

# MARKETING OVERVIEW

**Industrial  
Indexing  
Systems, Inc.**



**Creating complete systems  
to solve your motion  
control needs**

**2025**

# AIMG



## Review of B2B Digital Marketing Brand Awareness Plan

- ~ Web Site
- ~ Content Development
- ~ SEO
- ~ Lead Generation
- ~ SharpSpring Platform
- ~ Call Tracking
- ~ IIS InMotion Newsletter
- ~ Data Mining

**AIMG** drives growth forward for industrial companies and associations through lead generation and business development.

They have over 25 years of experience in web applications and integrated marketing





# AIMG/IIS IN-MOTION NEWSLETTER

## NEWSLETTER:

~ Quarterly and Linked to the [IIS Blog](#)

~ Digital Mailing:

- Existing customers
- Repair customers
- Digital leads
- Data mining lists
- Representatives
- IIS Employees

~ Reps Receive:

- SharpSpring statistics tracking report
- Unique Click Through Leads report in Excel format
- Link to newsletter

Leads are considered to be qualified and we would appreciate your follow up along with feedback to: [sales@iis-servo.com](mailto:sales@iis-servo.com) or [tinae@iis-servo.com](mailto:tinae@iis-servo.com)



# AIMG/DATA MINING

## EMAIL NEWSLETTERS:

- ~ We are working closely with AIMG to tailor comprehensive, goal-oriented email marketing campaigns that will touch every aspect of our sales funnel.
- ~ Email marketing helps to create more of an efficient lead generation.
- ~ Reps receive:
  - SharpSpring statistics tracking report
  - Unique Click Through Leads report in Excel format
  - Link to email campaign
  - Leads are considered to be qualified and we would appreciate your follow up along with feedback to:  
[sales@iis-servo.com](mailto:sales@iis-servo.com) or [tinae@iis-servo.com](mailto:tinae@iis-servo.com)





# AIMG/REPRESENTATIVE DIRECTORY

Our Representative Directory displays each rep company with their logo and 'About' text.

[NEWS](#)
[REPAIR PORTAL](#)
[CAREERS](#)
[CONTACT US](#) 85.924.9181

[PRODUCTS](#)
[APPLICATIONS](#)
[ABOUT](#)
[SUPPORT](#)
[REQUEST FOR QUOTE](#)

**CONTACT US**  
HOME > CONTACT US

LET'S SOLVE YOUR MOTION CONTROL CHALLENGES.  
Call us at 585.924.9181 or submit the form below, and one of our knowledgeable Motion Control Experts will contact you shortly.

**FIND A LOCAL REP**

First Name \*  Tina  
 Last Name \*  Ebmeyer  
 Title \*  Sales/Marketing Asst  
 Company Name \*  IIS  
 Email \*  tinae@iis-servo.com  
 Office Phone Number \*  (585) 924-9181

Country \*  United States  
 Street \*  #N/A  
 City \*  State \*  Zip \*  #N/A

Comments \*

**SEARCH NOW >>**

**SUBMIT**

<p><b>ASSOCIATED CONTROLS, LLC</b></p> <p><b>Areas Served</b></p> <p>Delaware, District of Columbia, Eastern Pennsylvania, 169 - 196, Maryland, New York, 100 - 119, 125 - 126, New Jersey</p> <p><b>CONTACT REPRESENTATIVE</b></p>	<p><b>INDUSTRIAL INDEXING SYSTEMS</b></p> <p><b>Areas Served</b></p> <p>US States: Alaska, Arizona, California, Connecticut, District of Columbia, Delaware, Guam, Hawaii, Idaho, Kansas, Kentucky, Massachusetts, Michigan, Maryland, Maine, Minnesota, Montana, Nebraska, North Dakota, New Hampshire, New Jersey, New York, Nevada, Ohio, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Dakota, West Virginia, U.S. Virgin Islands, Vermont, Washington</p> <p>Additional Areas: Canada</p> <p><b>CONTACT REPRESENTATIVE</b></p>	<p><b>ROCK AND ROLL REPS, LLC</b></p> <p><b>Areas Served</b></p> <p>Alabama, Florida, Georgia, Iowa, Minnesota, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia</p> <p><b>CONTACT REPRESENTATIVE</b></p>
<p><b>NEW AGE INDUSTRIAL SALES</b></p> <p><b>Areas Served</b></p> <p>Colorado, Utah, Wyoming</p> <p><b>CONTACT REPRESENTATIVE</b></p>	<p><b>SATEK ENGINEERED COMPONENTS</b></p> <p><b>Areas Served</b></p> <p>Illinois, Indiana, Wisconsin</p> <p><b>CONTACT REPRESENTATIVE</b></p>	<p><b>MOTORS, DRIVES &amp; GEARS + CONTROLS</b></p> <p><b>Areas Served</b></p> <p>Arkansas, Louisiana, New Mexico, Oklahoma, Texas</p> <p><b>CONTACT REPRESENTATIVE</b></p>
<p><b>EXIOM G&amp;L LIMITED</b></p> <p><b>Areas Served</b></p> <p>Europe</p> <p><b>CONTACT REPRESENTATIVE</b></p>	<p><b>EDGAR LINDO</b></p> <p><b>Areas Served</b></p> <p>Mexico, Central America, Caribbean and South America</p> <p><b>CONTACT REPRESENTATIVE</b></p>	

