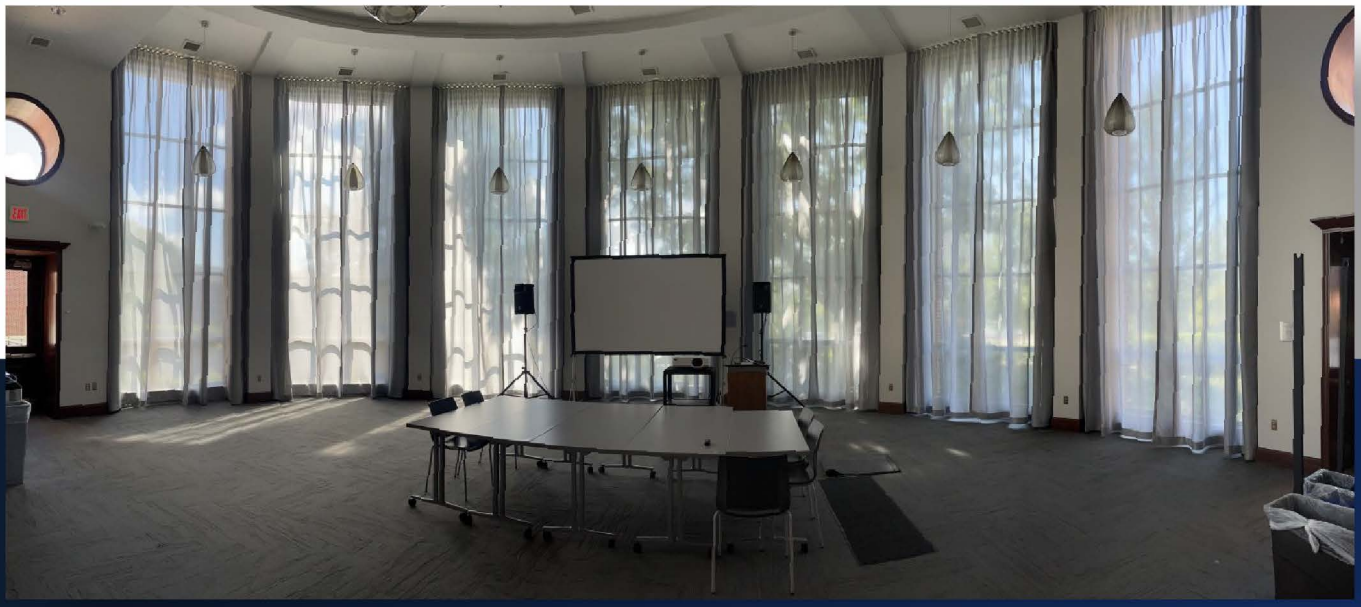
Drapery™ Industries INCORPORATED | *Since 1966*

Cazbah CASE STUDY

From Word-of-Mouth to Better-Fit Commercial Leads

How Cazbah helped Drapery Industries make its commercial capabilities easier to find, understand, and act on.

See how a stronger online presence helps the right buyers arrive better informed.



WHO IS DRAPERY INDUSTRIES?

Drapery Industries is a family-owned commercial manufacturer in Rochester, New York, celebrating its 60th anniversary in 2026.

The company manufactures and installs custom window treatments, roller shades, blinds, valances, hospital cubicle curtains, and large stage curtains.

It serves schools, healthcare facilities, businesses, contractors, architects, and designers across Western and Central New York.

By manufacturing in-house and installing with its own team, Drapery Industries controls projects from start to finish without subcontracting.

KEY FACTS

60 YEARS
Celebrating in 2026

IN-HOUSE
Manufacturing

OWN TEAM
Installation

NEW YORK
Western + Central

THE CHALLENGE

Drapery Industries had a strong local reputation, but its website did not fully show the breadth of its commercial capabilities. Referrals and repeat customers drove much of the business.

Prospects needed clearer product information and visual examples to understand what the company offered, who it served, and whether their project was a good fit.

"Our website definitely had a gap of what we can do and what we showed we can do."

Ashlee Cecere
Office Manager, Drapery Industries

THE CAZBAH STRATEGY

Cazbah helped Drapery Industries build an online presence that better reflects its commercial expertise and gives prospects useful information before they call.

1

SHOW THE WORK

Present commercial products and finished installations through updated photography, video, and case studies so buyers can see the company's capabilities.

2

MAKE PRODUCT INFORMATION USEFUL

Turn existing product specifications into clear website content, balancing practical detail with product visuals for visitors and search engines.

3

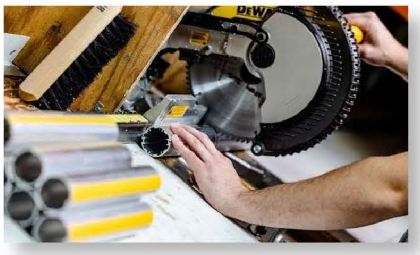
CLARIFY THE RIGHT FIT

Make the commercial focus and regional service area easier to understand so prospects can assess fit before making an inquiry.

4

KEEP THE WEBSITE CURRENT

Support ongoing website changes, content, blog articles, and imagery through a responsive team and regular conversations.



PERFORMANCE EVIDENCE

MORE QUALIFIED LEADS

"We definitely get more qualified leads that we can turn right over into a sale."

BETTER INFORMED BUYERS

"When customers come to us, they know exactly what we do."

A MORE DIRECT SALES PROCESS

"we could take it right to a sale"

LESS WEBSITE UPKEEP

"It takes something off my plate that I don't have to handle."

Quote excerpts: Ashlee Cecere, Office Manager, Drapery Industries

TAKEAWAY

The website helps buyers understand the products, applications, and service area before the first sales conversation.

RESULTS + CUSTOMER PERSPECTIVE

A clearer online presence has helped Drapery Industries attract better-fit commercial inquiries and make sales conversations more direct.

CUSTOMER-REPORTED OUTCOMES

BETTER-FIT INQUIRIES

More business-to-business inquiries and fewer wrong-fit calls, according to the customer.

BETTER-INFORMED BUYERS

Prospects can review products, commercial applications, and the service area before contacting the team.

A MORE EFFICIENT SALES PROCESS

Less explanation of basic capabilities and a more direct path from a qualified inquiry to a sale.

> ***CUSTOMER QUOTE:***
>
> ***"When customers come to us, they know exactly what we do. The areas we serve; that's a big piece of it because we don't serve all areas."***
>
> ***Ashlee Cecere | Office Manager, Drapery Industries***

Ready to See What's Possible?

Your website should be your best salesperson.

Schedule a Complimentary Manufacturing Marketing Analysis

cazbah.net/analysis

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