

SOCIAL MEDIA WITH ACE WIRE SPRING & FORM

By John Higgins, Marketing Manager, Ace Wire Spring & Form

Communication is important at Ace Wire Spring & Form and is done in several different ways. This includes talking with a current customer about shipment of product, to helping with the design and specifications of a drawing with the company engineer, to expanding the company branding and reaching out to prospects to grow our customer base. Utilizing social media has become a more effective communication tool to achieve and keep connections with people.

We lay out several topics that customers and prospects will be interested in reading and learning about. This has included updates about trade show exhibition schedules, and highlights of different types of springs and wireforms we have recently made. We also cover industry topics such as MFG DAY and BotsIQ (a workforce development program).

Our company utilizes LinkedIn, Facebook, Twitter, and YouTube, making it easier to stay in front of people and keep their attention. By using social media, we have realized that content is the key factor to make all this work. If the content is not useful to the reader, they have no reason to come back for more. We currently use Google Analytics to measure the activity and engagement of our company website and social media accounts. Posts concerning the manufacturing industry and education seem to get the most activity and responses.

LinkedIn has helped us with prospecting. We connect with people we have met at trade shows or through other business

relationships. Creating these connections helps expand the base of people to whom we can send our company message. Also, it allows our audience inside of what Ace Wire Spring is doing, giving them the opportunity to learn more about us and feel more comfortable with the knowledge of what we do and how we do it. This process adds to the personal touch and familiar feel we are constantly trying to achieve with people.

In addition to the content, imagery and graphics are an important part of our

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social media focus. When posting information to Facebook and Twitter, utilizing a graphic helps show what the post is talking about. Sometimes it can be simple, like the Ace Wire Spring logo, or more complicated, such as a graph or statistical analysis of what is being discussed. Either way, the visual aspect helps back up the message we are trying to convey.

YouTube is another avenue Ace Wire Spring uses to visually show what we

do and how we do it. Our YouTube channel has helped show people how we make different types of springs and wireforms, the machines utilized and the people involved. Doing this helps add a personal touch to our products and the manufacturing industry. With this personal feel, a business relationship gets built and nurtured, growing into an important customer that we do business with for years to come.

In the end, helping the customer solve their project need is what Ace Wire Spring wants to do. Getting to that step involves an exchange of information between us and the customer/prospect. These social media tools have made that exchange much easier to start, with Ace making information available about the company and the industry. By providing a means to connect, people can easily reach out to us to start the quoting process, followed by designing and manufacturing a unique solution for their project needs. Finally, the project is completed, and the product Ace Wire Spring manufactured is helping their customer, all with the help of social media. ■

Ace Wire Spring & Form Company (www.ace-wirespring.com/) has manufactured custom precision springs for diverse applications since 1939. This ISO certified/ITAR registered company develops and manufactures a wide variety of compression springs, extension springs, torsion springs and wireforms. John Higgins serves as the company's marketing manager. He can be reached at 412-458-4830 or by email at jhiggins@acewirespring.com.