliers and outside contractors, and more.
- SCENARIO PLANNING.** Run "what-if" scenarios to test different production schedules. Seamlessly revert to the previous schedule without disrupting operations.
- VISUALLY INTUITIVE.** Color coded interfaces allow users to identify project status at a glance. Drag-and-drop scheduling makes it easy to adjust jobs.
- REAL TIME NOTIFICATIONS.** Set triggers to notify team members when a machine is down, when critical inventory is running low, or when a job is falling behind schedule.
- MACHINE ANALYTICS.** Gather machine performance data and compare requests to identify bottlenecks and optimize utilization.
- ERP INTEGRATION.** JobPack connects with every system, and can even be customized to fit unique use cases or specialized workflows.
- PAPERLESS WORKSPACE.** Fully digital packets keep production data in one place, eliminating clutter in the work environment and reducing costs for paper, toner, and storage.

**JobPack** REAL-TIME SCHEDULING & ANALYTICS  
For more information, go to [www.jobpack.com](http://www.jobpack.com) to schedule a demonstration, call 847-741-1881 or send us an email at [sales@jobpack.com](mailto:sales@jobpack.com)

**ACHIEVE COMPLETE PRODUCTION VISIBILITY**

**BENEFITS FROM THE FRONT OFFICE TO THE SHOP FLOOR**

**FOR THE OWNER**

- Improved on-time delivery rates
- Reduced overtime expenses
- Visibility into customer commitments and production capacity
- Machine utilization data for capital expense planning

**FOR THE MANAGER**

- "What-if" scenario planning
- Transparency around job status
- Reduced bottlenecks and delays
- High-level overview of operations
- Single-into upcoming projects for e-invent inventory management

**FOR THE SCHEDULER**

- Robust and accurate planning tools
- User-friendly interfaces
- Optimized maintenance scheduling

**FOR THE OPERATOR**

- Digital packets for paper-free work zone
- Prioritization of production schedules
- Cloud-based access across any device

**JobPack** REAL-TIME SCHEDULING & ANALYTICS  
For more information, go to [www.jobpack.com](http://www.jobpack.com) to schedule a demonstration, call 847-741-1881 or send us an email at [sales@jobpack.com](mailto:sales@jobpack.com)

## Comparison Guide

To address the confusion around JobPack’s service offering head-on, we created a comparison guide that would help purchasers differentiate between similar products. We feature this piece on JobPack’s home page and used it in an email campaign to encourage JobPack’s mailing list to visit the relaunched website.

**Comparison Guide**  
Navigating the Manufacturing Scheduling Ecosystem.

**JobPack**  
REAL-TIME SCHEDULING & ANALYTICS

**What should manufacturers expect from a purpose-built MES?**

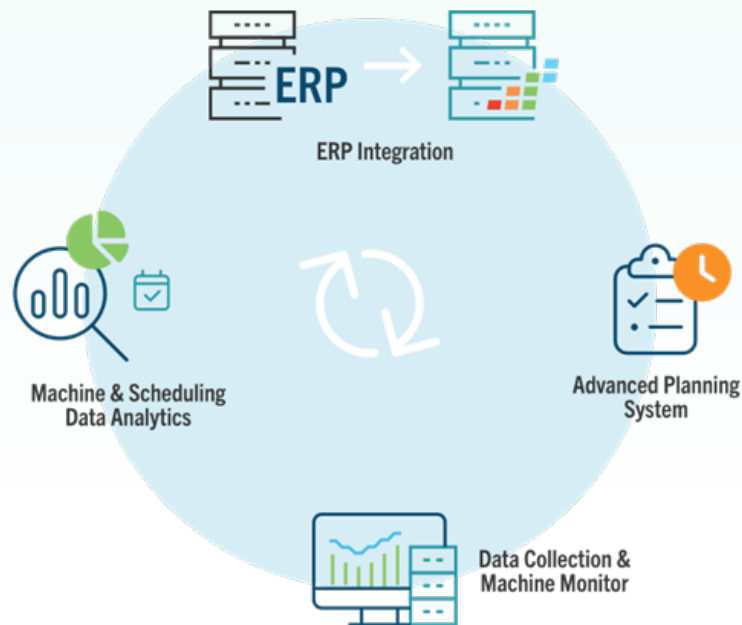
JobPack’s focus on MES functionality allows us to deliver a more robust toolkit than companies that only offer scheduling as a byproduct of other service offerings. When researching an MES, pay close attention to what a program offers in the following areas.

