



Client: OTC Industrial Technologies
Project: Rebrand and General Marketing

Rebrand and General Marketing for OTC Industrial Technologies

DIGITAL MARKETING

REBRAND FROM ACQUISITION

Ohio Industrial Technologies, one of the largest industrial distributors and service providers in the United States, went through several acquisitions and consisted of more than 40 companies. The business wanted to consolidate and align its marketing, as well as manage a rebrand and increase awareness of the parent company.

It turned to GO2 Partners for help.

Our Challenge

The company that is now known as OTC Industrial Technologies was founded in Columbus, Ohio, in 1963. It quickly became one of the premier solution providers and distributors for manufacturers.

Over time, the company grew by acquisition, expanding into different verticals including compressed air, pumps, automation and more. In 2021, the company was acquired again, and the decision was made to begin a rebrand under the “One OTC” brand. While many of the individual companies had strong name recognition in distinct verticals or market niches, the company had yet to leverage the depth and breadth of the overall expertise and resources offered by OTC.

To manage the rebrand and improve brand awareness and sales as OTC Industrial Technologies, the company hired GO2 Partners.

Our Solution

At the time GO2 Partners started working with OTC, marketing was handled by individual companies using several CRMs and other marketing tools. GO2 worked with the OTC team to purchase and implement HubSpot as the primary marketing platform.

Then, GO2 Partners took a phased approach to transition the sub-brands to the main OTC brand. Companies were segmented into linked verticals to group capabilities and customers. Different social media tracks for the brand, as well as customers and segments, were managed on HubSpot as the central platform for tracking and sharing content, work and results.

Content was produced and distributed to the sales and customer service team at OTC to explain the transition and benefits of the single brand. Data were analyzed from the digital content and regular meetings with OTC team members were held to track progress and refine the work. Campaigns were conducted as OTC along the linked verticals to educate the market as to the advantages of OTC.

Our Results

While work on transitioning from 40+ individual companies to one OTC brand continues, early results have been very promising. In the first six months:

- Marketing reach for the overall brand from the individual sub-brands increased by 250%
- Organic traffic on the main site increased by 1240%
- Overall website traffic doubled
- Sales leads increased by 115%

While OTC originally planned a slow transition from the sub-brands, the results have been promising enough to increase the pace. GO2 Partners has been retained by OTC to continue working on overall marketing and managing the rebranding project for 2023, and has also taken over other marketing initiatives including OTC's customer-facing newsletters.