**INDUSTRIAL INDEXING SYSTEMS**

**Areas Served**

US States: Alaska, Arizona, California, Connecticut, District of Columbia, Delaware, Guam, Hawaii, Idaho, Kansas, Kentucky, Massachusetts, Michigan, Maryland, Maine, Minnesota, Montana, Nebraska, North Dakota, New Hampshire, New Jersey, New York, Nevada, Ohio, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Dakota, West Virginia, U.S. Virgin Islands, Vermont, Washington

Additional Areas: Canada

**CONTACT REPRESENTATIVE**

Example of a Social Media Posting for each rep

**IIS**  
Industrial Indexing Systems, Inc.

IIS continues to expand its US coverage for your Servo Motion Control needs with the partnership of our National Sales Representative...

**DEPCO**  
Diversified Electrical Products Co.

Covering the U.S. states of Kentucky, Michigan, Ohio, Western Pennsylvania, West Virginia and Ontario in Canada

Since 1972, DEPCO has helped grow the markets of manufacturers through meaningful connections within significant distribution channels, OEMs, CMs, and end-users alike. Their line of manufacturers offers a variety of specialized components for a wide range of industries, along with solutions to problems and dependable representation for your company.

**FIND A LOCAL REP**

**IIS** INDUSTRIAL INDEXING SYSTEMS

**SEARCH NOW >>**

**INDUSTRIAL INDEXING SYSTEMS**  
HOME > REPRESENTATIVES > UNITED STATES > DISTRICT OF COLUMBIA > INDUSTRIAL INDEXING SYSTEMS

**YOUR IIS REPRESENTATIVE**

Mike Hupf  
P View Phone Number  
Address: 626 Fishers Run, Victor, NY 14564  
Website: https://www.iis-servo.com/

Industrial Indexing Systems brings state-of-the-art servo system products to practical use on the factory floor. Whether it is a complete turnkey system or servo components, commitment to quality products and personalized support is unsurpassed.

Our products:

- Emerald Automation Controllers
- Emerald Servo Drives
- Emerald Motion Software
- Emerald System Accessories
- EMax Positioner - Drive
- Luminary Motion Controllers
- Luminary Servo Drives
- Luminary Stepper Motors & Drives
- Shibaura Machine Products
- Brushless Servo Motors

Let's discuss how you can achieve your equipment needs. Please fill out the form below.

First Name \*  Tina  
 Last Name \*  Ebmeyer  
 Title \*  Sales/Marketing Asst  
 Company Name \*  IIS  
 Email \*  tinae@iis-servo.com  
 Office Phone Number \*  (585) 924-9181

Country \*  United States  
 Street \*  #N/A  
 City \*  State \*  Zip \*  #N/A

Message \*  RE-TESTING 1 2 3...I have updated the contact information with Joe's name and email address. CHEERS...Tina Ebmeyer, Sales/Marketing Associate

