

Decades of Precision, Finally Visible

How a 50-year automation leader modernized its brand and built a demand engine to match its engineering.

Automation Integrator · Brand & Demand Generation

A Precision Automation Leader

The client is a global provider of assembly automation solutions and contract manufacturing services for advanced manufacturing.

For over 50 years, the company has designed, built, and deployed highly engineered assemblies, modules, systems, and full production lines for clients across aerospace, automotive, medical, semiconductor, and energy storage. Its engineering reputation was second to none, but its brand, website, and digital presence hadn't kept pace with the depth of its work, leaving it underexposed to the buyers actively looking for exactly what it does.

THE CHALLENGE

World-class engineering, an outdated presence

The client's technical credibility was unmatched, but its digital footprint told an older story. The website no longer reflected the breadth of its capabilities, social presence was minimal, and there was no consistent engine generating first-touch awareness or qualified interest.

THE SOLUTION

Modernize the brand, build the engine

We led a full brand and demand refresh: a redesigned website with new copy, content, and calls to action; an expanded social presence for thought leadership and first-touch visibility; a strong, coordinated event presence; and a library of design and sales-enablement assets, all working together to turn decades of expertise into visible, repeatable demand.

RESULTS AT A GLANCE

Accomplished April through December on a part-time retainer, with all organic activity, with no paid ads and no full-time hires.

135K

Organic linkedIn impressions

22.5K

Linkedin page views

1000+

New Linkedin followers

32K

Active website users

90K

Website page views

600+

High intent actions

A visibility problem, not a capability problem

The client had spent decades solving automation challenges others called impossible. What it hadn't done was tell that story at modern scale. Its website and channels underrepresented the sophistication of the work, and there was no steady mechanism putting the brand in front of the engineers and operations leaders who needed it. The result was a company far better known for its engineering than for the ways prospective buyers could discover it.

"If you're looking for a sales and marketing firm that thinks outside the box, you need to call Dwight & Company. Their team flips the script on traditional types of automation industry marketing that we've all seen over the past 3 decades."

-General Manager, VP of Sales & Marketing

This was deeply technical work sold to a deeply technical buyer, and that's where our understanding of the industry gave us a real edge. Because we already spoke the language of precision automation, we could embed across the entire organization and move fast. We sat down with the C-suite to understand the vision and the markets they wanted to own, with the engineering team to genuinely learn the technology and what set its precision apart, and with the sales team to hear how deals were really won and where buyers got stuck. That fluency meant we could grasp exactly what the product was and precisely who it needed to be sold to, without a long ramp. The result was a complete picture of the buyers, the technology, and the message the team most wanted to put into the market, and it became the foundation for everything that followed.

With that understanding in hand, we modernized the foundation. We launched a fully redesigned website with updated copy, content, and calls to action, strengthening the site's role in supporting discovery, evaluation, and inbound engagement. Alongside it, we expanded the social media presence to increase brand visibility, support thought leadership, and drive awareness across key audiences.

HOW WE EMBEDDED

C-Suite

Aligned on the vision and the markets they wanted to own.

Engineering

Learned the technology and what set its precision apart.

Sales

Mapped how deals were really won and where buyers got stuck.

What we accomplished

Website + Socials

launched a fully redesigned website with updated copy, content, and calls to action; strengthened the site's role in supporting discovery, evaluation, and inbound engagement; and expanded social media presence to increase brand visibility, support thought leadership, and drive awareness across key audiences.

Design Projects

Produced sales and marketing assets including capabilities one-sheets, infographics, and branded templates; expanded brand visuals through new logo assets and LinkedIn banner designs; and supported demos and storytelling with 3D-printed models.

Content

Planned and executed on-site video shoots to support marketing and sales storytelling, and updated blog content with visuals aligned to current solutions and positioning. These assets were built to be reused across marketing, sales, and events.

Trade Shows & Events

The industry's marquee show was the client's biggest event of the year, and we treated it that way. We planned and executed a strong on-site presence designed to support brand visibility and customer engagement, and worked hand in hand with the booth designer to create an experiential marketing environment that pulled visitors in rather than just presenting to them.

We developed the supporting marketing and design assets for the booth and show floor, and highlighted the client's automation capabilities through visuals, live demos, and physical materials that made highly technical work tangible on the floor. Messaging was aligned across every marketing and event touchpoint so that pre-show outreach, in-booth conversations, and post-show follow-up all told one consistent story. The result reinforced the client's positioning in its core markets and turned a single event into a durable brand moment.

THE ENGAGEMENT

APR-DEC

9 month engagement

24-8 hours

hrs/weeks, scaling down over time

~480

total hours

100%

organic marketing, with no additional spend on ads or new hires

WHAT WE WERE HIRED TO DO

- Discovery & positioning
- Website overhaul
- Sales enablement
- Thought leadership
- Trade shows & events
- Lead generation
- Analytics & reporting
- Social media



Let's write your success story.

Dwight&Company is a strategic sales and marketing agency built for the robotics and automation industry. From mode startups to established automation leaders, we help brands find their voice, build their pipeline, and win in a competitive market.



Sharper Messaging

We help automation brands find their voice and tell a story buyers actually understand.



Faster Ramp Time

Deep industry expertise means lessonboarding and quicker momentum on your pipeline.



Pipeline That Converts

Proven demand-generation strategies that turn awareness into real, qualified opportunities.

Get in touch
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