



Home Power Systems

Case Study: Price is no object



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Focus: Home standby generators

The idea for Home Power Systems was born on the golf course when Jim Swetman and his father returned to the clubhouse to find that the power was out. "I guess you found yourself a business!" said Jim's father, and it was then that the proverbial light bulb went on.

*Offer something the other guys don't!
Niche markets are ideal for using Cazbah.*

Of course, the groundwork was years in the making. Jim had been working for various commercial and industrial electrical firms, learning all about stringent safety and installation regulations and what it took to run a business. In 2003, he was ready to strike out on his own.

Jim knew that to compete, he had to provide something the other companies didn't. So he looked at the market and targeted:

- **Automatic standby generators for the residential market.** Home Power Systems was the only certified reseller to focus entirely on home generators. Other companies serviced homes only as part of a larger electrical / industrial business.
- **Full installation services.** Home Power Systems also provided expert installation and maintenance in the local area, backed up the product with a full warranty, and dealt with often-tricky local electrical codes and permits.
- **Delivery system.** With home generators topping 550 pounds, Jim needed a way to move them easily. His patent-pending lift cart and monorail transport system enable one person to move a generator using a truck or van.

A website is little more than an online brochure if people can't find it.

Jim realized early on that his business could do more than provide home generators to a local market. But to reach out beyond his area, he needed a state-of-the-art web presence. Working part-time developing Home Power Systems, Jim had a website created, but quickly learned that it would take more than a URL to drive traffic to his site.

As fate would have it, about the time Jim decided to go full-time with the business, he heard Cazbah give a presentation about the potential of Digital Marketing. Just five months into his new venture, Jim signed up.

The Cazbah Solution

Home Power Systems began using Cazbah early in 2004. Since that time, the company has grown exponentially. "Cazbah has helped our business grow tremendously," commented Jim. "One of the first things that we did was to bring Cazbah on board. Interestingly enough, they encouraged us sell our generators online. That was never part of the original business plan. Because of their support and encouragement, we have been very, very successful," he went on to say.

"Cazbah is a true business partner with Home Power Systems. They have invested the time to truly understand our business. It's clear that they want us to succeed and that is exactly what Cazbah does for Home Power Systems," Jim said.

Meaningful, relevant content is at the heart of every website. Optimization ensures that customers can find you.

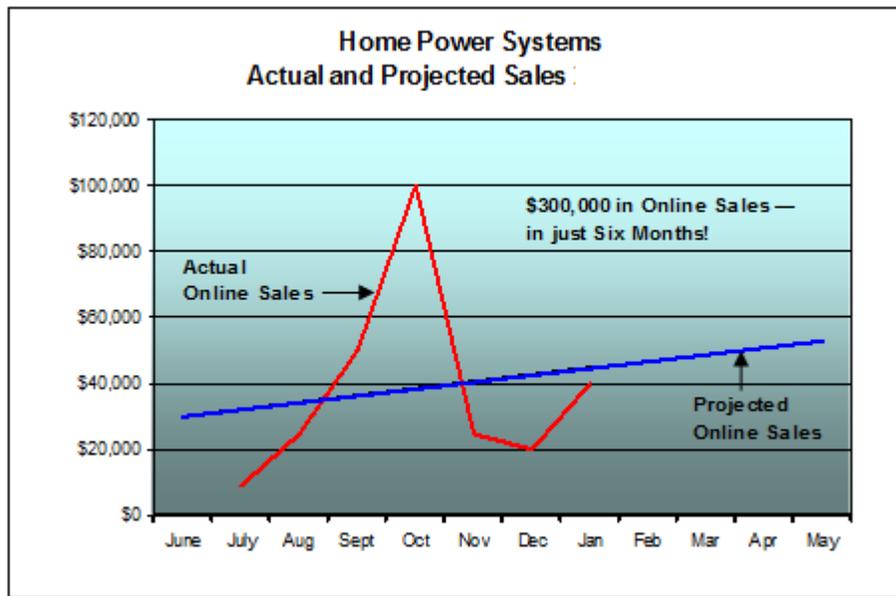
Promote yourself as an expert! Write and post articles, provide meaningful content to your mailing list, and develop cooperative relationships.

As with all of their clients, Cazbah provides:

- **Website design and optimization.** Cazbah designed the website so that the content clearly defined Home Power System's unique value to its customers—and the navigation was simple and intuitive. Then they optimized it so that search engines could find it easily and put it among the top 10 search results.
- **eCommerce.** Adding the standard Cazbah components of e-commerce—a shopping system, product photos and descriptions, and credit card processing—positioned Home Power Systems for establishing lucrative long-distance relationships.
- **Marketing strategies with proven results.** Jim has used the power of the Internet to promote his company as an authority in home generator installations.
- **eMail Marketing.** Not only has he initiated mass e-mail campaigns through Cazbah to more than a thousand generator dealers across the nation, but he e-mails the local homebuilders association monthly and makes himself available for calls from town inspectors regarding installation requirements. Just recently, Jim developed an online dealer network program, whereby he would recommend dealers in local areas when orders were placed in exchange for a referral fee.
- **Ongoing support.** Jim's dedicated Cazbah Account Manager set up the initial Internet marketing strategies and continues to seek new marketing opportunities on behalf of Home Power Systems to maximize Jim's return on investment indefinitely.

The Bottom Line

It didn't take Jim long to be sold on the value of Digital Marketing. After the new Home Power Systems website was up and running, Jim realized **nearly \$300,000 in Internet sales—in just six months!**



Cazbah's Account Managers teach you how to use the Cazbah toolkit and help you implement successful sales strategies.

Thanks to Cazbah, Home Power Systems finds itself within the top 10% in the nation, for annual sales of Guardian Generac home standby generators. That's an enviable position, considering the competition, after more than 11 years online.

By positioning himself as an authority in home power generators, Jim's phone is ringing off the hook. "People ask me all the time to speak to town inspectors and explain the installation requirements of home systems." He's also asked to regularly contribute newspaper articles about the topic.

One of the things that proved most astonishing was that even though generators are an expensive item, people are willing to buy them online. With pricey products, people are more likely to research prices and product information via the Internet. In fact, some people ordered without even a phone call to Home Power Systems.

Jim does recognize one truth about his business: it's weather-driven. "The hurricanes and tropical storms that we've seen in the recent past were huge for sales," he notes. "Plus, people tend to buy generators when the weather is bad. You won't see too many people preparing for bad weather in July."

Lessons Learned

Jim learned a lot about how Cazbah Digital Marketing can boost sales. Consider how his opinions have changed:

Cazbah simple pricing structure makes it affordable and easy to cost justify.

- "My biggest misconception was that there wasn't an opportunity to make money on the Internet. I naturally assumed this, since I had put up my own website and no one could find it."
- "I learned that people *do* buy costly items on the Internet. They just tend to shop by price more since it's so easy to do research."
- "Before I started using Cazbah, I had my doubts about the financial end of things. I was concerned about the security and reliability of online credit card transactions. I've learned that with a series of checks and balances and a good encryption system, I don't need to worry."
- "The more expensive the item, the more people research it online. That means they have to be able to find my website."
- "I could never have imagined that we would get people asking to buy multiple generators, at one time! We now have quite a number of people that are looking for multiple buys or they want to buy more than 1 generator. It's gotten so good that we have a separate section on our website for that."

"Our local business has grown tremendously! We have quite a few website leads from people who want us to come out and do a site survey. These local leads come directly from our website."