SmartMove Conveyor
Paula Wright ’89

Company Facts
• Manufacturer of modular easy-to-use portable conveyor systems with end-use product covering multiple vertical B2B markets
• Product is custom-made from modular parts, allowing for fast order turnaround
• Custom process allows SmartMove to “tailor” the conveyor system to specific client needs, while allowing the system to be expanded easily with new components/conveyors

SmartMove in 1997
• PHD SmartMove Conveyor starts manufacturing conveyor systems
• Company employs 130, including 10 direct sales reps
• Paula Ainsworth begins working summers at PHD SmartMove during high school
• PHD SmartMove begins e-commerce presence

SmartMove Today
• 25 years in production
• AMA Engineering purchases SmartMove
• Company employs 11 full-time
• 50 distributors
• No direct sales reps
• Paula Ainsworth, now Paula Wright, runs the company
What has changed?

- Websites and e-mail have replaced catalogs and sales reps
- Google has replaced the Thomas Register
- For SmartMove, replacement of sales reps with website has reduced overhead, increased profit margin
- Addition of distributors means more “sales outlets” that require less “hand holding”

Website Evolution

- Website has evolved from static AOL-days

Website Evolution

- 2003 — first contact form
- 2005 — first CPC campaign
Website Evolution

• 2008 — first “shopping cart”

Website Evolution

• 2011 — use of video to showcase product

Marketing Philosophy

• Marketing is restricted to media “where we can compete”
• Marketing campaign is focused on a hit-or-miss approach to search engine queries
• If they’re searching for it, they’re either a first-purchaser, or unhappy with current vendor/manufacturer
• Chose the one marketing medium that covers all vertical markets: Google

E-commerce Marketing

• SmartMove does not require its own IT staff
• SmartMove brings “tools” to the table to get the job done
  – Web developer
  – SEO service
  – Google Adwords campaign
E-commerce Marketing

• What’s important
  – Listening to customer feedback (good and bad), and passing that along
  – Listening to the ‘techies’/allowing them to do their jobs
  – IT and advertising are investments that must generate a return (higher sales/lower costs)
  – The ‘what’ and the ‘how’ are negotiable
The UMD Legacy

- Paula Ainsworth-Wright graduated in 1989 from UMD with a BS in Marketing
- While at UMD, the entrepreneur started AMA, later earning a PhD.
- She was encouraged to merge the two companies.

- Due to a rapid growth trend in automation, the decision was made that AMA Engineering would acquire SmartMove Conveyor and attempt to target the automation industry with conveyors that are utilized in the Medical, Optical, Pharmaceutical, Food and Packaging industries.

- Automation is an industry that is on the rise more than ever, due to 2008 economy crash.
- The acquisition was a corporate growth strategy that has increased website visitors and sales.
- The company had its best August sales in 5 years in 2010, and the highest profit margin in the history of SmartMove Conveyor.

- AMA SMARTMOVE CONVEYOR, LLC continues to receive support from UMD E-Commerce conferences and its members.