



Marketing Resource Group
Integrity. Collaboration. Results.



AEROSPACE INDUSTRY ASSOCIATION OF MICHIGAN

CASE STUDY

the opportunity

Aerospace is one of Michigan's best kept industry secrets. But, with the creation of the Aerospace Industry Association of Michigan (AIAM), this membership-driven organization is changing the conversation and growing and exposing the industry to new levels.

how we got there

From its early stages, AIAM has retained MRG to elevate and promote the aerospace industry. From website updating, quarterly newsletter development and a membership directory - which included a visual directory and an online searchable database - MRG's role is to continue to raise awareness of this growing and sustainable industry that is critical to Michigan's economy.

the results

Within the first two years of existence, AIAM's team has grown the Association into a membership of nearly 100 statewide members, representing over 100,000 jobs in the aerospace industry in Michigan.

QUOTE

"Michigan has a rich history in the aerospace industry but it rarely has been touted. Our partnership with MRG has helped us reach new levels to ensure we are promoting the benefits and opportunities that exist within marketing this industry both in Michigan and beyond our state borders."

Tony Vernaci
President, AIAM

Services Provided by MRG



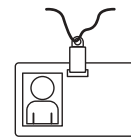
Website Updating



Content Development



Newsletter Distribution



Creating/Updating/Publishing
Monthly Membership Directory



Development of Searchable
Membership Online Database