

# APOLLO SPRAYERS INTERNATIONAL, INC.



*Apollo Sprayers International, Inc., located in Vista, CA is the global home of High Volume Low Pressure (HVLP) application technology. They design technologically advanced, innovative, environmentally positive, user-friendly and award-winning HVLP Turbospray systems, HVLP spray guns, and accessories used in a variety of industries. The organization has 12 employees.*

## Challenge

Apollo Sprayers wanted to improve their sales growth efforts through a more strategic marketing plan. The organization wanted a consistent and organized program so they could integrate digital marketing efforts such as e-mail marketing and social media. The management team wanted guidance on how to plan and implement sustainable marketing activities.

## Solution

CMTC met with the management team bi-weekly to gauge their existing marketing and sales activities and outlined a new marketing program for the organization. Market research, in the form of surveys to clients and potential customers, was conducted to provide insight into the effectiveness of potential marketing messages and specific products to promote.

CMTC provided a clearer understanding as to how Apollo Sprayers could improve its marketing program. Recommendations were made on how the company could revamp its website and Facebook page through more compelling content, improve their Search Engine Optimization (SEO) plan to help the company's website get higher rankings, and increase visibility. An e-mail marketing program and schedule was established and templates were provided to Apollo Sprayers demonstrating effective examples of messaging.

A 12-month marketing schedule was created for the team to reference, implement and track their marketing campaigns throughout the year, including email messages, direct mail and outreach after tradeshow.

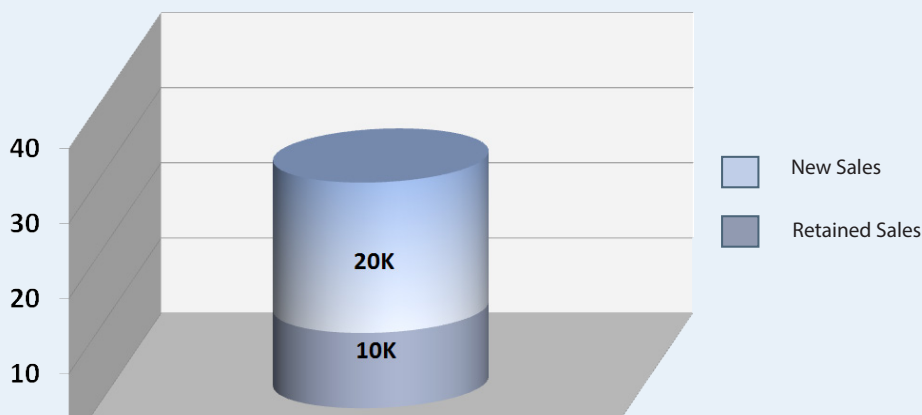
*"Through CMTC's marketing support and guidance, we were able to develop a stronger integrated marketing plan based on research. As a result, our organization experienced \$30,000 in increased and retained sales."*

- John Darroch,  
President



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

**\$30K Total Sales**



## FINANCIAL & PRODUCTIVITY RESULTS

- \$20K in new sales
- \$10K in retained sales
- 2 jobs retained
- \$30K in capital investments