

# THOUGHT LEADERSHIP\_

A Triad Case Study

An article in a leading trade publication supports a B2B seller's thought leadership efforts.



# Reaching Buyers through Organic Engagement

Being a leader in the fastener industry takes more than knowing about nuts and bolts. As a thought leader, All-Pro Fasteners keeps its markets informed on smarter ways to manage the supply of fasteners and related products.

## Challenge

Along with supplying quality-assured fastener products, the team at All-Pro coordinates complete Vendor Managed Inventory (VMI) solutions to help manufacturing companies reduce cost and improve supply chain reliability. How could we leverage All-Pro's extended level of service to the manufacturing and assembly market at large?

## Insights

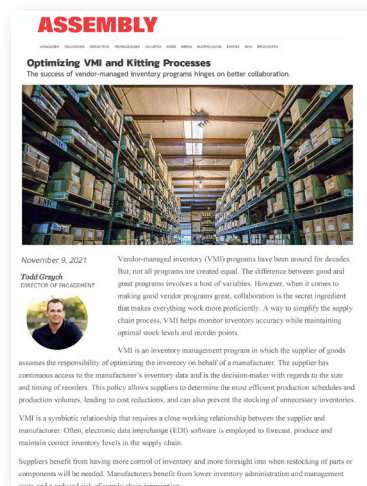
*Assembly* magazine serves the multi-billion-dollar manufacturing market, covering processes, technologies, and strategies for assembly equipment, services, and products. Triad's strategy was to contact the editor of *Assembly* to discuss ideas for sharing content with the publication's audience.

## Solution

Triad presented an idea for a feature article covering the topic of VMI to the editor of *Assembly* magazine. The editor found the article idea to be newsworthy to his audience and agreed to publish it. Triad ghost-wrote the article, with Todd Grzych, Director of Engagement of All-Pro Fasteners, as the author. The article covered the benefits of an effective VMI program and outlined requirements for a successful program, including management strategies, metrics for collaboration, supplier evaluations, and examples of program success.

## Results

The thought leadership article reached more than 55,000 readers and 78,000 website users in the manufacturing and assembly market. The article is republished on All-Pro Fasteners website and has been promoted via social media, email marketing, and web content.



## We meet B2B challenges.

Triad is a full-service B2B agency that works closely with client teams to address their unique marketing challenges. We develop solutions to drive sales, build engagement with prospects and customers, and increase lead generation.

Our No Limits Thinking™ creates communications solutions that add value to your B2B marketing efforts. With a full range of agency capabilities – from print and video to Triad 3D™ digital services – we help B2B marketing teams reach their goals.

*Addressing our clients' complex B2B challenges has made Triad one of the Southwest's most awarded B2B agencies.*



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