

## Case Study

### **“www.ManufacturingIsCool.com” Society of Manufacturing Engineers**

#### **Situation:**

The **Society of Manufacturing Engineers** (SME) promotes careers in manufacturing and engineering through their ManufacturingIsCool.com website.

The Education and Development Division of the SME asked **White Associates** to develop and market this important site.

#### **Objective:**

The goals of this important website were to promote the importance and desirability of careers in engineering and manufacturing. The site’s content and functionality were to assist teachers and students in learning about careers, income, schools, and technology programs.

#### **Solution:**

**White Associates’** site plans and content enabled the SME to realize a very high CTR. This site successfully promoted the importance and desirability of engineering and manufacturing careers.

Content and site communications plans were developed in order to assist teachers and students learn about manufacturing.

Specifically, engineering careers, salary information, accredited schools with manufacturing engineering/technology programs and interesting articles about people in engineering careers are covered within the site.



**www.ManufacturingIsCool.com**

*This has been a very popular and successful program for both students and teachers.*

