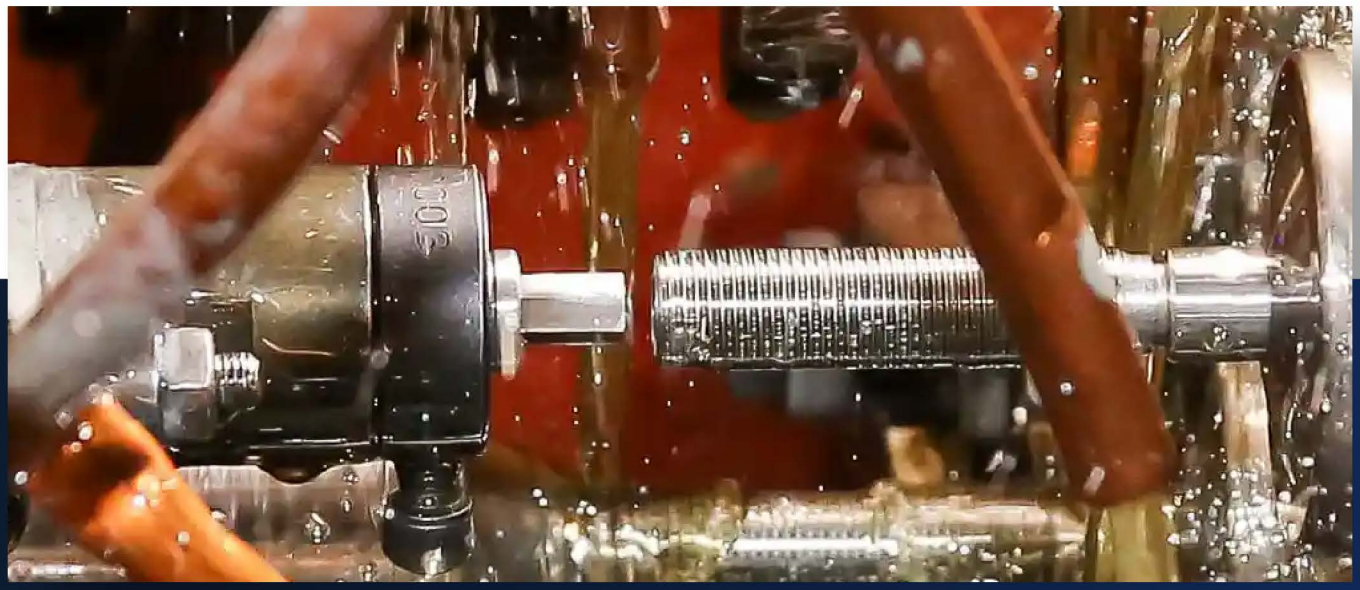
Cam-Tech INDUSTRIES, INCORPORATED

Cazbah CASE STUDY

Turning Technical Authority Into Record Growth

How Cazbah helped Cam-Tech Industries transform decades of precision manufacturing expertise into a stronger digital presence, better buyer education, and sustained growth.

Read how Cazbah helped Cam-Tech Industries attract better-fit industrial buyers.



WHO IS CAM-TECH INDUSTRIES?

Founded in 1981, Cam-Tech Industries manufactures precision socket set screws for demanding applications where quality, documentation, and consistency are critical.

Today, Cam-Tech operates from a 30,000-square-foot facility in Fairport, New York, with 45 Davenport screw machines. Its customers include military, aerospace, defense, and commercial manufacturers with exacting product and quality requirements.

Cam-Tech's advantage goes beyond the part itself. Its technical knowledge, inspection practices, certifications, documentation, and traceability give buyers the confidence required for critical applications.

KEY FACTS

1981
FOUNDED

30,000
SQ. FT. FACILITY

45
DAVENPORT SCREW MACHINES

~80%
MILITARY & AEROSPACE BUSINESS

THE CHALLENGE

Before Cazbah, Cam-Tech had no meaningful online presence. The company relied on mailings, established relationships, and the reputation it had earned one customer at a time.

