

## LEAD GENERATION INITIATIVE LEADS TO INCREASE IN SALES

**ABOUT ELITE ROBOTICS CORP.** Elite Robotics was founded in 2016, specializing in automated workcells and robots for manufacturing and process automation. The company provides systems integration and complete workcell development, fabrication, installation, and support for desktop-sized robots, smart fixtures, and 3D cameras for the industrial, medical, biotech, and aerospace markets.

**THE CHALLENGE.** Elite Robotics was looking to enhance marketing efforts with the goal of identifying product diversification, business growth, and financing opportunities. For help they turned to CMTc, part of the MEP National Network™.

**MEP CENTER'S ROLE.** CMTc met with the company to discuss assistance in exploring target markets and developing a marketing strategy to acquire customers in the United States and internationally. From April-July 2019 CMTc aided Elite Robotics to support the company's exploration of target markets and product diversification. CMTc developed a marketing strategy that included comparative market analysis and email campaigns, and also provided the company with support in hiring a sales team. CMTc assisted in developing a lead generation initiative for Elite Robotics through the implementation of five BizBytes™, a program that included the creation of attention-getting graphics and digital email blasts.

**"I would never have recognized the pivot to our current business without the technical assistance we got from CMTc. The terrific response we got to the second email blast made me realize how hot the CBD market is and spurred our diversification."**

-Bob Kay, CEO

## RESULTS



20 jobs created/2 jobs retained



\$500,000 increase in sales

## CONTACT US



690 Knox Street  
Suite 200  
Torrance, CA 90502



(310)263-3060



[www.cmtc.com](http://www.cmtc.com)

