

Transforming CNC Replacement Parts' Digital Marketing & Customer Journey

Turning technical expertise into a predictable engine for growth, loyalty, and long-term value.

CLIENT

CNC Replacement Parts
("The CNC Repairman")

INDUSTRIAL ECOMMERCE | MANUFACTURING

THE OPPORTUNITY

Aaron had built a strong foundation as a trusted CNC expert with a loyal customer base and a robust ecommerce business.

However, the digital marketing and customer journey did not fully reflect his authority, capture demand consistently, or turn expert knowledge into a scalable growth engine.

The opportunity was to transform his digital presence into a system that educates, attracts, converts, and retains more of the right customers—on autopilot.

STRATEGIC APPROACH

We took a full-funnel, asset-driven approach focused on one core mission: help CNC owners avoid costly downtime and get back to production faster.

This included:

- **Authority Building:** Establishing thought leadership through high-value technical education.
- **Demand Generation:** SEO-optimized content and lead magnets to attract high-intent visitors.
- **Conversion Optimization:** Creating clear pathways from education to product discovery and purchase.
- **Retention & Loyalty:** Building systems that keep customers coming back and referring others.
- **Scalable Systems:** Implementing automation and content frameworks to drive ongoing growth.



THE CHALLENGE

- Traffic was inconsistent and heavily reliant on paid ads.
- The website did not clearly communicate expertise or build trust quickly.
- The customer journey lacked strategic touchpoints that convert and retain.
- Educational content existed—but wasn't structured for maximum impact.
- Email marketing was underutilized with no automated follow-up or nurturing.
- Organic visibility for high-intent searches (like Haas alarms) was untapped.
- There was no clear system for turning one-time buyers into repeat customers and brand advocates.

KEY STRATEGIC INSIGHT

The biggest growth lever wasn't more ads or more products—it was aligning Aaron's deep technical expertise with a customer journey that educates first, earns trust, and guides buyers to the right solution.

By positioning CNC Replacement Parts as the go-to resource for CNC troubleshooting and Haas machine support, we created a magnet for the exact customers who need help now—and who become loyal customers for life.

“The opportunity wasn't simply generating more traffic—it was creating a system that converted technical expertise into long-term customer relationships.”

The Transformation

A complete marketing and customer journey system designed to educate, convert, and retain.

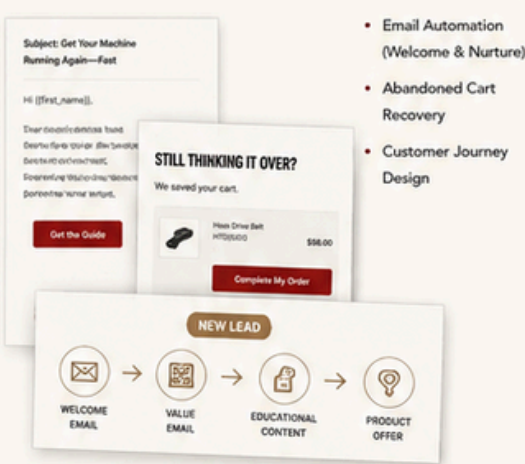
DELIVERABLES

EDUCATIONAL GROWTH ENGINE



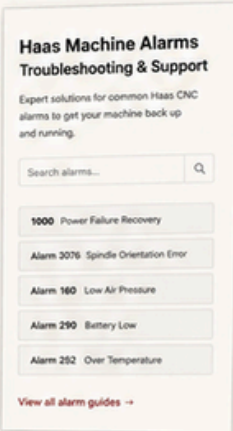
- Haas Emergency Troubleshooting Guide
- Lead Magnet Strategy
- Technical Education Framework

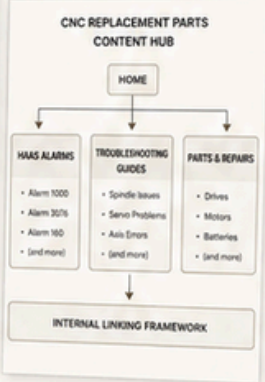
CONVERSION SYSTEMS



- Email Automation (Welcome & Nurture)
- Abandoned Cart Recovery
- Customer Journey Design

ORGANIC GROWTH



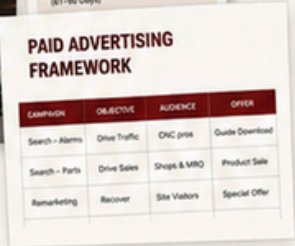


- Haas Alarm SEO Strategy
- Content Hub Development
- Internal Linking Framework

ORGROWTH FOUNDATION







- About Page Rewrite
- Revenue Growth Roadmap
- Paid Advertising Framework

EXPECTED BUSINESS OUTCOMES

- More qualified leads from high-intent audiences
- Improved conversion rates and fewer abandoned carts
- Stronger organic visibility for high-value search terms
- Higher engagement through email marketing
- More repeat customers and long-term loyalty
- Lower acquisition costs and stronger ROI over time

MARKETING PHILOSOPHY

“The people you call before you buy the wrong part.”

ENGAGEMENT SUMMARY

INDUSTRY
Industrial Ecommerce / Manufacturing

BUSINESS STAGE
Established

PRIMARY CONSTRAINT
Inconsistent lead generation and unclear customer journey

PRIMARY STRATEGIC PRIORITY
Build an educational growth engine and customer journey system that attracts, converts, and retains more of the right customers.

SCOPE OF ENGAGEMENT
Comprehensive Scale Clarity™ engagement including strategy, content, funnel, SEO, automation, and implementation assets.