



10 New Quality RFQs Per Week

Astro Manufacturing & Design
Full service custom contract manufacturer

THE CHALLENGE

As a custom manufacturer with \$45 million in sales each year, mostly to Fortune 500 companies, Astro Manufacturing & Design was ready to take the next step in aggressive growth: increasing revenues to \$100 million within five years. Astro's business is built on long-term customers, and V.P. of Business Development Rich Peterson wanted an efficient way of expanding market and geographic reach to develop new business relationships. With no catalog of standard products, Mr. Peterson's challenge was to demonstrate the full range of Astro's custom capabilities, draw new prospects to the company's website, and lead those prospects to submit a request for quote (RFQ).

THE SOLUTION

ThomasNet's industrial internet experts used our Custom SPEC solution to build a new website centered on Astro's needs, as well as those of the engineers who would be using the site to make purchase decisions. The key element is a portfolio of past projects, highlighting Astro's technologies and expertise. These case study pages showcase solutions like an alternate heart pump manufactured from a single piece of titanium, and include richly detailed descriptions of the manufacturing process, like "five-axis machining." The new content is supplemented by an SEO (search engine optimization) program that helps make Astro more visible at the top of general search engine results for key phrases. In addition, a ranking program on ThomasNet.com ensures that Astro appears to engineers at the moment they need custom machining services.

THE RESULTS

The increased visibility and utility of Astro's website attracted bigger customers in new industries from across the United States. Just a few of the successes of the new site include:

- An order worth \$2.5 million annually from a medical manufacturer
- A \$250,000 order for x-ray components
- 10 new RFQs from qualified prospects each week

Astro's business growth has been significant: a double-digit revenue increase, and 15 new jobs created to keep up with demand. "Our new web strategy is our primary driver of new business leads, bringing us highly qualified prospects from all over the country," said Mr. Peterson. Describing the site's ROI, he said "The cost of our new web solution is less than having one highly skilled outside salesperson travelling all over the U.S. And even the most exceptional salesperson could never cover the ground our new website does."

Astro Manufacturing & Design's results:

- A 3-year, \$3 million contract for PET scanners
- \$5 million in quotes for aircraft seating
- 20% increase in qualified RFQs

“ These web strategies working together are one hundred times more successful than making outbound cold calls, and are exactly what we needed to create more new business opportunities.”

-Rich Paterson
V.P. of Business Development
Astro Manufacturing & Design