

INDUSTRIAL CASE STUDIES

NEW WEBSITE LAUNCHES

BEFORE & AFTER

ivemsa Manufacturing in Mexico Solutions Managed Services Industries Blog Insights

Manufacturing in Mexico: All the advantages, none of the hass. IVEMSA simplifies your transition to manufacturing in Mexico.

[LEARN MORE](#)

What Do You Want to Do?
Tell us what you need, and we'll show you how we can help.

- > I need to lower my manufacturing costs and am considering Mexico >
- > My customers need me to be closer to their factories in Mexico >
- > I want to relocate my Asia factory back to North America >
- > I need assistance setting up a manufacturing site in Mexico >
- > I have a business in Mexico and need help with management services >

Why Should You Manufacture in Mexico?
There are numerous benefits to manufacturing your products in Mexico:

- Lower costs
- Minimize risk by diversifying operations
- Benefits from a skilled workforce
- Get high quality & on-time delivery
- Keep operations close to customers

[LEARN MORE](#)

Industries Served
IVEMSA works with a variety of industries, with a focus on markets that require skilled labor:

SILVUS TECHNOLOGIES

LEADING THE MIMO REVOLUTION
Deep roots in R&D. Relentless testing in critical real-world situations. We innovate Mobile-Networked MIMO (MN-MIMO) systems to deliver throughput, range and robustness that were previously thought impossible.

[REQUEST A DEMO](#)

BUILDING THE FUTURE OF MIMO TECHNOLOGY
We don't just repack off-the-shelf wireless technology. We're rethinking communications. We design and develop mesh network systems that set a new standard for high-speed data transmission in challenging conditions.

RESEARCH & DEVELOPMENT
Constant innovation keeps us on the leading edge of MIMO capabilities. R&D is not just part of our process - it's in our company DNA.

[LEARN MORE](#)

STREAMCASTER RADIOS
Portable, powerful, and ultra-effective StreamCaster Radios are built on the industry's most advanced MIMO technology.

[LEARN MORE](#)

FOR INDUSTRIES THAT CAN'T RISK FAILURE

- LAW ENFORCEMENT
- MILITARY
- UNMANNED SYSTEMS
- AIRBORNE ISR
- BROADCASTING
- MARITIME

MELFRED BORZALL

THE HDD TOOLING EXPERTS.

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HDD EXPERTS ▾
COMPANY ▲
Our Story
Solutions
Community
Become a Distributor
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Products

- Fourback Systems
- Transmitter Housings
- Bits & Blades
- Rock Tools
- Quick Disconnects & Collars
- Swivels
- Drive Chucks & Sub-Savers
- Adapters

Featured Product

FB Fastback

WE JUST SPED UP THE SPEED OF LIGHT
A newly modified pit is the last place you want to remove the drill hold and install a reamer. And now you don't have to. With the Fastback family of pullback devices from Melfred Borzall, Fastback drives allow you to pull back product without reaming of the drill head, so within minutes of completing the pilot hole you're already by pulling pipe back. Fast and easy underground production that puts you ahead of the curve... that's the Borzall Edge.

[WATCH THE VIDEO](#) [LEARN MORE](#)

