

# How we helped ETS Industrial Automation nail their messaging and attract the right clients



ETS Industrial Automation is an Italian company who invent, design, and produce ultra-specialised machinery that automates and improves production processes.

The machines are the first of their kind and only exist for each specific client's needs.

They've built machines for medical laboratories, construction and building companies, mechanical manufacturers, as well as the food industry.

*"Our biggest struggle from the beginning was communicating what we do, it's complicated."*

- Enrico Agostini, Chief Commercial and Technology Officer ETS



## THE CHALLENGE:

Time wasted dealing with too many calls from the wrong people

With so many places to innovate ETS had a big problem getting their company's message out to the right kind of customers.



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*If I spend my time searching and trying to find the right clients the whole team loses. I lose time, meaning I can't coordinate properly, and I can't make sure we're all working towards our objectives.” explains Enrico.*

When you construct life-changing systems everyone wants a piece of the action.

But ETS was frustrated, getting far too many dead-end calls and false leads. The callers just didn't understand the work ETS undertook.

By explaining, call after call, the kind of machines they make, and the problems they solve, the team was exhausting their most precious resource – time.

## THE SOLUTION:

A tailored website, impactful visuals and a bright new social media presence.

ETS enlisted the help of Q Agency.  
They have never looked back and never looked better.

Addressing their biggest problem, Q Agency used the power of visuals, speaking directly to the eyes of customers.

Arriving at [etsautomation.it](https://etsautomation.it), visitors are greeted with a short video montage. This explains without words, exactly the kind of machines ETS engineers.

The montage alone stops ill-suited interest in its tracks while motivating potential interest into confident customers.

Q Agency didn't stop there though. Continuing down the homepage the image of ETS becomes clearer and clearer.

With the use of:

- ◆ High-quality videography
- ◆ Detailed infographics
- ◆ Professional photos
- ◆ Social media management

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*“Q Agency has really helped build our business and brand. Down to our uniforms and business cards they've provided us with everything. They started with an empty container and have managed to fill it with all the right things, especially the right clients!”*

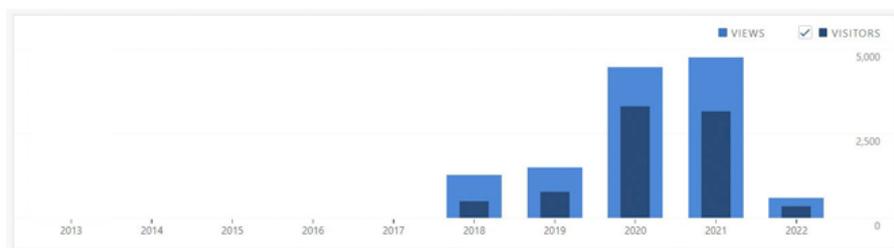
## THE RESULTS:

Not only is their time saved, but there's more interest, more engagement, and more prospects coming consistently year after year.

The strategy implemented by Q Agency changed everything for ETS.

With a keen eye and savvy use of media Q Agency was able to deliver a complex topic without all the complex talk.

And finally, no more calls were coming for explanations.



2018	2019	2020	2021
VIEWES	1,274	VIEWES	1,496
VISITORS	492	VISITORS	773
VIEWS PER VISITOR	2.59	VIEWS PER VISITOR	1.94
		VIEWS	4,468
		VISITORS	3,307
		VIEWS PER VISITOR	1.35
		VIEWS	4,755
		VISITORS	3,155
		VIEWS PER VISITOR	1.51

The working relationship between Q Agency and ETS Industrial Automation is ongoing. They have worked together for over 5 years and there are no signs of that changing.

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*“Working with Q Agency has been second to none, we've never considered looking for anyone else. Hiring externally, especially for a small company like ours, can have its risks and typically we'd need someone for each of the services they provide. That's a lot. With Q Agency we've got another part of the team, another member of the family. Their presence is always positive and always professional - the world needs more people like this.”*

**If you're done wasting time and want to get your message to the right clients visit [qagency.it](https://qagency.it)**

