



Holtgreven Scale

Case Study:

Higher quality leads result in double the sales.



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Focus: Commercial scale manufacturing, installation & service

One of the unique features of Holtgreven Scale & Electronics Corp., is their depth of experience and expertise with all phases of a scale project, from concept through installation and service.

It is not uncommon for the company to design a scale system, manufacture it, install it and in many cases, maintain it for life. This complete loop gives them the feedback that has resulted in a line of scales that have become the most durable and trustworthy on the market.

Len Holtgreven, company president talks about their website, prior to joining up with Cazbah in 2009, "Our situation on the Web before Cazbah was, we had a website that was homegrown. It generated leads but, they were really a lot of people who were just looking. There were really no good leads..."

Getting the right customers to your website, means the difference between sale : no sale

Getting people to visit your website is only half the battle. Making sure that they are the 'right' potential customers, who truly have a need for your products and services, is the other half. Len knew this all too well. He goes on to say, "I spent a lot of time putting out quotes, talking to people, but not generating sales."

Len can see the difference a Cazbah website solution has had on his family's business. "The leads I'm getting are much higher quality," he said. "I'm quoting a lot of good stuff out there, and getting responses. When I quote a piece of equipment, I know that when I follow up on it, I've got something real."

"**Our business growth, last year, was fantastic,**" Len said. "Our business was down coming in to Cazbah. But, the results from the website, caused pretty close to a **doubling in sales last year.**"

The Cazbah solution

Holtgreven Scale & Electronics Corp, has seen their website traffic grow, the quality of their sales leads improve and their revenue increase over the past six years with Cazbah.

Cazbah provided them with the following:

- **Comprehensive website design.** As a specialty manufacturer that also provides installation and service of their equipment, it was imperative that Cazbah develop a content rich website to meet their unique needs. The website was designed to provide the company's prospective customers with not only the information that they were searching for but, everything that the customer needed to know about their scale solution and installation.
- **Search engine optimization.** Each page on the Holtgreven Scale & Electronics Corp., website was optimized to allow for best possible search engine optimization. Potential customers find exactly what they are looking for when they go searching for a scale solution. The optimization on the website ensures that searchers are taken directly to the appropriate page containing the information they need to take the next step in their buying decision.
- **Dedicated service and support.** Holtgreven Scale & Electronics Corp., understands the importance of service after the sale. So does Cazbah.

Having an Internet Marketing expert to support them makes the difference for Holtgreven.

Len meets regularly with his dedicated account manager who is an Internet marketing expert. He explains, "It's clear that Cazbah has a vested interest in our business. We have monthly meeting, and we go over different statistics on what the website is generating. They provide their guidance and advice on what areas I should work on or put more content into."

The Bottom Line

Len Holtgreven knew that something had to change if he was going to get any benefit from the Internet. He knew that trying to do it himself with a 'homegrown' website was never going to cut-it.

The results are in and Len is pleased to report that, "I'm getting more! I get a lot more orders that I wouldn't ever have had an opportunity to get in the past." I'm getting more of the good orders!"

Being a business that relies exclusively on a quoting process for their sales, it was essential that the level of customer inquiry increased in all area for Holtgreven Scale & Electronics, Corp. Len goes on to explain, "I'm averaging between **5 and 10 phone calls directly from our website per day. Email requests are the same.**"

As Len commented earlier, all the leads in the world aren't worth anything if you can't bring them to a sale. "**Half of these website related inquiries result in a quote and a quarter of those eventually lead to a sale** of some type," he said.



½ of all contact result in a quote, 25% close to a sale

Lessons Learned

Dependable service and support from Cazbah, a company with 15 years of industry experience.

Since 2006, Cazbah has dependably supported Holtgreven Scale & Electronics Corp, providing them with everything that they need to succeed on the Internet. Having renewed their business relationship with Cazbah for 6 years running, Len is delighted with the results:

- “I really would highly recommend them. Our Cazbah website has put us in a position on the Web that we weren't able to obtain ourselves.”
- “We’re getting good quality leads and we’re generating sales.”
- “Absolutely, Cazbah has done their job.”
- “I definitely feel comfortable with what I'm getting for my money.”