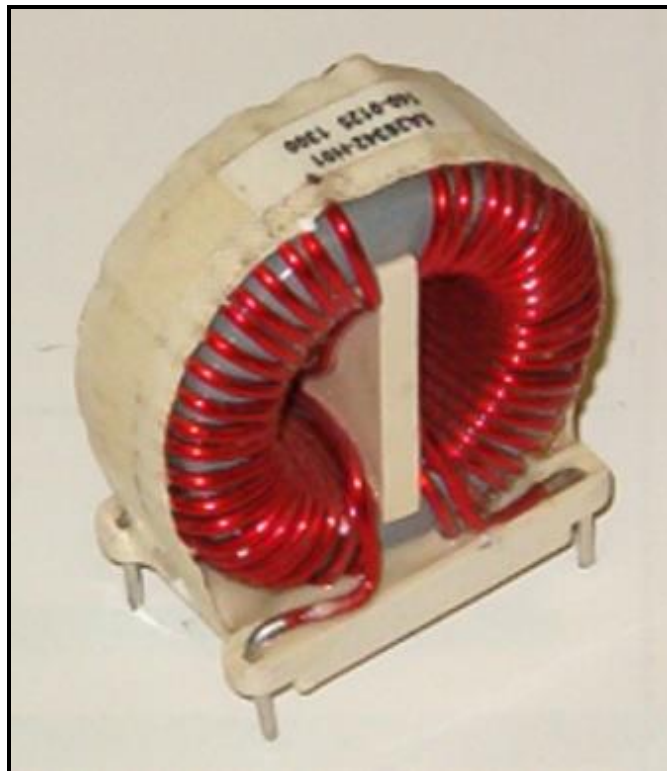




Butler Winding

Case Study:

Custom Products = Unique Value



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Focus: Custom electronic assembly manufacturing

Butler Winding is a precision manufacturer and supplier of custom electronic transformers and custom inductors. As a custom manufacturer of electronic assemblies, Butler Winding knows all-to-well how challenging it can be to find the right customers.

Jay Smith, Vice President of Operations explains, “before we started to do business with Cazbah we just had a basic Web presence. We worked with a local guy who developed a simple website for us. But most, if not all, of the contacts and leads that we got through our previous website turned out to be things that we couldn’t do and they were totally unqualified.”

*Be the company
online that they come
to after they’ve tried
everyone else.*

Butler Winding’s 15 employees serve a variety of markets and industries including, manufacturers of medical equipment, specialty instruments, control equipment, power supplies, railroad industry equipment, military equipment, communications equipment, aeronautics and industrial equipment.

Since 2009 Cazbah has been helping Butler Winding find the right customers online for their custom electronic products. “Our business is made up of the stuff that you just can’t find anywhere else,” Jay commented. “Everything that we do is custom. That’s what makes us so unique.”

He went on to say, “When people come to us, they’ve typically been to all the other places that have things off-the-shelf and when they can’t make that work or if it doesn’t fit, well that’s when they call us.”

The Cazbah solution

Butler Winding signed up with Cazbah in 2009 and for the past 6 years they have reaped the benefit of a web presence that truly demonstrates their unique value to their customers.

Among the items Cazbah provided:

- **Comprehensive website design.** Cazbah developed a content rich, results oriented website, that is chock-full of useful information that Butler Winding’s customers can reference in their decision making process. Application specific webpages are complimented by a wealth of electrical theory articles, product manufacturing videos, a robust FAQ (frequently asked questions) section and downloadable PDF data sheets.
- **Search engine optimization.** Content is king on the Internet especially if you intend to have your customers find you through a search engine. Cazbah continuously optimizes Butler Winding’s website to ensure that searchers can find the very specific custom electronics manufacturing information they are looking for. Jay commented that, “I can say for certain that our account manager has put in more time than I have getting our website designed and tuned so that we attract the right customers.”
- **Dedicated service and support.** Recognizing the challenges that were ahead of Butler Winding, Cazbah provided them with their very own Internet Marketing Expert. Jay explains, “our Cazbah Account Manager has spent a considerable amount of time getting to know us and our products and continuously improving our Website contents. There is no way that we could have accomplished what we have without the

*Content is King. Give
your customers what
they want, when and
how they want it!*

dedication of our Cazbah Account Manager and how much time was spent learning our products and our business.”