**SUBMIT**

# IIS SOCIAL MEDIA



**IIS** INDUSTRIAL INDEXING SYSTEMS

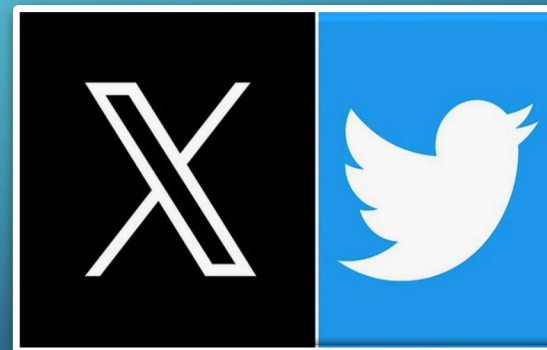
SPECIALIZING IN SERVO MOTION CONTROL HARDWARE AND SOFTWARE

The image shows the IIS logo, the text 'INDUSTRIAL INDEXING SYSTEMS', and five circular icons representing different industrial hardware components. Below these is the text 'SPECIALIZING IN SERVO MOTION CONTROL HARDWARE AND SOFTWARE'.



**Alignable**  
The Small Business Spam Network.

The image shows the Alignable logo, which consists of a stylized 'A' icon followed by the word 'Alignable' in a white serif font, and the tagline 'The Small Business Spam Network.' below it, all on a purple background.





# AVAILABLE IIS MATERIALS



For our latest and greatest literature please refer to our website:

- [Product Brochures](#)
- [White Papers](#)

From here you can download in a PDF format

If needed, we do have a small supply of printed material in-house



IIS Press Kit...NEW separate URL: <https://www.iis-servo.com/press/>

You will find images and a variety of materials that you are free to use.

Please contact Tina Ebmeyer, Sales/Marketing Assistant directly at:

[tinae@iis-servo.com](mailto:tinae@iis-servo.com) if you need additional help, information

or materials.

# IIS IN-MOTION NEWS REPORT

Our bi-annual news report is a communication tool that has been created for our Representatives.

You will find the latest marketing/sales news, website updates, product information, and more.



Latest Issue:

[February 2025](#)



# WEBSITE GUIDELINES ON HOW TO REPRESENT IIS

- Various sales/marketing materials are available to download directly from our [IIS Press Kit](#) for you to use
- We will co-ordinate with your website developer to streamline a set-up
- The option of linking to your Representative page is also available

## Basic Listing Idea:

Choose a logo, here are samples:

Location: [Press Kit](#) and go to 'Digital Artwork-Logo Images'



## **IIS URL Link:**

For more information on IIS visit: <https://www.iis-servo.com>

OR we can create a link for your website pointing to a custom Landing Page

## **IIS Description:**

Location: [Press Kit](#) and go to 'Product/Services Fact Sheets'

Industrial Indexing Systems Designs, Manufactures, and Specializes in Servo Motion Control. Our systems are designed to suit any application based on customer needs. IIS's servo motors, drives, and motion controllers provide automation system solutions and are used in the most demanding applications requiring high performance, high-quality positioning accuracy, high reliability, and energy efficiency.

Industrial Indexing Systems is proud to be a members of:

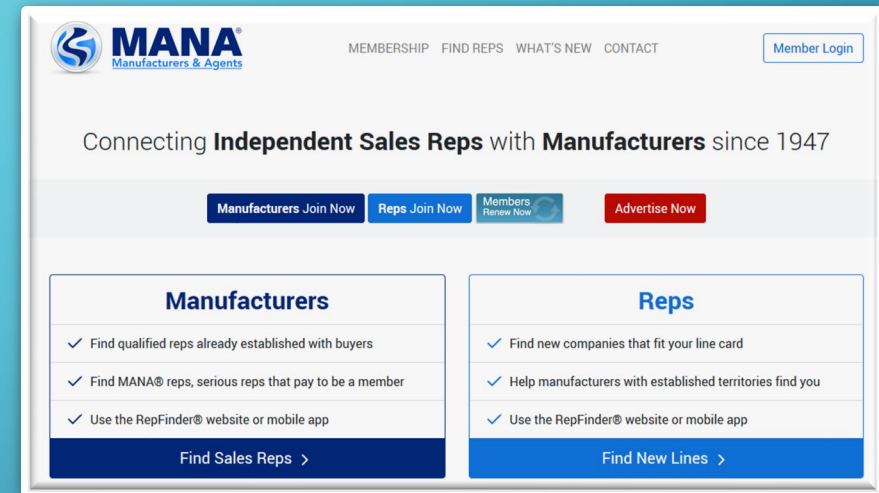
- ~ Open DeviceNet Vendor Association (ODVA)
- ~ SERCOS North America (SERial Realtime COmmunications System)
- ~ CC-Link Partner Association
- ~ EtherCat Technology Group
- ~ A3 Association for Advancing Automation
- ~ MANA (Manufacturers & Agents)

