



Sidco Filter Corporation

Case Study:

Tighten the focus to increase the sales.



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Focus: OEM filter manufacturer

Founded in 1997 by president and owner Sidney 'Sid' Cutt, Sidco Filter Corporation has been steadily growing ever since. Located just north of the beautiful Finger Lakes region of Upstate New York, the company manufactures industrial filter element replacements and filter housings for air and gas applications.

Proud of their fully American Made products, the company has invested many years into producing the best products and building their extensive cross-reference database. This invaluable knowledge base gives them the ability to interchange over 100 common brands with more than 10,000 OEM competitor's part numbers.

Sid Cutt talks about what it was like for Sidco Filter Corporation when they first approached the idea of doing business on the Internet, "we went through several years and various gyrations with a number of different Web companies. We also tried to do it ourselves. Sidco Filter Corporation wasn't seeing the results they had hoped for.

Like so many small businesses, they tried a variety of different approaches to market the company on the Internet, which ultimately led to frustration and disappointment.

Trying to do it themselves led to frustration for Sidco Filter Corporation.

Sid goes on to explain how trying to do it themselves also turned out to be a disappointment, "we found that we ended up not investing our internal resources into the work required to do Internet marketing properly. There was always something better or more important to do or, everyone had more important things to do."

"We contracted with other folks to help us get better coverage and better ranking on the search engines. But, we never felt that they were doing the job for us," he went on to say.

Their situation on the Internet when they first got started was made worse by the fact that they were getting a lot of traffic, but it was the 'wrong' traffic. A 'ton' of website traffic can do more harm than good, which Sidco Filter Corporation soon found out.

Sid goes on to say, "it literally drown us when we first went on the Internet with general filter listings." Having cast a 'broad net' Sidco Filter Corporation had attracted a lot of website visitors, who generated a lot of non-specific inquiries.

All of these non-specific website visitors were generating a lot of follow up work for the staff at Sidco Filter Corporation but, they weren't the target audience they were looking for. Furthermore, they weren't converting these general inquiries into sales.

"We had to narrow our focus down to a very rifle type of approach," Sid said. "As-far-as targeting our customers, we had to focus on companies and people who use our specific types of products."

The Cazbah solution

Sidco has been a Cazbah customer for 10 years!

Sidco Filter Corporation has been a loyal Cazbah customer since 2005. For the past 10 years, Cazbah has helped the company 'tighten-the-focus' and attract the attention of their desired target audience. Sid comments that, "when we went to Cazbah, we were able to tighten the approach so that today we get very few non-specific inquiries at all."

Among the items Cazbah provided:

- **Dynamic, database driven website design.** Cazbah designed and built Sidco's website to exacting standards. After the experience the company had had previously with the large quantity of non-specific website visitors, it was clear that a rifle type approach was called for. Cazbah developed the contents and the functionality of the website to reflect this focus on Sidco Filter Corporation's target customers.
- **Search engine optimization.** The development of the very specific content targeted at Sidco's desired customers aided Cazbah in the optimization work required to place the company at the 'top-of-the-page' on the search engines. Cazbah ensured that when Sidco Filter Corporation's customer went looking for industrial filters and housings, they were able to find not only the product they were looking for but a useful cross-reference to all other appropriate products as well.
- **Analytics and reporting.** Making sure that customers are finding their way to Sidco's website and then determining their path through the website to their ultimate purchase, has always been of utmost importance to Cazbah on the company's behalf. Sidco's account manager regularly reviews the analytical data associated with their website and its traffic, providing the company with the digital information that they need to make informed decisions about their business on the Web.
- **Customer service and support.** Cazbah prides itself on providing world-class service and support to all of its customers. Sidco Filter Corporation has had the benefit of a dedicated account manager for the entirety of their business relationship with the company. In that time, Cazbah has developed an extensive knowledge of Sidco's business, their customers, the challenges they face online, the competitive landscape and many other variables that are part of the company's success formula.

Cazbah delivers value by taking the time to truly get to know your business.

The Bottom Line

For Sid Cutt, financial results are the name-of-the-game. Several of the benefits of Cazbah's comprehensive website solution include:

- **Time value of money.** Like so many other small manufacturers, Sidco struggled with late payables and receivables in the past. Since going online with Cazbah, it's not an issue. Sid explains, "I require either credit card or cash-in-advance on most of the orders from the Internet. **I'm not going to play that game of, I'll gladly pay you Tuesday for a hamburger today.**"
- **Bigger orders, better conversion.** Sidco Filter Corporation has been able to continuously increase their average order size and close more of them as a result of their dynamic database driven website. Sid went on to say, "**It amazes me to this day that someone will spend \$20,000 over the internet, for one of our products,** even though they've had no experience with us before. But, because they had a comfort level and because of the quality of our website and the correspondence they received, they will make that purchase."
- **More profitable business.** Because of their increased level of understanding, coming from this data-driven aspect (website) of the business, Sidco Filter Corporation is able to focus on generating more profits from the sale of specific products. Sid explains, "We've maintained our replacement parts business quite well on the Internet. This is the most profitable side of our business."

Develop trust with you potential customers by delivering on their expectations, when they get to your website.

Lessons Learned

Sidco Filter Corporation has been a Cazbah customer for 10 years running. In that time Sid Cutt and the rest of Sidco Filter Corporation have gained an intimate awareness of their business on the Internet. Sid had the following to say about Cazbah and doing business on the Internet:

- "I have recommended Cazbah to other folks, and I will continue to do so, because I've felt the pain they're going through."
- "We're 'Happy ever after' with Cazbah."
- "We've been with Cazbah for well over five years now and we're obviously satisfied, because we've stuck with them for so long."
- "We have seen the sales grow over the Internet every year. The return from the internet every year more than pays for our expenses concerning that."

Sidco has grown their sales every year on the Internet.