

ARTECH INDUSTRIES INC, GROWS THEIR BUSINESS THROUGH A SALES & MARKETING CAMPAIGN

ABOUT ARTECH INDUSTRIES, INC. Artech Industries, Inc. (“Artech”) is a major supplier of strain gauge load cells/force transducers for a wide variety of industrial and OEM applications. Proven engineering innovations, precision manufacturing and effective quality control procedures have built an enviable reputation and record of performance since the company’s founding in 1985. Artech’s calibration is traceable to the National Institute of Standards Technology (NIST) and MIL STD 45662. With complete in-house machining capabilities, inventory levels that enable the company to be responsive, and a focus on maintaining on-time delivery, Artech has been a reliable fixture in its local manufacturing community.

THE CHALLENGE. Recent events have negatively impacted Artech’s ability to achieve its strategic growth objectives. For the last three years, revenue had been trending downwards and customer consolidation has decreased its customer base. In addition, increased global competition, increasing costs for metals, challenging supply chain issues and a lack of in-house expertise and capacity led Artech’s senior management to engage CMTC’s assistance to stimulate sales growth.

MEP CENTER'S ROLE. CMTC, part of the MEP National Network™, assisted in developing a lead generation initiative starting in April, 2018 with the implementation of two growth programs. First, BizBytes™ Sales Activity Program was added to increase awareness and generate new leads for the company’s product lines, and then BizLeads™ Program was brought in to identify and source new prospects in targeted markets.

These two programs were implemented in several steps. First, an email campaign was launched consisting of three target emailings. The messages were designed and developed using content that came from Artech’s website and product literature. The email campaign list was a combination of new prospects provided through by the BizLeads program as well as from Artech’s customer and prospects lists. Then, research was done using proprietary systems to acquire relevant prospects in industries targeted by Artech. Evaluation and screening of prospects was done that led to the addition of new prospects to the company’s target marketing list. Finally, Artech received a customized report of each BizByte e-mail with analytics on the number of “opens” and “clicks” generated by the e-mails.

"CMTC has assisted us in growing our business through a sales and marketing campaign to reach new customers, enhance our sales pipeline and expand sales."

-Girish Bera, CFO

RESULTS



\$2,500,000 in retained sales



\$250,000 in increased sales



\$125,000 in cost savings



12 jobs retained



2 jobs created

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