



Foster Transformer Company

Case Study:

Go direct to the customer & build value.



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Focus: Manufacturer of electrical transformers

Born out of an entrepreneurial spirit, the Foster Transformer Company was established by Arnet Foster in 1937, out of his home in Wyoming Ohio, a suburb of Cincinnati.

The business continued under the family's ownership until it was acquired by the Kinetics Corporation in 1962. Herman Harrison Sr., president of Kinetics Corporation at the time, purchased the company in 1965. He continues to lead Foster Transformer Company to this day.

Herman Harrison, Jr., vice president of Foster Transformer Company, talks about the challenges he faces with growing the company, "the business has grown over the years but, getting our name out there with marketing and sales was always a challenge."

"We're a small player in our field, relatively speaking," he went on to say. "We don't have a big advertising budget to run ads in trade publications month-after-month."

"Prior to implementing our Cazbah solution, we went to market primarily through manufacturer's reps, Herm commented. "Our manufacturer's reps tended to call on accounts that were large enough to pay for their time."

*Manufacturer's reps
weren't cutting it for Foster
Transformer Company*

"The reps were generally selling 8 to 10 lines and we weren't getting a lot of mindshare." Herm went on to say that, "we weren't getting in front of the smaller OEMs (Foster Transformer Company's primary target market) with the manufacturer's reps."

Furthermore, when they did get a lead through the channel Herm commented that, "we would spend a great deal of time in engineering up front. By the time the customer was ready to cut the purchase order, the buyer already had his preferred source, or he shopped-it-out out to ten of our competitors and went with the lowest price. Clearly, we weren't getting our return on investment there," Herm concluded.

Cazbah has helped Foster Transformer Company better position themselves with their primary target market. "Cazbah has allowed us to get in front of a lot of the smaller OEMs. These customers tend to place more value on the services we can provide, not strictly the product or the price, Herm said."

"Cazbah has given us a chance to develop more of relationship with our customers," he went on to say. "They have gotten us away from the commodity mindset and positioned us as a specialty product and service company. Without a doubt, Herm said, "the sale of our transformers is the end result, but it's not the whole package, like it was in the past."

The Cazbah solution

Foster Transformer Company has seen their sales increase with Cazbah for seven years now. The marketing objectives that Herm Harrison Jr., had were clear: “Get us in front of the right customers and help us develop a long-term relationship with them.”

Cazbah delivers for Foster Transformer Company in the following ways:

- **Comprehensive website design & development.** Foster Transformer Company didn't just need a new website, they needed to more effectively position themselves with their target customers. Cazbah listened intently to the challenges that the company was facing and set about developing a dynamic, content specific website that would be well received by smaller OEMs.
- **Search engine optimization.** What good is it if you've got the best website in the industry if no one can find it? Cazbah makes sure that Foster Transformer Company's customers can find their website when they search for the specialty transformer solutions that Foster has to offer.

“We're learning to change the way we target our audiences through search engine optimization, based on the results we're getting or not getting,” Herm mentioned. “As we do so, we can see that we're cultivating inquiries, directly from our website or via the phone. We wouldn't have gotten these inquiries before. We wouldn't even have known about them!”

- **Market intelligence.** One of the other significant benefits that Foster Transformer Company has gotten from their relationship with Cazbah has been the market intelligence they have developed about the ‘needs’ of their customers. Herm comments, “our website provide us with market research. We don't just get inquiry forms for our existing products, we get inquiries from our target customers about their particular needs.”

Herm went on to say, “individuals will come to the website or call us, looking for a particular product, or talking about a product they already have, that isn't meeting their needs in some way.’ He went on to say that, “when we start hearing similar responses from multiple prospects, we can create a solution and put that out there on our website and make people aware of it.”

- **Dedicated service and support.** Having a dedicated account manager has been a God-send for Foster Transformer Company. “We have an account rep that is consistent who has been with us from the beginning. They took the time to learn and understand our business” Herm said. “It's a big time saver not having to bring someone new up to speed every couple of months.”

