



SOCIAL AMPLIFICATION

[Makino on Facebook](#)



A global manufacturer of machine tools, Makino faces a tough target audience: engineers. It also faces tight competition because it sells high-end, premium-priced products. A serious investment, Makino must clearly communicate its value proposition.

The strategy behind Makino's Facebook page is to amplify its "Make What Matters" (MWM) advertising campaign, which elevates the customer to the role of hero as it celebrates and enables the people/engineers who produce with Makino equipment the toughest parts that matter. The Facebook platform shares Makino's unique voice and point of view, its take on industry news and trends to watch. The page is updated at least once a day, sometimes more. Even more significant, it drives conversation with customers about what is important to them.

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