

Client Success Story

FRACTIONAL CMO

Marketing Strategy, Planning & Implementation

BACKGROUND

Teknipure is the premier developer, manufacturer, and distributor of innovative cleanroom and other controlled environments consumable contamination solutions. The company's products are designed to prevent, control, and remove contamination effectively and efficiently. Since 2008, Teknipure has responded to market needs by developing and supplying easy-to-use, well-identified, and continuously available products that are manufactured according to the most stringent standards (IEST 4.3, for example) and customers' strict practices (such as ISO 14644). Customers around the globe include medical facilities; pharmaceutical companies; microelectronics, optical, and flat panel manufacturers; aerospace and defense contractors; auto makers, and more.



Innovative
Contamination
Solutions

“ Duke and the rest of the Fractional CMO team planned and executed each and every Teknipure marketing activity. They were, in every way, our outsourced marketing department.

With their help, we became a prominent, well-known company - and subject matter experts - in our industry, as well as a recognized leader. Efforts were so successful that we were acquired by another larger company in a similar industry. ”

Chris Heiland

Founder & President of Teknipure

CHALLENGES



- Chris Heiland, Founder & President of Teknipure, was well-known as an expert in consumable contamination solutions, but the company was not (despite its superior manufacturing process and products). In addition, Teknipure was perceived as a “small player” in the industry.
- While some marketing was being done, there was no marketing strategy in place, the marketing efforts were not well organized or planned in advanced, and goals and objectives were not decided upon before initiatives were launched.



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OUR SOLUTION

Fractional CMO, LLC became Teknipure's outsourced marketing department, planning and executing all aspects of marketing the company pursued including branding, developing a new and more modern website, content and newsletter creation, outbound marketing efforts including lead generation, customer and lead nurturing, collateral creation, extensive online catalog design, social media activities and presence, trade show preparation, and more. Through marketing efforts, Teknipure was positioned as an expert in the consumable contamination solutions industry and a top-tier provider of products to cleanroom and other controlled environments.

OUTCOME



- For the 6 years working together, Teknipure had the benefits and advantages of an on-staff CMO (Chief Marketing Officer) and a marketing department without needing to incur the cost of hiring and employing one on a full-time basis.
- With Fractional CMO, LLC creating the marketing strategy and plans, and the implementation of marketing, the time and energy that Teknipure was previously spending on less effective marketing was redirected to support other core business needs.
- The branding was refined and brand recognition increased sharply.
- A new, more modern website and product catalog were created, and both were regularly updated
- Sales first doubled, then tripled, year-over-year.
- Due to it improved visibility and incredible increase in product demand, Teknipure had to move to a much larger, more modern manufacturing facility with a huge warehouse.
- Teknipure became well-recognized as a premier innovator in its industry, and even captured the attention of a large international firm operating in an adjacent market which eventually purchased the company to join its existing portfolio of businesses.

“ I enjoyed working with Duke and the entire Fractional CMO, and I sincerely appreciate everything they helped us to accomplish, including making Teknipure attractive for an acquisition. Without any hesitation or reservations whatsoever, I would recommend Fractional CMO, LLC to any company, in any industry, that is looking to boost its market share and become known as the experts in whatever industry it serves. ”

Chris Heiland

Founder & President of Teknipure