



CASE STUDY #1

WELKE CUSTOMS BROKERS USA

MARKET ENTRY: CLEVELAND



THE MISSION

Momentum client Welke Customs Brokers USA expanding from its Tonawanda, NY headquarters to the Cleveland market.

THE CHALLENGE

Moving into a brand new market in search of prospects, needing to build relationships

ENTER MOMENTUM

Working closely with Welke USA on their multi-market growth strategy and starting in Cleveland, over the course of a few years Momentum helped to build a market entry strategy, built on a strong foundation of relationship building. Through strategic investment of both time and sponsorships, Momentum worked with Welke USA to create strong relationships with key organizations in the Cleveland market, including the Council for Smaller Enterprises (COSE), the Greater Cleveland Partnership, WireNet and the Akron Chamber of Commerce.

THE RESULTS

Momentum's customization and implementation of Welke USA's member relationships and sponsorship investment strategy allowed each of these organizations in return provide essential contacts and resources enabling Welke USA to get into rooms they might not otherwise be, and secure clients allowing for a robust market entry. Through these relationships, Welke USA was able to raise the profile of its Cleveland arrival with a grand opening party at a Cleveland Indians game at Progressive Field. In addition, Welke USA President & CEO Damon Piatek (a Western New York resident) was even asked to sit on the executive board for COSE. Today, Welke USA enjoys a strong relationship with these organizations as its presence in the Northeast Ohio market continues to grow, and similar programs have now been put into place for Welke USA in additional markets, including Pittsburgh and New York/New Jersey (2019) and Tampa (2020).

Learn more at www.momentumforbusinessgrowth.com