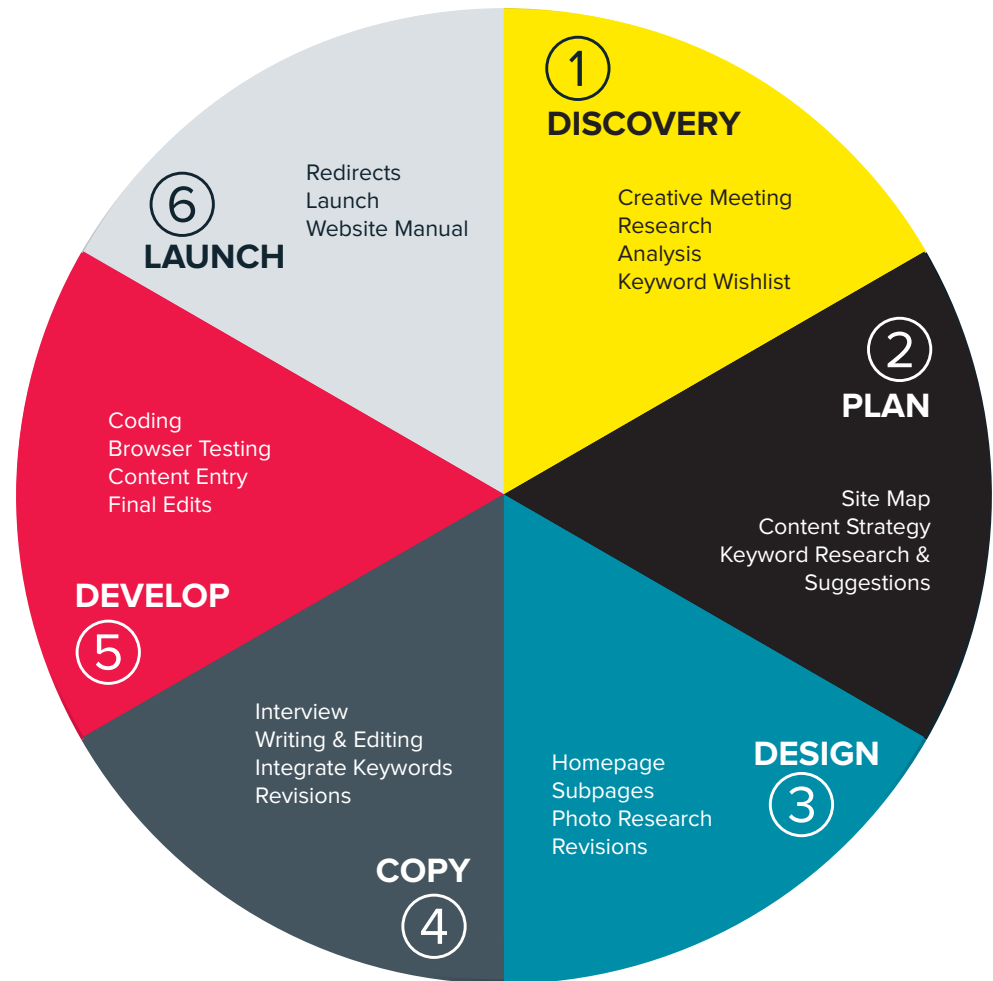
WHAT DRILLERS ARE SAYING
"Reamer—stand by it day after day. Nothing better for reducing pre-reaming time. Twice as fast as OEM products!"

Industrial

New Website Launches:
Before & After Statistics

As a B2B web design and marketing firm, we believe that innovative, dynamic websites are not just for consumer-facing brands. B2B industrial websites can also be mobile-first, professional, and interesting.

At Bop Design, we create websites and marketing materials focused on clear company branding, increasing lead generation, and sales. Every design we create is exclusive to the company, but we have gathered some of our greatest successes from Bop Design industrial clients:



Silvus Technologies

silvustechnologies.com

Silvus Technologies hired Bop Design to ensure that their new website was consistent with their cutting-edge technology. The end result better showcases the company as technology-driven and forward thinking, appealing to decision makers in military, government funded research, law enforcement, TV broadcasting, etc. The website also acts as a “living, breathing” resource center on MN-MIMO topics and creates a strong foundation for future marketing communication efforts.

Post Launch Results

- Organic Traffic: +56%
- Sessions: +24%
- Page Views: +11%
- Bounce Rate: -15%

Results are based on 2/22/2018 – 3/22/2018 traffic compared to 2/22/2017 – 3/22/2017 traffic