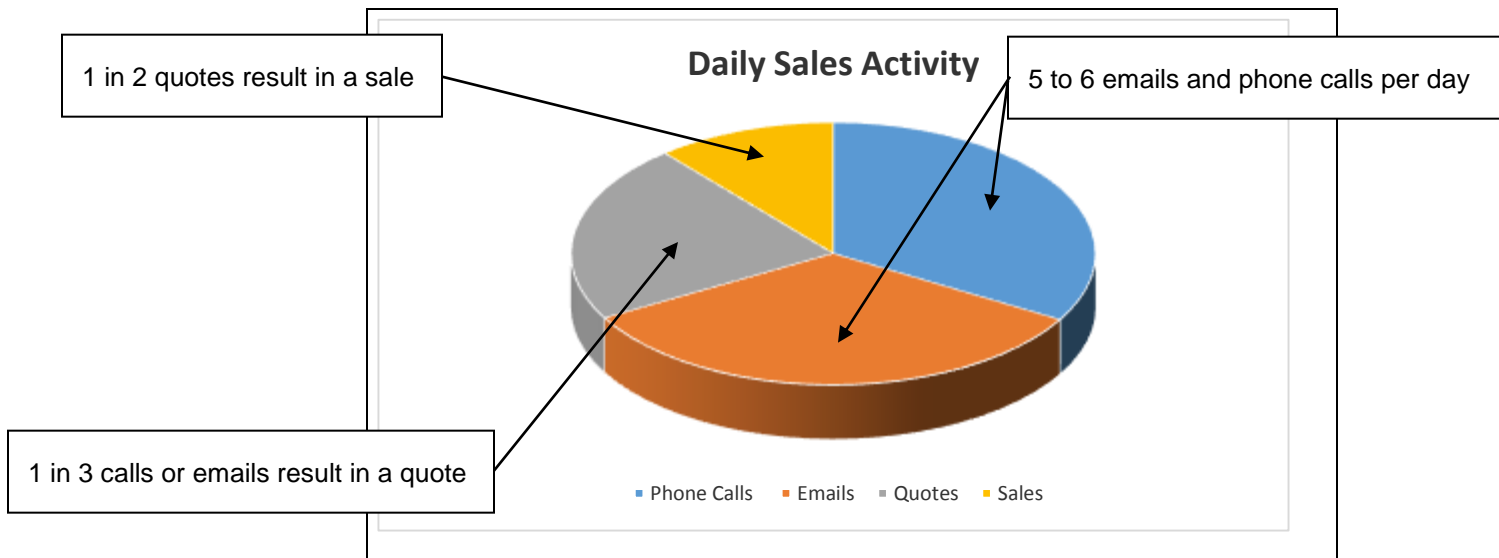
Learning more about your customer's needs, helps you solve their problems and become their go-to-guys.

The Bottom Line

Since 2008 Herm Harrison Jr., has seen the results that a comprehensive website solution by Cazbah can bring. "One of the great advantages the Cazbah solution has provided us is pre qualifies leads," he stated. "When someone calls us, we know they're actually interested in our products. They've got a real problem and they're looking for a solution. If we can help them, there is a very good chance that we can convert that discussion into a sale!"

"We are getting emails and phone calls every day. **We average 5 to 6 emails and phone calls** from new accounts, or potential new accounts, daily. Before Cazbah that might have been 1 or 2 phone calls per week," he said. "When we get an inquiry, we know that **1 in 3 will result in a quote and 1 in 2 quotes will result in a sale.**

"It's actually a little higher than that for our web inquiries because people who find us on the Web already know what they're looking for. They have an interest in our products and services based on their search activity," he went on to say. "We definitely have a higher conversion rate from our Web inquiries than we did for inquiries coming in from manufacturer's reps."



Lessons Learned

Herm Harrison Jr., knows that the Internet is the key to Foster Transformer Company's continued success. For seven years, he has trusted Cazbah to help him find his target customers and develop long-term relationships with them. Herm shared the following comments about his partnership with Cazbah:

This 75+ year old manufacturing company found 'new life' on the Internet.

- “Cazbah, has been the single best investment we've made, in terms of advertising. For about what you will pay per month for Cazbah, you might be able to run one trade publication ad. And if you're lucky, you might get one or two hits off of that ad. With Cazbah, you're going to get many more hits than you would from a single trade publication ad.”
- “Our Cazbah website develops sales leads and it gives us ideas. It's definitely been our best marketing investment.”
- “I wouldn't hesitate to recommend Cazbah to anyone who is looking for a website solution. They have a unique product and the way they help us go to market has changed us from a commodity to a specialty business.”
- “You know what your cost is going to be upfront. You're free to make as many changes as you need. You have an account rep that's going to be consistent. They're going to be with you for the long-term so, they learn and understand your business.”
- “Absolutely, I would highly recommend the Cazbah solution.”