CROW FLIES

GROWTH SYSTEMS

FIELD REPORT / LACO.01

26 NOVEMBER 2026

LACO GROUP

COMPLEX MACHINERY. CLEARER CONVERSATIONS.

WEBSITE / CONTENT / EMAIL / OPERATIONS



LACO WEBSITE ARTWORK / ILLUSTRATIVE PRODUCTION LINE

A connected digital platform and communications programme for an industrial machinery partner. Clearer buyer journeys, useful technical content, researched email planning and the systems behind the conversation.

LIVE WEBSITE + DELIVERED TOOLS & CAMPAIGN ASSETS

A CROW FLIES PROJECT CASE STUDY

EXPERTISE, EASIER TO EXPLORE.

LACO combines machinery supply, system integration and ongoing support. A buyer might arrive with a manufacturer in mind, an industry requirement or a process problem. The new website gives each of those starting points a route forward.

16
SUPPLIER PROFILES

9
INDUSTRY JOURNEYS

60+
ARTICLE TITLES

The offer, made clearer

We rebuilt the former WordPress site with dedicated journeys for machinery supply, smart automation, and service and support. Enquiry routes collect context for the next conversation.

Several ways into the expertise

Partner profiles, manufacturer locations, nine industry journeys and machinery-by-function navigation help buyers explore the offer through their own application.

Useful answers before a quotation

Technical articles explain capacity, commissioning, changeovers, OEE, maintenance, hygiene and integration. Page metadata, canonical URLs, sitemap work and relevant structured data support that content in search.

Counts reviewed 26 November 2026. The resource count describes more than 60 distinct article titles; it is not a claim of unique pages for every stored record.

RESEARCH FIRST. THEN REACH OUT.

Complex B2B sales involve several people and a considered handover into engineering. We prepared account research, personalised email copy, useful content and a rolling-wave launch plan around that reality.

20 ACCOUNTS

2 WAVES / 14 DAYS APART / 3 STAKEHOLDER ROUTES

DAY 01 — Open the conversation

An account-specific opening tied to a relevant production requirement.

DAY 06 — Bring something useful

A value email with a practical resource to support internal discussion.

DAY 13 — Qualify the requirement

Confirm the application, timing and people involved before technical escalation.

DAY 20 — Review the next step

A second conversation or review, guided by the account's response.

DAY 29 — Close the loop

A clear close-out message that leaves a useful route back to the team.

Marketing prepares the research, copy and assets. LACO sales owns replies, calls and relationships. Engineering enters after qualification. A positive response moves into a human conversation.

STRATEGY & COPY PREPARED / SENDING CURRENTLY PAUSED

KEEP THE NEXT ACTION VISIBLE.

The platform supports the people doing the work: maintaining information, following up enquiries, reviewing opportunities and presenting the same brand in everyday emails.

Enquiries and CRM

Separate sales and service stages. Assigned owners, next actions, due dates, notes and indicative opportunity values. Test and spam classification helps keep reporting useful.

Editing and reporting

A consolidated admin area, visual blocks, draft and publish controls, preview sizes, saved revisions, permission-based access and a written guide. Analytics views support reports and exports.

12

PERSONALISED TEAM SIGNATURES

We corrected border and spacing behaviour, retained individual contact and service links, added save-contact QR routes and supplied HTML and Word installation files.

Documented checks cover all 12 files, Gmail light and dark drafts, delivered-message links and image references, and locally rendered Word files. Final appearance still depends on review in the installed email client.

AI-assisted article, LinkedIn and newsletter preparation tools were built. Current campaign publishing and newsletter activation remain paused.

MAKE THE CONTENT WORTH A LOOK.

Production decisions become clear visual hooks: product behaviour, wear parts, film changes and packaging formats. LACO navy, white and orange carries through the six-week social pack.







DELIVERED LACO CAMPAIGN ARTWORK / APPLICATION ILLUSTRATIONS

18	54	3
VISUAL CONCEPTS	CAPTION VARIANTS	SOCIAL CHANNELS

Graphics, caption files and a review document were delivered for Facebook, Instagram and LinkedIn, including Christmas and New Year content. Delivery of assets is verified; publication of the posts is separate.

A CLEARER PATH INTO THE BUSINESS.

A live website, a substantial technical resource library, clearer supplier and industry discovery, and tools for the team behind it. Researched email planning, personalised copy, signatures and social creative connect the work beyond the homepage.

Recorded activity / August–September 2026

1,162	5,090	89
GA4 SESSIONS	LINKEDIN IMPRESSIONS	LINKEDIN CLICKS

Archived report reviewed 13 October 2026. These are historical recorded totals, not a before-and-after improvement, attributable sales result or campaign return. Partial October tracking was inconsistent and is excluded.

Delivery and current status

The LACO website is live. Broader campaign sending and newsletter activation are currently paused. The social pack has been delivered. Signature files have passed documented checks, with installed-client review the final acceptance step.

WHAT SHOULD YOUR WEBSITE DO NEXT?

Start with the decisions your customers make and the work your team needs to do behind the scenes.

crowflies.com.au/clients/laco