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Positive Results Case Study



Yargus Manufacturing: Marketing Efforts Realize One-Year Sales Increase of 38% and Still Growing

Problem

Larry Yargus, owner operator of Yargus Manufacturing, Inc., Marshall, Illinois, discusses his company and the success of its marketing efforts. Yargus produces the Layco product line of fertilizer and salt handling equipment, which celebrated its 40th anniversary in 2008. Layco's fertilizer equipment line includes blending equipment and conveying systems to unload rail and trucks.

"The biggest problem or challenge is our product line is so huge, and to get that message across through our distribution network to our customers would take many pages of advertising," Yargus explained.

Solution

"If I have a customer call me and ask me about a piece of product, the first thing I'll do is say, 'Do you have a computer in front of you? Go to my web site.' And if we're talking about a certain piece of equipment I'll say, 'Go to that area on the web site,' because the web site is very user friendly. You can go from one product line to another. We also have a lot of pictures of different installations that we can go to and we can show. So it's a great selling tool.

"At our outdoor MAGI show in August, it's always hot. We decided to get a 50 by 40 tent and we had an Internet cafe and served free sodas and tea and snacks, and we were busy. We were probably busier than our competitors because guys were coming in checking their emails, sending emails, looking at web sites, and we're very happy with that. That's one example of something we've done.

"MillerWhite, the agency, does all of Yargus Manufacturing's promotions and marketing, from the web site to the advertising to the literature, and everything ties together. It's a nice, neat package. I don't believe in doing things in-house and trying to save the 15% commission, because we have no idea what we're doing."

Results

"In the last, I guess it would be 16, 17 years, we've grown in sales to, this last year, almost \$12 million. It's not a big company, but we've had a good, steady growth up until 2007, when we had a 38% increase in growth. In this last year we've had about a 10 to 15% increase in growth.

"In 1984, we sold our first piece of equipment overseas – it went to England. This last year we've sent machines to Australia. We've got machines going to Argentina, Uruguay, Honduras. We've got equipment that's gone to England. We have done a good job through our web site, through our marketing, going to international conferences. We have agents in probably 15 countries, and it's getting close to 20% of our gross sales."