AEM

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AEM
ASSOCIATION OF
EQUIPMENT MANUFACTURERS
Advancing Equipment Manufacturers in the Global Marketplace

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AEM
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AGRICULTURE
SERVICES

AEM is a trusted resource for their members, but their old site suffered from an outdated design and an unclear understanding of user needs. With a newly improved website, AEM saw substantial quantitative and qualitative improvements including a 298% increase in member information requests and a 417% increase in newsletter signups.

Membership information requests increased by

298%

Background

The Association of Equipment Manufacturers (AEM), headquartered in Milwaukee, WI, is a leading organization in North America for equipment manufacturers. AEM enables its members to be successful in the global marketplace through resources such as education, advocacy, market data, trade shows, and safety/technical services. Lightburn was selected to redesign the AEM website based on their strong user experience and development capabilities.

Goals

AEM is a trusted resource for their members, but their old site suffered from an outdated user interface and an unclear understanding of user needs. Due to the complexity of AEM's services for its members, the goal of the new Kentico site was to make it easy for users to find what they were looking for without it being overwhelming, while still providing a robust publishing platform for AEM staff. There were also a number of third-party services, including **InLoop** (an industry news content engagement platform) and **Kapost** (a B2B marketing platform), that would need to be factored into the site redesign, while still keeping a cohesive look and feel.

Due to the size and volume of content produced by AEM, they had been hesitant to undertake the task of redesigning their site. As a consequence, they were still operating on an outdated home-grown platform that was not keeping up with their high demands. A goal of the project was to make content management easier.

Challenges

During the project, it was important to gather the right level of input from key leadership within the AEM team while not losing focus on the overall goals of the project. A dedicated project manager within AEM was instrumental in keeping the client team informed without getting too involved in tactical decisions that had already been worked out by a smaller marketing team. AEM has many strategic internal teams that all require an equal voice, but it was the job of Lightburn to translate that into a cohesive vision for the end-user experience.

Solution

Knowing that AEM was made up of multiple teams with different objectives, the project started by interviewing key internal stakeholders and users.

The results of these interviews were brought into an overall reorganization. Once the initial reorganization was approved, detailed wireframes and content strategy began.

In interviews, it was discovered that most visitors were only aware of a subset of AEM's services. This meant that encouraging exploration and discovery was a key focus.

By simplifying the site navigation and making the interface visually appealing, the "wall of content" syndrome on the old site was removed. A color coding strategy provides subtle cues to the user as to the category of services they are viewing. With so many different voices contributing to content creation, all content was edited to ensure a confident yet welcoming tone that was consistent with the AEM brand.

Additionally, a custom integration with a third-party content marketing platform, **Kapost**, was built using a combination of Kentico features and RESTful APIs.

Services:

- Copywriting
- User Research
- Content Strategy
- Visual Design
- Information Architecture and Wireframing
- CMS Implementation
- Search Engine Optimization
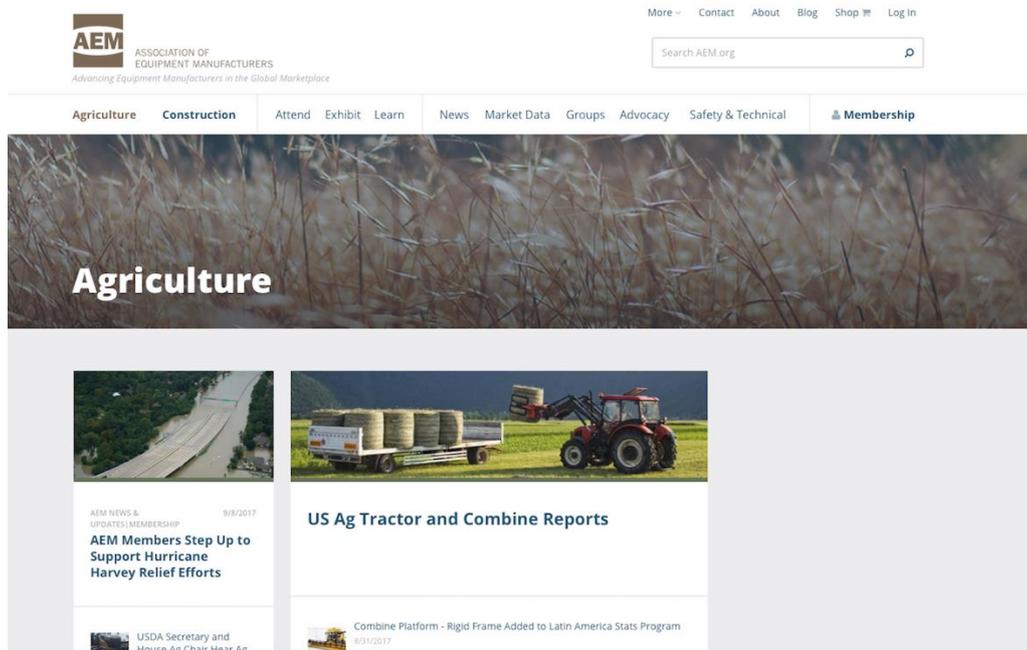
Results

All comparative data is for November 2015–January 2016 compared to February 2016–April 2016:

- ability to manage CMS permissions across multiple departments
- an improved process for pushing content live—no more Dreamweaver!
- highly customizable content blocks
- 298% increase in membership information requests
- 8% increase in average session length
- 417% increase in email newsletter signups
- 3.27% increase in page views
- reliable, responsive support for ongoing needs

Key Criteria for Choosing Kentico

- robust yet flexible Content Management System
- ability to set very specific user permissions across content sections
- Customizable Workflows
- E-commerce integration and multisite support for future projects

Lightburn

We believe the most successful marketing plans start with the right digital strategies. From Fortune 500 businesses to local startups, we are proud to partner with a variety of clients to help them realize their digital goals.

Since 1998, we have focused on our core value of collaboration.
It's the way our business functions, day in and day out. Internally, we work in fully integrated teams of digital marketing, design, user experience, and development professionals. This allows us the opportunity to create work that's data-driven and thoughtful.

When it comes to our clients, we believe in forging a collaborative partnership that creates open and honest communication. This delivers solutions that impact the success of everyone involved. We believe that providing service and value to our clients are our most important deliverables, and we can't wait to work on your next big thing.

lightburn

Lightburn
325 E Chicago Strett
Milwaukee, WI
53202

Andrew Wintheiser
+(414) 347-1866

www.lightburn.co
contact@lightburn.co