

RESULTS: ORBETRON

**DIGITAL MARKETING LEADS TO
PHYSICAL EXPANSION FOR ORBETRON**

COMPANY PROFILE

Orbetron, LLC was established in 2011 to fill a niche market: they work with clients to design, engineer and manufacture unique low-rate bulk material feeding systems that larger companies do not offer.

SITUATION

The team had approached marketing with the same attitude they took to solving customer challenges — Orbetron’s owners rolled up their sleeves, created a simple website themselves and drove growth primarily from personal networking. Magazine advertising had been expensive and disappointing. As CEO Roger Hultquist said, “For us to expand our business, we had to get out of this realm of depending on the customers we already had. We needed to get into new markets.”

SOLUTION

Hultquist reached out to Polaris MEP after attending several informational events. We connected him with our partners, the digital marketing specialists from Sidewalk Branding. Sidewalk’s Chris Sheehy and his team emphasize function — how a website pulls in and captures new leads — over form.

Sidewalk put together a plan for web optimization that included:

- Creating a new structure for the website that is optimized for search AND helps sales reps effectively show products to prospective clients
- Expanding Orbetron’s digital footprint with social media and video
- Implementing automated campaigns and lead tracking, online and off
- Developing engaging, search-optimized blog posts targeted to Orbetron’s priority verticals (Plastics, OEM and Pharmaceuticals)

Sidewalk’s search engine optimization (SEO) program prioritizes education and training for sustained results. Orbetron and Sidewalk meet monthly for content planning.

Dylan Wilson, Orbetron’s marketing manager, has been instrumental in the program’s success. Wilson tenaciously applies the knowledge that Sidewalk’s team shares. Together they create fresh, optimized content every week with new blog posts every two weeks.

The web messaging strategy was carried over to email marketing and sales. “Before, marketing was like tossing spaghetti to see if it would stick to the wall,” said Hultquist. “Now our messaging is streamlined and focused.”



IMPACTS



Estimated additional
\$500k-\$600k in annual sales



Expanded from a 1300 sq ft space to a **2000 sq ft** space that includes a lab for materials testing, a loading dock, plus separate areas for mechanical and electronics



Gained access to **additional sales reps** who use website to show how products work and looking to hire additional employees



New investments of **\$80K** in processes, plant, information systems and skills



Added **2 jobs**

To learn more, read the full Success Story at
<https://bit.ly/3pMc2No>



“ As a small business owner, you can't do marketing yourself, if you truly want to grow. This is so much more complicated. And you can't afford a large team in-house. Spend the money on someone who understands it. Working with Polaris MEP and Sidewalk Branding seemed seamless. Now, we are seeing benefits we would never have imagined. ”

Roger Hultquist

CEO, President & Co-Owner



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