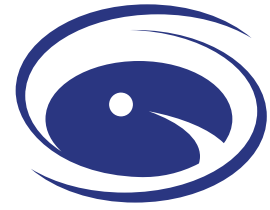# Marketing Agency

in Minneapolis - Minnesota

Since 1998

Manufacturing Industry

cazarin
INTERACTIVE

![Cazarin Interactive logo]

Cazarin is for businesses who need a collaborative full-service marketing partner to lift up their brand and grow sales.

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We Work by these
Core Values

We Have Integrity
We deliver projects on-time and within budget by being honest with our clients and ourselves.

We are Committed to Quality
We give each project the attention it needs to do the work right the first time. Not taking shortcuts, and holding work to a higher standard—that's our approach.

We Value Relationships
We succeed when our clients succeed. We establish relationships with clients that go beyond the task at hand, and help them solidify their future.

We Operate with Vision and Purpose
We begin by jointly establishing clear goals and achievable objectives for our clients. The best results come through a mutual investment in not only what we do, but how we do it.

We Value Collaboration
We treat our clients as true creative partners. By working together to define our conceptual direction, we create unique and personalized solutions that reflect the working styles of our clients. We call this process Marketing Fusion.

We Create a Great Atmosphere for our Employees
Fostering an engaging work environment for our team allows us to deliver the best possible results for our clients.

Our Vision.
To be the premier marketing agency known for our loyal relationships, achieving results, and exceptional culture.

Our Mission.
To create a higher standard in marketing service relationships.

Helping
Manufacturing Thrive!

Cazarin Interactive has been working with manufacturing companies for over 20 years.

We understand the nuisances they have with distribution channel conflict.

We understand inventory and integrations.

We have helped many manufacturing companies enhancing:

- Branding
- eCommerce Stores
- Distributors Portal
- Integrations with ERP systems
- Website Design & Development
- Ads Campaigns
- and much more ....
- Contact Us!

Case Studies

Success Stories – customers who have experienced Marketing Fusion.

Cazarin offers a creative, and technological solutions that catapult brands and increase sales.

BOKER'S, INC.
STAMPING & WASHER SPECIALISTS SINCE 1919

Increased Leads by

3000%

in 6 months

TRAMONTO CIRCUITS™

Increased Leads by

300%

in 4 months

AR NORTH AMERICA
First Choice When Quality Matters

Increased Leads by

400%

in 6 months

BOKER'S, INC.
STAMPING & WASHER SPECIALISTS SINCE 1919

THE CLIENT | Boker's, Inc.

Boker's, Inc. is a metal stamping manufacturer of precision metal stampings, washers, spacers, and shims. As their history dates back to 1919, Boker's has always centered around family, quality, and customer support. Five generations later, Boker's is proud to be a certified Woman-Owned business and set out on a mission to be a leader in the stamping industry. With custom stamping capabilities covering a complete range of sizes in various thicknesses and materials, Boker's continuously embarks on process improvements, incorporating training, engaging employees, and creating the most cost-effective processes for their clients.

CLIENT CHALLENGES | A Slow Down In Orders

Boker's never had a problem establishing new relationships with vendors and contractors and was a little surprised in 2008 when orders began to slow down. More than 100 years in the making, they knew they had a phenomenal product list, had capabilities that far exceeded their competition, and could help clients solve design engineering challenges with their custom orders.

So what was standing in the way of new orders? They weren't positive, but they knew they had not put enough attention into their website, and perhaps customers were finding their competitors first.

Reflecting on a saying by Bill Tedlund, founder of Boker's (and grandfather of the current owner): "It is important to know what you know, but it's more important to know what you don't know and who to go to". Those words could not have been any more clear. After interviewing with eight marketing agencies, Boker's decided to work with Cazarin Interactive because they felt we asked the right questions and wanted to focus on building relationships with their customers and contractors.

SOLUTIONS | Scope of Work

- Website development and design
- Brand Messaging
- SEO
- SEM Campaign
- International research and marketing
- Web hosting services

THE IMPACT | Real Results

⬆ 400%	⬆ 20	⬆ 100	⬆ 1000%	⬆ 100
increase in leads (within 3 weeks)	leads per day	leads per week	increase	leads daily (after 3 years with an International SEM campaign)

TRAMONTO™ CIRCUITS

THE CLIENT | Tramonto Circuits

As a turnkey global provider of high-quality flexible and rigid printed circuit boards, Tramonto is a premier leader in circuit and PCB manufacturing. Their electronic board assemblies provide necessary components for transportation, aerospace, and general manufacturers as well as life saving technologies used to maintain climate control for organ transplants. Known in the industry for outstanding quality, product durability and exceptional customer support, their reputation is backed by the feedback from their many customers.

