



Klene Pipe Structures

Case Study:

Repeat orders mean more profits



©2001–2015. All rights reserved.
The Cazbah name and logo are registered trademarks.

Focus: For the love of livestock

Tap into a niche market with high quality innovative products.

Klene Pipe Structures is a family owned business specializes in portable buildings, stall buildings and livestock feeders, delivering products in 48 states.

Located in rural Indiana, the company has continued to grow in a challenging economy, manufacturing products that address the needs of their customer for greater efficiency and cost savings.

General Manager Kevin Dockery commented that, "we are definitely one of the few companies in our industry that is actually growing. I've spoken to several of our competitors and peers and they have all told me they are down substantially and have had to layoff many of their employees."

"We've more than survived and have rebounded much quicker because of all of the activity we are getting from our website," he went on to say.

The Cazbah solution

Being found online, then delivering on expectations = success.

Klene Pipe Structures signed up with Cazbah in 2007 and has never looked back. "The Website that we had before we got started with Cazbah didn't do anything for us," Kevin said. "It wasn't maintained and after a while, it was just left to fall by the wayside."

"We got started on the Internet like so many other folks, with the idea that we had to have a website because everybody else had one. Needless to say it was a big waste of time and money," he said.

Cazbah listened closely to these concerns and got started by truly understanding the unique needs of Klene Pipe Structures and their customers.

Cazbah built Klene Pipe Structures a new dynamic website that met their needs. Since then, their dedicated account manager has worked to tune and improve their new website while working with Kevin to determine the best way to market the company's products online.

Among the items Cazbah provided:

- **Website design and optimization.** Cazbah designed the website so that the content clearly defined Klene Pipe Structures unique value to its customers—and the navigation was simple and clear. Then they optimized it so that search engines could find it. "75% of the people who call us say that they found us on the Internet," explains Kevin.
- **Extensive reporting.** With Cazbah's reporting metrics, Kevin is able to learn what sells and the products that his customers are interested in. "My account manager has worked very hard with us to identify not only who our typical customers are but, what they are looking for online and how they are searching for the products we want to sell them," he went on to say.
- **Customer service and support.** Cazbah provided a dedicated account manager to Klene Pipe Structures, right from the start. "Our account

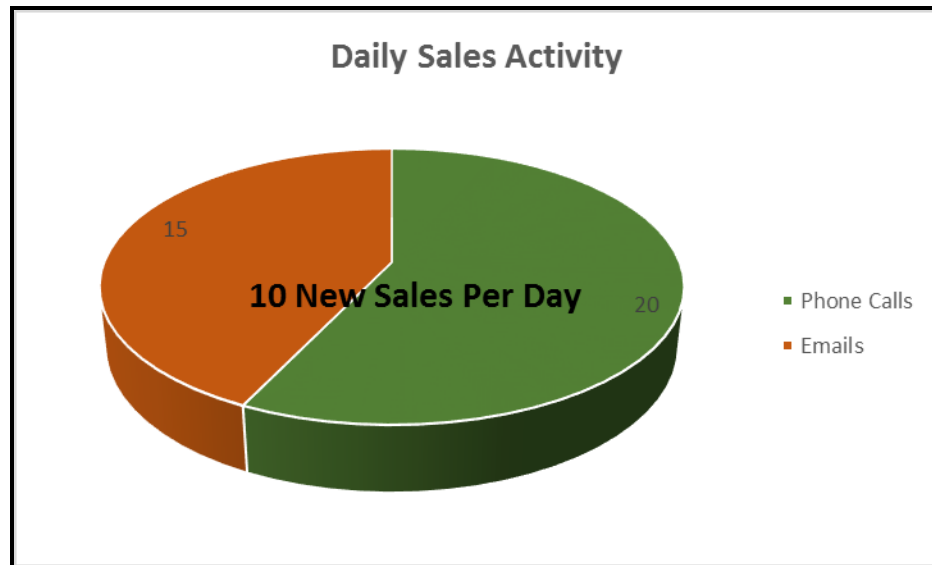
Cazbah's pricing makes doing business on the web a no-brainer.

manager really takes the time to get to know us and understand our business. I really enjoy working with her. She is top-notch, a real Internet marketing expert,” he said.

- **Digital strategy.** Cazbah brought Klene Pipe Structures to the Internet with a comprehensive digital strategy that gets results. “We have completely moved away from traditional print advertising and now we rely solely on our website for our marketing and advertising,” Kevin commented.

The Bottom Line

More phone calls, more emails, more orders, bigger sales!



For Klene Pipe Structures, doing business online means not only new product sales but more companion product sales and repeat customer orders.

Several of the benefits of Cazbah’s comprehensive website solution include:

- **Repeat orders.** “One of the other nice things about our website is that we get a lot of repeat orders.” It’s always easier and cheaper to sell to an existing customer and Klene Pipe Structures knows this all-to-well. “I would estimate that at least 30% of all of our web related sales are from people who have found us online and have done business with us before.”
- **More phone calls from the website.** Cazbah helps Klene Pipe Structures generate more, qualified sales leads. “**We now get 20 – 25 phone calls per day from interested potential customers who have found the things they were looking for on our website,**” explains Kevin. “Some days it’s even higher. Some days, people call us up and say, ‘I want to place an order.’ We love days like that!”
- **More emails from customers.** The number of qualified customer emails has gone up on a daily basis as well. “**We can usually expect to get upwards of 15 emails requesting product information or placing an order every day of the week,**” Kevin went on to say.

- **Bigger orders.** “Our average order size is right around \$2,500 now,” reported Kevin. “We are able to bring every single inquiry to a proposal or quote and **we make about 10 new sales per day. Some days it’s even higher.**”

Lessons Learned

Kevin learned a lot about what it takes to succeed on the Internet and the level of support provided by Cazbah:

- “We are getting more people contacting us because they can actually find us. My Cazbah account manager has worked very hard with us to identify not only who our typical customers are but, what they are looking for online and how they are searching for the products we want to sell them.’
- “I can’t say that our business has grown too much but, in these tough economic times, we’ve held our own. Not a lot of other small businesses like ours, in our industry, can say that. We are definitely one of the few.”
- “I feel very comfortable recommending Cazbah to other specialty small businesses. They have done a great job and they provide us with the dedication and support that we need to be successful on the Internet.”

Getting more, better sales leads and repeat customers, is no pipe dream on the Internet.