

ELECTRONICS — BUSINESS-TO-BUSINESS :: Cobb Technologies — Richmond, Va.



Background

Based in Richmond, Va., Cobb Technologies has been Virginia's leading independent document solutions dealer since 1990. Twenty years after opening the business, company Owner Freddy Cobb decided it was time to step up its on-site marketing efforts. Cobb tasked Marketing Director Heidi Chadwick with the job of finding an LED sign vendor in the Richmond area.

Results

A local sign company evaluated Cobb Technologies' situation, taking into account their location, budget and marketing objectives, and recommended a Watchfire electronic message center. A Watchfire representative traveled to Richmond with a demonstration truck to show what the sign would look like on the Cobb Technologies premises. After the demonstration, Cobb placed an order for a 19mm color LED sign. Within a few short months, it was already spurring sales.



SIGN SPECS

19mm Color LED
Matrix: 64 x 144
4' High x 9' Wide
8 Lines x 27 Characters

Case Study

Conventional wisdom says a B2B company like Cobb Technologies need not invest in on-site advertising to promote its products and services. However, Cobb Technologies didn't achieve its remarkable success by blindly following the crowd. That's why, in early 2010, company Owner and President Freddy Cobb spearheaded a drive to acquire a full-color, fully animated LED sign.

Cobb Technologies bought their Watchfire sign from a local sign company and within a few short weeks, the sign was up and functioning. According to Marketing Director Heidi Chadwick, it didn't take long for it to yield results. "A representative from a nearby direct marketing firm contacted us after seeing the sign," she said.

That firm, A Direct Connection, was interested in purchasing a significant amount of office equipment. "Apparently, the rep had seen the sign multiple times," Chadwick said. "So when the need arose, they thought of us."

After meeting with A Direct Connection, Cobb Technologies won the deal. Chadwick said the sale probably would never have happened had it not been for the Watchfire sign.

As a dynamic advertising medium, the sign enables Cobb Technologies to promote its business and the individual brands it carries such as Canon, KIP and Konica Minolta to prospects. This lets Cobb get its attractive brand names in front of potential customers before they even enter or call the store. That's exactly what happened with A Direct Connection, Chadwick said. "They knew what business we were in, and what we carried, and that's why they reached out to us. In fact, we were the only company they contacted."

Chadwick acknowledged that buying an LED sign is big decision. But, she added, it's one well worth making. "It's clearly a worthy investment."

"It stands out, and it's great advertising for us. That's why we're so excited about it."

— Heidi Chadwick, Marketing Director
Cobb Technologies

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