



Businessmagnet helps die casting specialist to address a dramatic drop in turnover and create new opportunities



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The UK's leading online Business to Business directory



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Anthony Pateman
Sales Director
RD Castings

www.rdcastings.co.uk

RD Castings was established in 1976 as a precision non-ferrous casting firm. The company produces engineering components for a wide and diverse range of industry sectors. The primary objective of the company is to produce superior quality components to satisfy the ever increasing demands for high quality precision engineered products.

Facilities offered by the company include: high pressure vacuum die casting in zinc and aluminium alloys; gravity die castings and CNC machining with 3-dimensional co-ordinate measuring. The company is also ideally structured to produce one-offs and prototypes in all material specifications in advance of full-blown production runs.

Following a significant downturn in revenue during the second half of 2009 due to the credit crunch and economy, the family run business has looked to place increased focus on other areas of expertise to open up new revenue streams.

Anthony Pateman, Sales Director at the Mildenhall based firm stated “We are putting a lot of business development effort into sub-contracting our CNC Milling and Turning capabilities. Previously we would only machine products where we had manufactured the die casting - our high speed CNC Milling equipment used to be fully utilised with our own castings. Since the downturn, we are concentrating more on finding sub-contracted business for those machines to utilise the capacity we have”.

Mr. Pateman added “Up to the second half of 2008 we did a lot of work with some of the leading of construction equipment manufacturers. When that sector ran into difficulty, our order book was directly effected - our turnover dropped dramatically in the space of 2 weeks.

Previously we scheduled work up to 18 months in advance, so it was not short-term business. With that degree of drop in revenue we had to make drastic changes to stay profitable, which was difficult but it has certainly paid-off - we have not made any financial losses during that difficult period. That business is now starting to come back, so we are now in a position where we are starting to re-employ, which is great news”.

Using the right equipment for the job

“All our equipment is state-of-the-art, our machines are from the world’s leading manufacturers and each is the Rolls Royce of its type in engineering terms. We have also increased our capabilities for very high volume work by utilising our partners in the use of fully automated sliding head machines. Because of the incredibly high speed of these machines, we are highly competitive on costs” says Mr. Pateman.

Adapting to the business climate

Mr. Pateman added “Nearly all of our business used to come from word of mouth referrals or people moving around within the industry. But when things



“Our advertising with Businessmagnet has definitely addressed the challenge we faced with marketing ourselves to the right audience, we get 5 to 10 really good quality sales opportunities each month from our activity”

Anthony Pateman
Sales Director
RD Castings

ADVERTISING WITH BUSINESSMAGNET

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Businessmagnet offers various advertising packages to suit both budget and desired level of coverage.

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slowed down so dramatically, we realised that we needed to actively look at how to promote the business. We felt like the world’s best kept secret really.

Since we made the connection with Businessmagnet and started advertising, our business has really taken-off. It is certainly working because we get some really good enquiries - it has been a good move and one that we want to push even harder in the future”.

“We have been guided by our Businessmagnet account manager on how to get our name elevated in search results for the keywords and terms that we need to be associated with. I can talk to him on the same level and we have a particularly good relationship, so I have enough faith and trust in him that his advice is the correct and proper route to take - from that point of view I am very happy” said Mr. Pateman.

He added “My view is that buyers predominantly use a search engine to find a supplier and if you can’t get on the first page or second page at worst, you are wasting your time really”.

Maximising impact with three types of activity

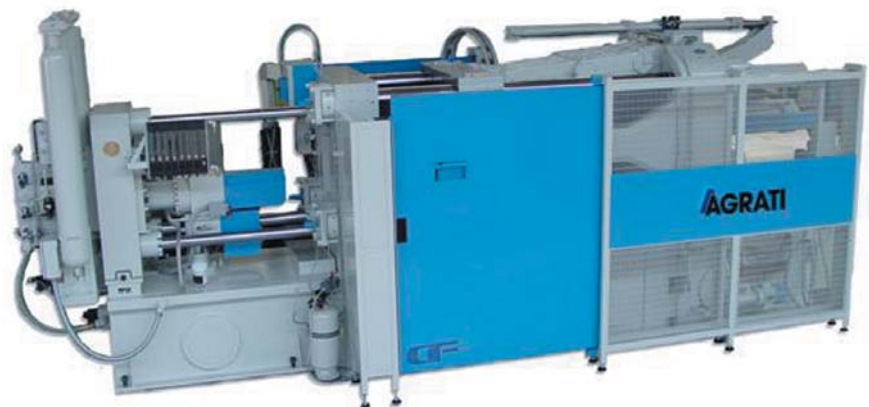
Commencing activity in 2008, RD Castings utilise three Businessmagnet advertising options within their campaign:

- **An Enhanced Listing Plus**

A cost-effective solution which boosts the position of the listing to ‘recommended’ status and includes a mini client defined description in each product and service category the company is listed in.

- **Magnet Links**

Targeting certain keywords or phrases - Magnet Links are unique to Businessmagnet, guarantee a minimum of 50,000 impressions per month and are key to a successful search engine optimisation strategy.



One of the two CF Agrati CF 350 ton Cold Chamber H series die-casting machines used by RD Castings to deliver high productivity and excellent quality for their customers