IVEMSA

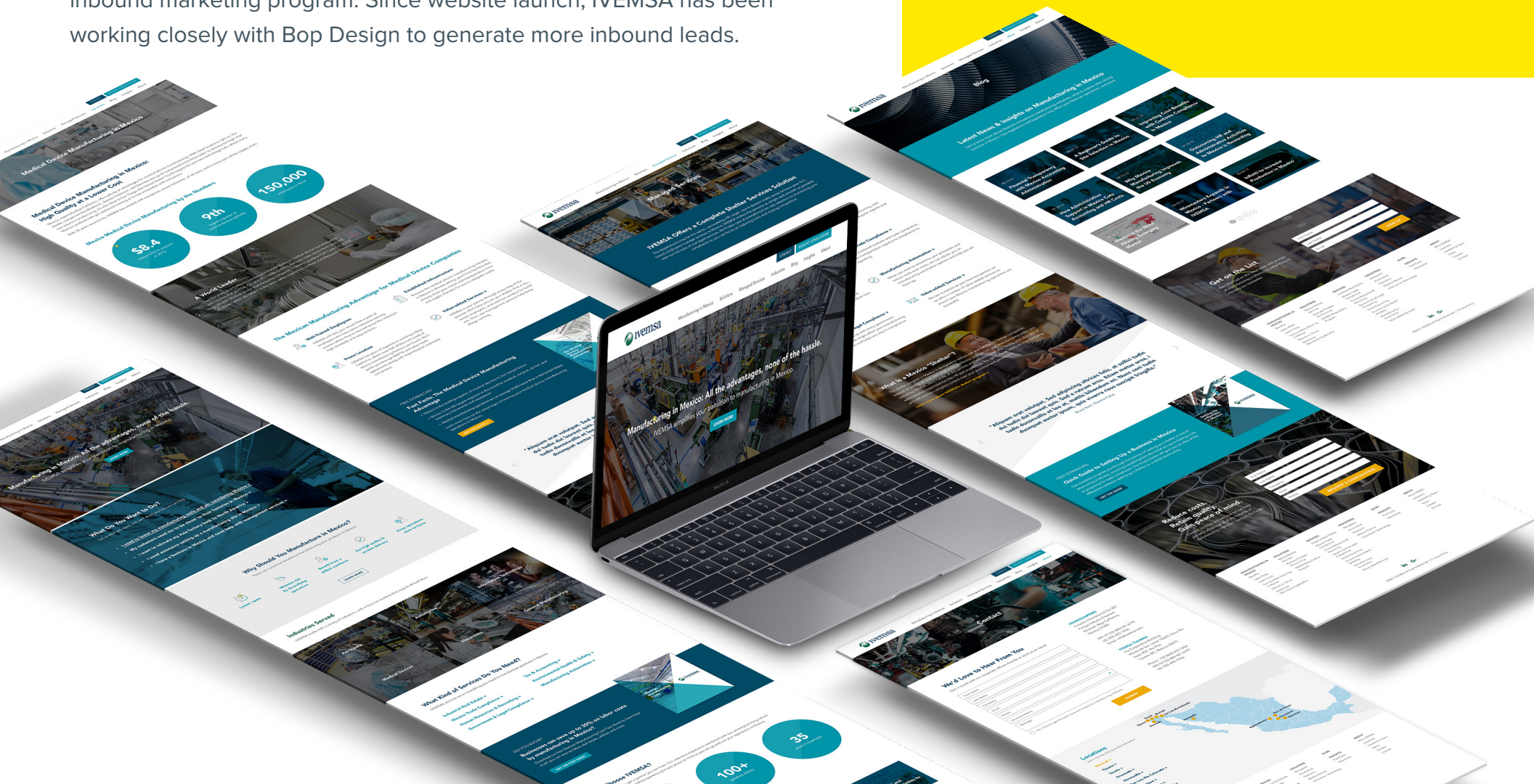
IVEMSA.com

Mexico shelter services provider for manufacturers, IVEMSA, approached Bop Design to craft a new website that positioned the firm as a global organization. The finished website showcases the global experience of IVEMSA through a compelling brand story. It also sets the stage for IVEMSA to complement outbound efforts with an inbound marketing program. Since website launch, IVEMSA has been working closely with Bop Design to generate more inbound leads.

Post Launch Results

- Organic Traffic: +33%
- New Users: +62%
- Sessions: +64%
- Pageviews: +88%

Results are based on 1/30/2018 – 5/30/2018 traffic compared to 1/30/2017 – 5/30/2017 traffic



Melfred Borzall

melfredborzall.com

Melfred Borzall is the global leader in horizontal directional drilling (HDD) tooling. Bop Design was hired by the HDD tooling manufacturer to create a new website with brand messaging that highlights the company's 70+ years in business and complements channel partners' (distributors') business development efforts. In addition to the website redesign, Bop Design implemented a complete search engine optimization strategy on the website to improve organic traffic.

Post Launch Results

- Organic Traffic: +19%
- Users: +39%
- New Users: +43%
- Sessions: +40%
- Pageviews: +14%

Results are based on 9/19/2016 – 12/19/2016 traffic compared to 6/19/2016 – 9/18/2016 traffic



About Bop Design

BOP DESIGN[®]

Bop Design understands that in order to grow your business, a holistic approach is required. Compelling design, content marketing, SEO (search engine optimization), SEM (search engine marketing) and social media are all valuable lead generation tools, but they need to be combined into a highly focused, cohesive strategy that targets your desired market.

We believe that every business, regardless of its size, deserves cost-effective design and comprehensive marketing solutions. We work primarily with business services firms—usually ones with fewer than 100 employees—that are serious about growing.

START YOUR WEBSITE PROJECT TODAY!

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