

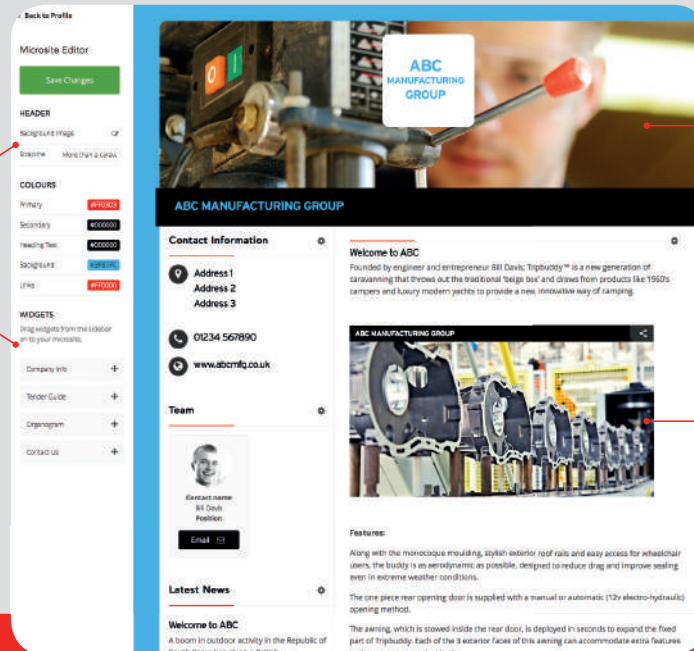
# 7 steps to get the most from Made in the Midlands



# 01

## BUILD YOUR MICROSITE

Easily customise for your brand



Add your logo and key images

Contact details and rich content

We create all members with their own unique space on Made in the Midlands, this is usually [www.yourcompanyname.madeinthemidlands.com](http://www.yourcompanyname.madeinthemidlands.com)

Your microsite can be completely customised to fit in with your own colours and brand and is often one of the first places members and people searching our directory will visit. Your microsite contains everything you need to start writing news, blogs, messaging other MIM members and raising your online profile.



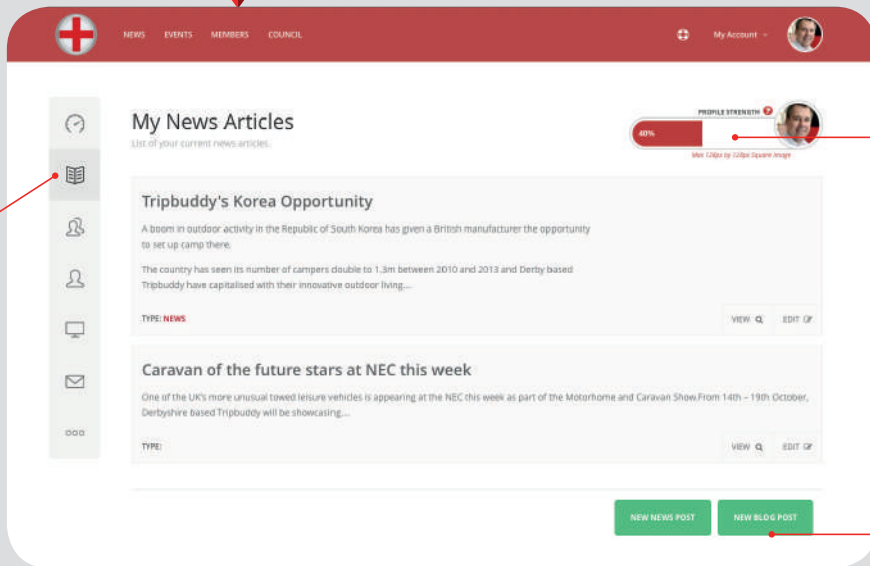
# 7 steps to get the most from Made in the Midlands



## 02

### UPDATE YOUR NEWS REGULARLY

Select icon to view news / posts



Your profile status progress bar

create new news / posts here

Made in the Midlands is not only a social network for members, it is a publishing platform. Almost all news is published by members, making this a truly authentic and up to date source of information from the manufacturing community.

Articles published by you immediately appear on your microsite, home page of the website, our news page and the weekly digest which is emailed to 10,000 people each Wednesday. The e-digest is aggregated content from members and your article is guaranteed to get distributed.



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## 03

### COMPLETE YOUR ORGANAGRAM

**Key Information**

**Choose relevant categories**

**Add your Company logo**

The organagram is your company structure and can be completed in your admin panel. These people are displayed on your microsite and also included in the weekly digest.

This increases the response rate and also helps keep key people in your business informed.