The Bottom Line

For Butler Winding, it’s all about getting the ‘right’ customers to contact them from their website. Jay explains, “**we are now getting 14 – 16 quote requests per month** with a similar number of contact us forms as well. **We also get upwards of 20 - 25 new phone calls per week from customers and prospects** who are calling us from our website.”

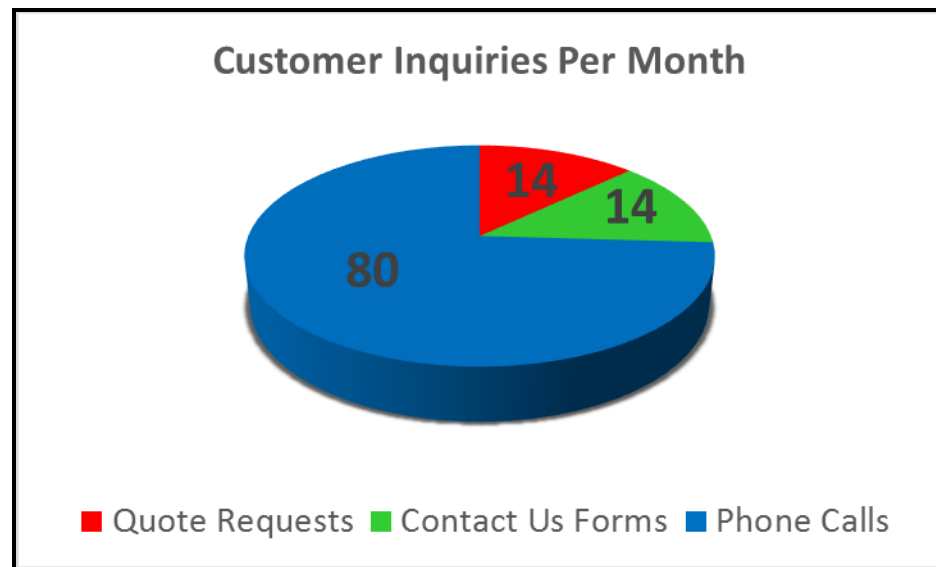
More qualified leads equals better quotes and bigger sales.

He went on to say, “our ability to get in front of the right customers is due in large part to the content on our Website. We’ve changed the content significantly and we’ve made the Website much more interesting to prospective customers.”

“It’s clear by the results that we are getting that our prospects and customers now have a much better impression of our company and the fact that we can do what they need done,” he said.

“All of this activity generates a tremendous number of quotes and proposals,” he explained. “This is very important to us because we need to do a lot of quoting to continue to win the business that we want.”

“Ever since we launched our new website in November of 2009 we have watched the number of visitors to our Website increase on a monthly basis,” he said. “This number just continues to climb as does the number of contact us forms and quote requests that we get.”



Lessons Learned

Jay Smith explains what he learned about Digital Marketing and the value of the dedicated account management support that he gets from Cazbah:

Cazbah's no 'gotcha' pricing made the decision a breeze.

- “We’ve been a Cazbah customer now for over six years and in that time Cazbah has done everything that they said they would without any gotchas or additional costs.”
- “The real proof that our Website is working for us is the fact that our business is growing. **Our sales are up more than 18% year-over-year.** It’s clear to me that we can attribute that to the performance of our Cazbah Website, our Account Manager and the work that they do for us on the Internet.
- “Our ability to get in front of the right customers is due in large part to the content on our Website. Cazbah has helped us change the content significantly and we’ve made the website much more interesting to prospective customers.”
- “It’s clear by the results that we are getting that our prospects and customers now have a much better impression of our company and the fact that we can do what they need done.”
- “I would strongly recommend Cazbah and I do so frequently. Cazbah has done an excellent job for us and it’s clear to me that they truly care about our business.”