- 1. FLEXIBLE SCHEDULING.** An ERP built to manage accounting, finance, or an MRP designed to handle inventory and supply management, may have assumptions baked in to the program that are too rigid for the live environment on the factory floor. As a purpose-built manufacturing scheduler, JobPack offers more robust options that allow production managers to account for every variable.
- 2. FULL INTEGRATION.** Some products will bill themselves as an "all-in-one" solution, with the implication that the different tools will function more efficiently together as a result. But having tools that work well together isn't a benefit if one of the tools isn't suitable for the job. Fortunately, we can integrate JobPack with your systems so that you can get the best of both worlds: data flow between software products, and the right tool for each job.
- 3. MACHINE MONITORING.** A schedule may look good on paper, but without machine monitoring, organizations may be missing key data that would explain why their real-time operations aren't lining up with their plan. Machine monitoring shows how machines are actually functioning, offering insight into purchasing, living, and future planning decisions.
- 4. PRODUCTION INSIGHTS.** The extra data gathered by machine monitoring tools, as well as data from the scheduling solution, can work together to improve on-time delivery rates, lower overtime expenditures, fortify customer relationships, and strengthen the bottom line.
- 5. BROWSER-BASED ACCESS.** Members of your organization at all levels need access to manufacturing software for both high-level decision making and ground-level production. Rather than providing a cloud-based solution, which introduces security vulnerabilities, the JobPack application uses an internal web page that is accessible by any device with a browser.
- 6. CUSTOMER SERVICE.** Finally, many large software companies rely on a ticketing system for customer support that can leave manufacturers waiting for days to receive assistance. At JobPack, you'll know your service rep by name, and they will always take your call.

**JobPack Comparison guide** | [info@jobpack.com](mailto:info@jobpack.com) | [www.jobpack.com](http://www.jobpack.com)

## Updated Graphics

As we built the website, we identified several graphics which required an update. Over time, these will comprise a visual library for us to draw on as we create new content.

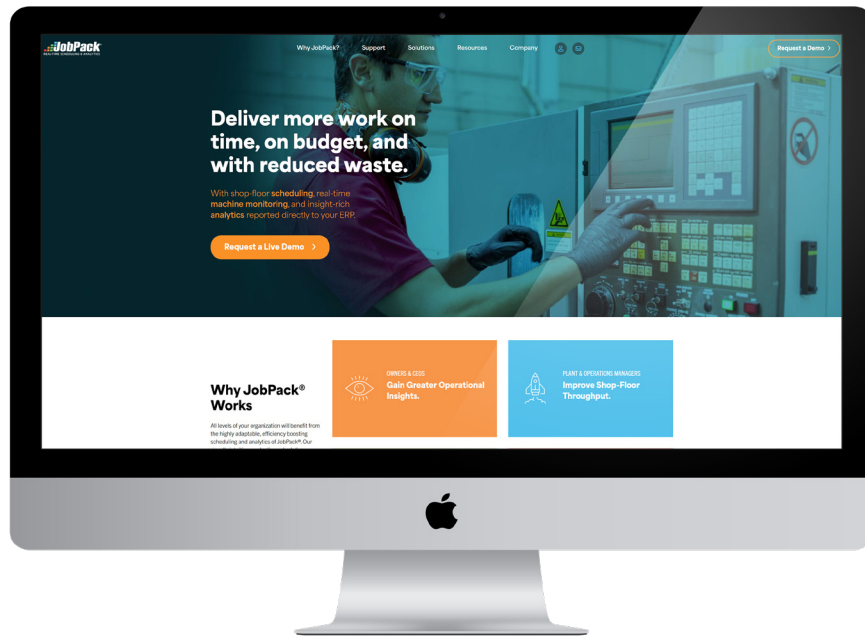


# CONCLUSION

---

**Within the first year of our service contract,** we dove deep into JobPack's brand, spoke to every member of their team, and defined their core audiences. We published two articles a month along with accompanying emails, wrote and designed several prestige pieces of marketing content, and began compiling a visual catalog of key graphics.

On top of this, we rebuilt their whole website, moving them off an archaic structure that could not meet modern web standards and onto a user-friendly content management platform that would allow any member of their team or ours to make updates without coding knowledge while also empowering the custom development skills of our programmers.



## That was year one.

---

We look forward to what year two has in store.