

Apollo Sprayers Grows Sales through Marketing Support and Guidance



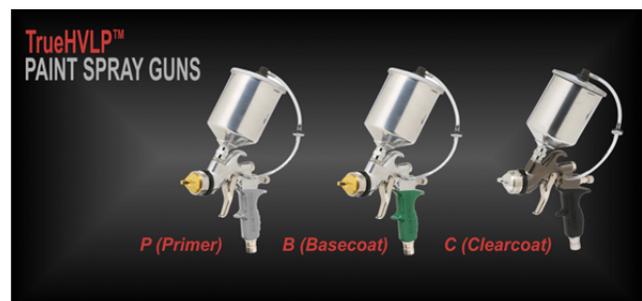
For 50 years, Apollo Sprayers International, Inc. has served as the global hub of High Volume Low Pressure (HVLP) application technology. Based out of Vista, California with 12 employees, the organization designs HVLP Turbospray systems, HVLP spray guns, and accessories for a variety of industries including aerospace, automotive, fine art printing, and more!



Apollo Sprayers wanted to improve its sales growth efforts through a more strategic marketing plan. *“When it came to our marketing efforts, we weren’t very consistent or organized,”* explains John Darroch, President of Apollo Sprayers. *“The company also wasn’t leveraging digital marketing efforts*

such as email marketing and social media to complement our activities like tradeshow’s.” CMTC connected with the management team and, after an initial evaluation, marketing support and guidance was provided through bi-weekly marketing meetings. Market research, including a survey of clients and potential customers, provided data to determine specific market needs and set the foundation for the new marketing plan.

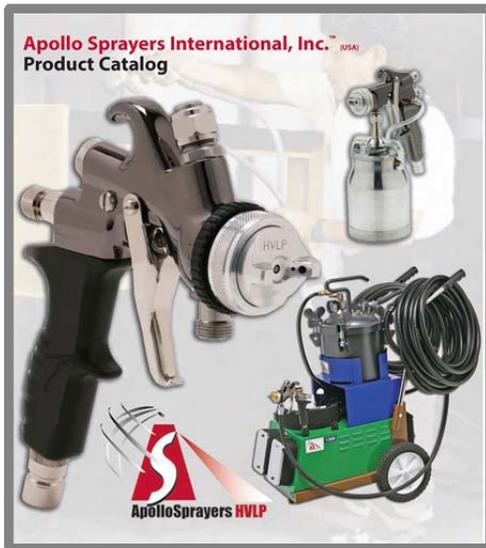
“We were then given key recommendations on how we could improve the content on our website and Facebook page, and learned how to improve our rankings on Google and Yahoo through Search Engine Optimization (SEO) techniques,” says Darroch.



The organization then benefited by the implementation of a consistent email marketing program. Templates were given to the staff to provide effective examples of messaging, and staff members were coached on how to use the email marketing software to track the results of campaigns.

“The 12-month marketing schedule was particularly helpful in keeping our efforts on track. It helped us trace our progress and ensure that our brand was getting out there via email and direct mail consistently throughout the year,” says Darroch. “Email campaigns were also scheduled to help us follow-up with prospects met at tradeshow and events.”

Training concluded and, as a result of the implemented plan, Apollo Sprayers experienced an increase in sales activity. The organization realized \$30,000 in increased and retained sales, and the additional revenue enabled the company to invest in other critical growth areas such as new workforce practices, product developments, and IT.



“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 of Apollo Sprayers

FEATURED CUSTOMER

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