That created a visibility problem. Engineers, quality teams, and purchasing professionals needed more than a basic company introduction. They needed technical answers, standards, product information, quality evidence, and confidence that Cam-Tech understood demanding applications before they ever requested a quote.

The opportunity was not simply to generate more traffic. It was to help the right buyers discover Cam-Tech, understand what made the company different, and feel confident enough to take the next step.

THE CAZBAH STRATEGY

Cazbah helped turn Cam-Tech's accumulated technical knowledge into a structured, searchable digital resource that educates prospects, demonstrates capability, and builds trust before the first sales conversation.

1

PROVE CAPABILITY ONLINE

Show buyers the company behind the parts through product information, machinery, facility imagery, quality information, technical data, videos, and clear paths to request a quote.

2

TURN EXPERTISE INTO SEARCHABLE CONTENT

Organize Cam-Tech's technical knowledge around the real questions buyers ask about products, standards, plating, gauges, hydrogen embrittlement, and related manufacturing requirements.

3

CAPTURE HIGH-INTENT SEARCH DEMAND

Build content around the technical language engineers, quality professionals, and purchasing teams use when they are researching a part, specification, problem, or supplier.

4

CONTINUOUSLY IMPROVE

Keep technical information current through an ongoing Cazbah partnership that allows Cam-Tech's internal expertise to become useful online content quickly.

PERFORMANCE EVIDENCE

59,600
AVG IMPRESSIONS PER MONTH

~75%
ESTIMATED WEB QUOTE-TO-ORDER RATE

3
CONSECUTIVE RECORD-SETTING YEARS

~20%
YEAR-OVER-YEAR GROWTH

TAKEAWAY

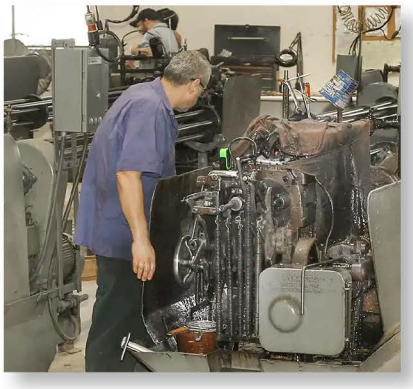
Cam-Tech's website now works like a searchable technical library, helping qualified buyers find answers before they ever request a quote.

RESULTS & REFLECTION

Cazbah did not create Cam-Tech's manufacturing quality. It helped make that quality easier for the right buyers to find, understand, and trust.

The website gives prospects a clearer view of Cam-Tech's products, technical knowledge, machinery, facility, quality standards, and documentation before the first sales conversation. That helps qualified buyers understand the difference earlier and approach Cam-Tech with greater confidence.

The business results reflect that momentum. Cam-Tech reported three consecutive record-setting years, approximately 20% year-over-year growth in the recent period, and four to five additional employees hired to help support demand. Tom also estimated that approximately 75% of online quote activity becomes orders.



KEY OUTCOMES

- Averaging 59,600 impressions per month
- ~75% estimated web quote-to-order rate
- 3 consecutive record-setting years
- ~20% year-over-year growth
- 4 to 5 employees added to support growth
- Zero rejects reported across thousands of shipments in the prior year

❝ CUSTOMER QUOTE :

"The website has been a fantastic tool. It's paying off. It's giving us exposure. A lot of exposure."

TOM COLLIER
CO-CHAIRMAN, CAM-TECH INDUSTRIES

❝ MOMENTUM CONTINUES :

"The last couple of months the impressions were running much higher at an average of 59,600."

TOM COLLIER | CO-CHAIRMAN, CAM-TECH INDUSTRIES

Ready to See What's Possible?

Your website should be your best salesperson.

Schedule a Complimentary Manufacturing Marketing Analysis

cazbah.net/analysis