Industrial Indexing Systems is also the exclusive North American Distributor for TOEI Electric Co., LTD. Velconic, Shibaura Machine Co., LTD. TOSHIBA MACHINE CO., LTD. X SERIES SERVOS.

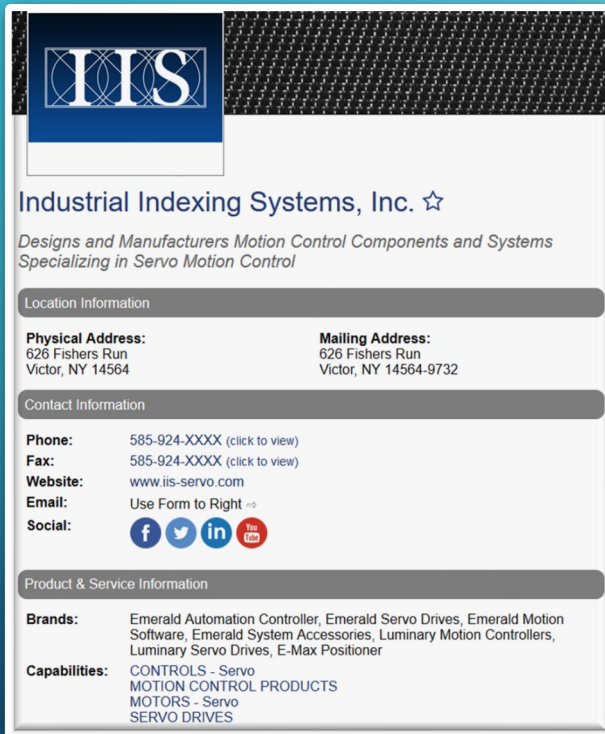
# MANA - MANUFACTURERS AGENTS NATIONAL ASSOCIATION

## Sales Tool:

- MANA is the trade association for professional manufacturers' representatives and those who aspire to be professional representatives
- Member since January 2020



# MNI – MANUFACTURERS’ NEWS INC







**IIS**

**Industrial Indexing Systems, Inc. ☆**  
*Designs and Manufacturers Motion Control Components and Systems  
Specializing in Servo Motion Control*

**Location Information**

<b>Physical Address:</b> 626 Fishers Run Victor, NY 14564	<b>Mailing Address:</b> 626 Fishers Run Victor, NY 14564-9732
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**Contact Information**

**Phone:** 585-924-XXXX (click to view)  
**Fax:** 585-924-XXXX (click to view)  
**Website:** [www.iis-servo.com](http://www.iis-servo.com)  
**Email:** Use Form to Right →  
**Social:**    

**Product & Service Information**

**Brands:** Emerald Automation Controller, Emerald Servo Drives, Emerald Motion Software, Emerald System Accessories, Luminary Motion Controllers, Luminary Servo Drives, E-Max Positioner

**Capabilities:** CONTROLS - Servo  
MOTION CONTROL PRODUCTS  
MOTORS - Servo  
SERVO DRIVES

## On-Line Listing:

- Industry Net - the industrial search engine
- Company listing
- Link to IIS web site
- Member since 1998

## Print Listing:

New York manufacturers Register





# A3 ASSOCIATION FOR ADVANCING AUTOMATION

(MCMA – MOTION CONTROL ON-LINE)

## On-Line Listing:

- Global Motion Control Trade Association
- Founded in 2006 and developed to advance the global understanding and use of motion control and related automation technologies to help our member companies and the industry grow. Also offer webinars.
- [Company profile](#)
- Link to IIS web site
- Member since 2017



# NEED HELP?...REACH OUT

Please contact Tina Ebmeyer, Sales/Marketing Assistant if you need additional help, information or materials directly at: [tinae@iis-servo.com](mailto:tinae@iis-servo.com) or call: (585)924-9181



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