CLIENT CHALLENGES | Promoting Their Quick Product Turnaround

When Tramonto Circuits reached out to Cazarin, their main concern was that their website lacked a user-friendly interface that did little to highlight their competitive edge; their quick turnaround time, fast delivery, and high-quality products/ services ratio. They also needed a secure method for clients to upload circuit design files when submitting an online assembly request.

SOLUTIONS | Scope of Work

- Brand Identity Refresh
- Creative Advertising
- Logo Development
- Content and Video Creation
- Brand Style Guide Updates
- Social Content
- Web Development
- Digital Brochure
- Client Archive Portal
- Ad Campaign

THE IMPACT | Real Results

Paid Advertising Reach

⬆ 466.7%	⬆ 265.6%	⬆ 466.7%
Increase In Conversions	Increase In Conversion Rate	Decrease In Cost Per Conversion

Organic Reach

⬆ 236%	⬆ 250%	⬆	⬆ 100%
Increase In Organic Search Clicks	Increase In Organic Search Click-Through-Rate	Increased RFPS	Increase In Monthly Lead Generation

AR NORTH AMERICA
First Choice When Quality Matters

THE CLIENT | AR North America

As a supplier to top level OEM's for plunger, diaphragm, and vacuum pumps, AR North America, Inc. product lines remain the first choice when quality matters. AR, based in northern Italy, is a privately owned company which has been product orientated right from its humble beginnings in 1958. Designing, developing and building pumps for almost 6 decades with passion and integrity: these have been the milestones of AR's success.

CLIENT CHALLENGES | Creating Easy Customer Searches for Products and Parts

With online sales beginning to rise, AR North needed an easy way to connect customers to their products. As part of the world's largest manufacturer of pressure washer pumps, AR North America looked to Cazarin to design a new website that would continue to keep them recognized as an industry leader. As a customer-first business, ARNA needed some creativity to keep them at the forefront of online pressure washer searches for online product sales.

SOLUTIONS | The Power of Excellence

- Brand Identity
- E-commerce site for parts and tools
- Ad Campaigns
- SEO strategy
- Brand Style Guidelines and Updates
- Marketing Strategy
- Email Automation
- Website Refresh
- Social Media Building
- Lead Generation Strategy

THE IMPACT | Real Results

⬆ 225%	⬆ 50%	50%
Sales increased within first 12 months	Sales increase YOY (after 1st year)	Decrease in website management personnel

Affordable Services

Branding

Strategic Planning

Website Design and Optimization

Marketing Materials to Support the Sales Team

SEO (Search Engine Optimization)

SEM (Search Engine Marketing)

Multi-channel Social Marketing Campaign

Cold Email Campaign

Marketing Automation

Web Nurturing

Why Cazarin Interactive?

Manufacturing Companies

CPG Consumer Packaged Goods

Professional Services

Technology

Property Management &Home Related

Medical Companies

Long Term Approach

Experienced Team - Since 1998

Branding Story Brand Expertise

Marketing Fusion

eCommerce Experts

Vision Architecture Process

Marketing Automation

eProject System

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MARKETING FUSION™

We become part of your team.

Marketing Fusion™ is Cazarin's application approach and service to help companies that usually can't afford an agency. Create affordable Marketing strategic campaigns to reach tangible results.

Cazarin's goal is to become the marketing extension of your company.

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INTERACTIVE

Reach. Connect. *Engage.*

Marketing Team Bio Talent Review

- CMOs
- Project Managers
- Designers
- Programmers
- Marketing Automation
- Professionals

- Digital Merketers
- Certified Google Experts
- Certified SharpSpring
- Managers
- Sociam Media Experts
- Marketing Strategists

Technologies We Use

shopify

Google Partner

Google Ads

SharpSpring from Constant Contact

GENOO

nopCommerce

YouTube

WOO COMMERCE

WORDPRESS

SEMRUSH

HubSpot

klaviyo

Digital Channels We Use

facebook Ads

Google Ads

Linked in

Instagram
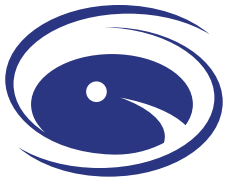
Pinterest

twitter

Tiktok

Threads

YouTube

Affiliate AD Network

Cold Email Marketing

SMS

Demo

Webinar

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Reach. Connect. *Engage.*

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