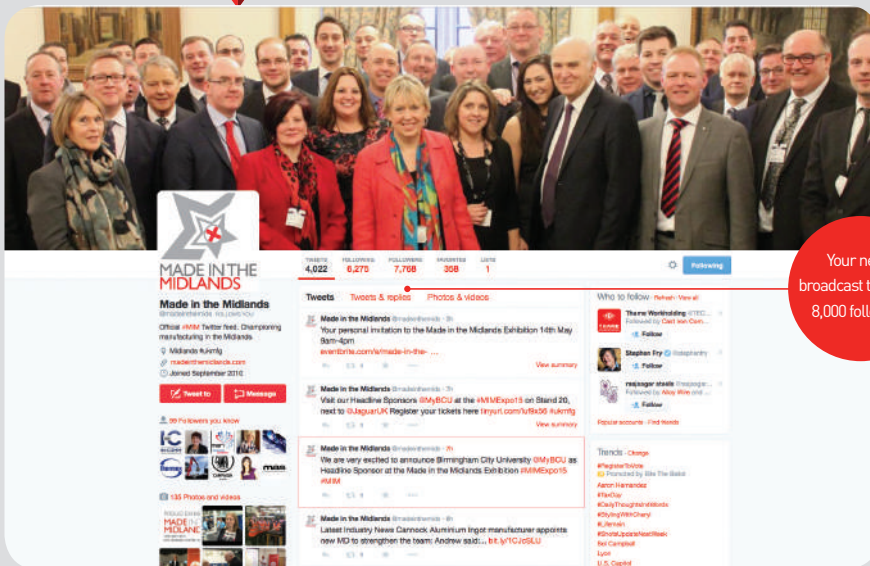


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## 04

### POWERFULLY CONNECT TO THE WORLDWIDE WEB



Made in the Midlands is a great tool to direct traffic to your own website and get your news to a wide online community. Your news is not only distributed on the portal, we tweet every member story to thousands of twitter followers as well as on Facebook and LinkedIn, so your news reaches our large social media audience.

From your admin panel you can also connect your own social media accounts, this means that your articles are automatically tweeted when you publish an article.



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## 05

### COMPLETE YOUR PROFILE SO MEMBERS CAN FIND YOU

Company Profile

Here is where you create your company profile which appears on the members search.

COMPANY DETAILS MICROSITE CONTENT

COMPANY PROFILE

Address line 1: Aspen House, Malvern Hills Science Park

Address line 2: Geraldine Road, Malvern

Town: Worcestershire

Postcode: WR14 3SZ

Telephone number: 0844 8709306

Website URL: <http://www.tripbuddy.co.uk/>

Company Logo: Select Company Logo

Accreditations: Select Accreditations

Categories: Select Categories

Key Information

Choose relevant categories

Add your Company logo

Made in the Midlands has a buy and sell search function which allows companies to search for members depending on their supply and purchasing needs. It is important that both areas are completed.

You can accreditations you have received and also include yourself in additional category searches.



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## 06

### ATTEND EVENTS



Networking  
opportunities

Made in the Midlands holds some of the best attended manufacturing events. Our flag ship event is an annual exhibition which attracts more than 100 exhibitors and 1000 visitors.

Other events include our annual awards, roundtable discussions, factory best practice visits and MIM social's.



# 7 steps to get the most from Made in the Midlands



## 07

### GET RANKED HIGHLY IN THE MIM MEMBER DIRECTORY

**ADI Group**  
adi Group is a large, multi-disciplined engineering company offering total engineered solutions to food, beverage, aerospace, defence and automotive industries.  
Sells: ENGINEERING SERVICES CONTROL PANEL DESIGN  
View Member >

**Amco Services (International) Limited**  
Providing reliable, economic logistical and time critical services across a wide range of Manufacturing and Commercial sectors for the past 30 years  
Sells: TRANSPORT WAREHOUSING  
View Member >

**Andel Plastics Ltd**  
Injection mould design and toolmakers and injection moulders. Class 8 Clean room for medical devices Birmingham Based toolmakers for plastic components....  
Sells: INJECTION PLASTIC  
View Member >

**Bosworth Plastics Ltd**  
Bosworth Plastics are a design & manufacturer of plastic injection moulded products based in Leicestershire, offering an innovative service to...  
Sells: PLASTIC PLASTICS  
View Member >

**Bruderer UK Ltd**

Gain exposure through Member listings

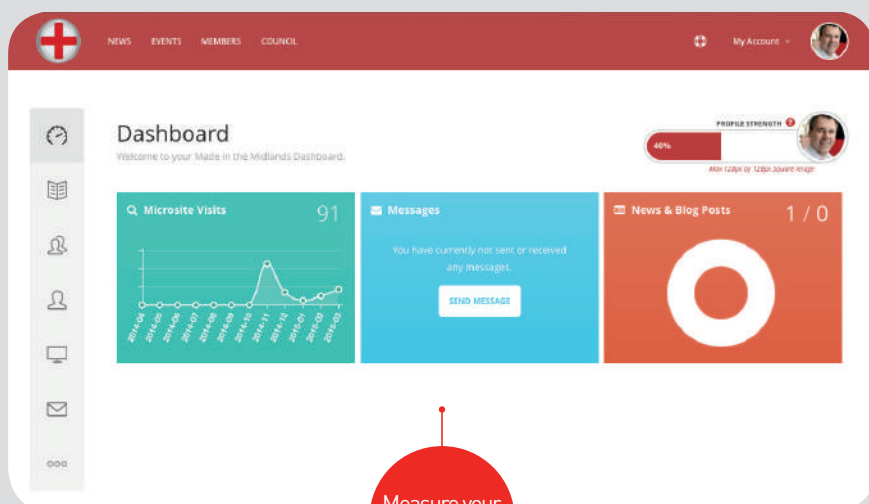
Made in the Midlands member directory is one of the most visited pages on our website, the fastest way to improve your ranking is to join as a gold member. Members are ranked in order, gold, silver and then bronze. After this, other ways you can increase your listing are to ensure you have listed all the accreditations your business has, add yourself to a relevant category and list the things you buy and sell.



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## KEEP TRACK OF YOUR ENGAGEMENT



Measure your engagement

One of the easiest ways to see if you are getting the most out of your MIM profile is to check your engagement score in your user admin area. These figures are updated daily at 3am, there is a direct link between high engagement figures and your business performance from the platform.

