



*The **Inbound** Approach*

Marketing for a Commercial Compressor Remanufacturer

CASE STUDY

Captevrix [cap-TEV-rix] *noun*

Captevrix is a marketing and growth agency. Our goal is to align sales and marketing for revenue growth. We believe marketing is only effective if your investment is systematically tracked, proving your investment is helping your business grow.



The *Client*

Compressors Unlimited, LLC



est. 1985



Dallas, Texas



Compressor remanufacturing

Compressors Unlimited remanufactures commercial compressors and ships them all around the world. They also are an authorized dealer of Danfoss Compressors. Compressors Unlimited came to us as they were not happy with their current performance. **After working with us, they experienced tremendous change and improvement.**

There were many factors

that were affecting our client's performance. We decided to approach their problem with the inbound method, which is basic inbound marketing with a few tweaks along the way.

The *Process*

[Click any of the buttons to jump to that topic.]



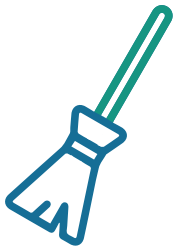
The *Results*

[Website](#)

[Email](#)

[Social Media](#)

Website



We began by cleaning

up the company website's code and watching the habits of visitors via heat maps. We quickly learned from gathered data that it was **not fully clear that they sold commercial compressors.**



We thoroughly reviewed

the website's copy and tweaked it to ensure the right message was conveyed.



We started a process

with their assistance to update their products page.

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Content

The account manager

devised a 12-month content plan to ensure the content was produced using best practices of inbound marketing. The manager provided regular blogs that were delivered on a strict, consistent schedule.



Offers were introduced

into their content plan. All this is constructed by working closely with the client and pulling valuable information from them to create appetizing content their consumers want.

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Competitors, Social Media, and Email Marketing

Competitors

We consistently monitored their competitors to ensure we were one step ahead.

Social media

The use of social media was implemented. Their accounts were already set up, but we optimized the accounts by automating blog posts which allowed us to add rich content to their social presence. We showed them another way to use their social media to their benefit.

Email marketing

Their account manager showed them a different approach to email marketing and the various ways it can be used. They were very pleased with how this was incorporated into their content plan.

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Pay-Per-Click

Pay-Per-Click Campaign

Compressors Unlimited came to us with an average CPA (cost per acquisition) on their Google AdWords campaigns of \$23.39 and a conversion rate of 6.14%.

After evaluating

and implementing new strategies, we have reduced their CPA by over 164% to \$8.85 and increased conversion rates to 11.2%:

almost a 100% increase!

PPC was managed

as an ancillary to search performance and as search performance improved, the **PPC budget was decreased by nearly 100%** while still exceeding previous performance!

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Website Performance



Website Visit Increase

Increased organic search by 11%

Increased social media traffic leads to their website by 296%

Increased quality leads by 54%

+296%

SOCIAL MEDIA TRAFFIC

+11%

ORGANIC SEARCH

+54%

QUALITY LEADS

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Email Performance



Open rate increased by 75%

Their current open rate is 27%, which is
3% higher than the national average

**Click rate increased to an
average of 18%,**

up from an average of **3 clicks per campaign**

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Social Media Performance



Social Media

All social media was increased organically.

There were 69 Facebook likes when we began: To date, there are 98.

There were 2 Twitter followers when we began: To date, there are 22.



69 → 98



2 → 22

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How is your company's marketing working for *you*?

It's now time to start asking yourself some honest questions. Is your website getting you leads? Are you consistently posting valuable content to social media? Are you blogging, investing in Pay-Per-Click advertising, or utilizing email marketing fully?



Effective inbound marketing

takes a lot of thought, planning, and manpower. If you answered “no” to any of the questions above, it's time to start thinking about working with a professional marketing team. Here at **Captevrrix**, we can cover all of the above and more – just give us a shout and we'll walk through all of it with you so you can start your journey toward **true success!**

Interested? Click the button below to schedule a **no-obligation, free** consultation.

Schedule Now >