

# How to Take a Proactive Approach to Marketing Your Machine Shop

written by Lauri Moon | November 24, 2020

Does most of your business stem from fewer than 10 customers? If so, do you wonder what would happen to your business if one or more of those customers took their orders elsewhere? By looking at the top traits of your clients, identifying additional companies that look like them, and developing a strategic marketing plan, you will take a proactive approach to diversifying your customer base, expand your reach, and grow your business.

## Primary Topics:

- Identify top similarities within your current customer base
- Find new, comparable customers to grow your business
- Develop a marketing plan to reach these customers

[Register](#)

## Presenter:

Katie Takacs, Industry Services Marketing Manager, Georgia Manufacturing Extension Partnership

Katie Takacs has over 20 years marketing experience, including 16 years at Georgia Tech. Currently Katie is the Industry Services Marketing Manager, leading the strategic marketing efforts for the Georgia Manufacturing Extension Partnership (GaMEP) at Georgia Tech and four additional federal and state-funded programs. She is also developing and implementing a program for GaMEP to assist small to mid-size manufacturing companies with their marketing initiatives. Katie holds a Bachelor of Science in Business Administration and Marketing from the University of Florida and an M.B.A. from Nova Southeastern University.