



Manufacturer Increases Leads by

+182%

**After Implementing Digital Strategy
& Marketing Automation**

Consolidated Sterilizer Systems | consteril.com

CREATED BY

vital.

CallRail

HubSpot



**CONSOLIDATED
STERILIZER SYSTEMS**

About Consolidated Sterilizer Systems (CSS)

CSS has manufactured water stills and steam sterilizers (autoclaves) in Boston, Massachusetts, since 1946. Through 65+ years of research and development, CSS products can now be found in many of the leading universities and medical research and biotechnology facilities across 70 countries.

Customers continue to come to CSS because they promote a product line manufactured 100% in the USA, and they offer the industry's best prices, functionality, predictable quality, and customer experience in sales and service. With these advantages, the manufacturer was looking to increase revenue and lead generation through B2B marketing tactics.

To achieve sustainable growth, CSS partnered with Vital to strengthen their marketing strategy and drive measurable results.

AFTER JUST 7 MONTHS...

59%

growth in traffic

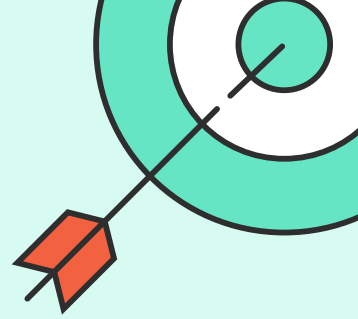
25x monthly growth in traffic

182%

growth in leads

19x monthly growth in leads

Campaign Goals



CSS' overall goal was to increase revenue through improved lead generation from their website.

Goal Measurement

Campaign goals were measured through the following metrics:

- 1 Driving Organic Traffic** — This meant increasing search engine rankings for a higher volume of keywords. By doing this, those searching the web (via search engines like Google) for autoclave-related information would naturally and effortlessly discover the CSS website.
- 2 Getting More Website Visitors to Contact The CSS Sales Department** — This meant increasing the number of website form submissions and the volume of web-driven telephone inquiries. Each of these submissions or inquiries would equal a new lead for CSS and the opportunity to close a sale and gain a customer.

To track these efforts accurately, Vital implemented **HubSpot** and CallRail, a lead CRM, and leading call tracking platform that helped CSS clearly see which marketing channels and campaigns were driving both form fill and phone inquiries.



Challenges



CSS faced several key challenges:

- 1** CSS' **current website** was underperforming, non-SEO friendly, and non-responsive. This meant Google searches were less apt to serve up the CSS website during search queries, and just as damaging, the site was difficult to access on smartphones, tablets and various other mobile devices.
- 2** CSS **lacked a digital marketing strategy** and had minimal digital marketing infrastructure and assets to build upon.
- 3** CSS' **competitors boasted more** market footprint, name recognition, market resources, and overall budget.

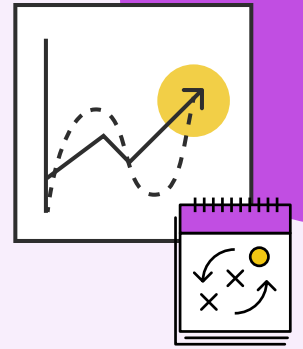
Despite such a rich company heritage, hallmarked by quality craftsmanship and customer satisfaction, CSS' digital infrastructure challenges and well-established competitor base meant they had an uphill battle ahead of them.

“We wanted our company to appear on the first page of search engine results so potential clients could easily find us.

In addition, we wanted to educate our customers on our industry's technology, equipment options, and emerging trends. As a small business we didn't have the in-house marketing expertise to create a dynamic web-site, assist with content creation, and navigate our way up the search engine results. We were looking for a digital marketing agency to help us execute on all of the above as well as keep up with our social media channels.”

— **Arthur Trapotsis**, President and CEO, Consolidated Sterilizer Systems

Solutions — Strategies & Tactics



1 Website Redesign & Rebuild

The very first step was to redesign and re-build the CSS website in order to provide a more intuitive experience for website visitors. We redesigned and rebuilt the entire website to make it easier to navigate, faster to load, and more helpful for users trying to figure out which CSS product they need. The new site also got a major SEO upgrade, with structure and content built around thorough keyword research. After launch, traffic started climbing — fast.

2 Keyword & Competitor Analysis

We dug into the data and found over 250 keyword opportunities CSS could be winning but wasn't. Their competitors were outranking them on key terms with real buyer intent. Using a mix of keyword tools, we figured out which ones would bring in the best-fit visitors and built a plan to go after them.

3 Target Audience Research, Content Idea Brainstorming

CSS serves five distinct buyer groups, each with their own pain points, questions, and priorities. We mapped out what each audience cares about most, then built a content plan designed to meet them where they are with info that's actually useful.

4 Continuous Content Creation

A content strategy only works if you stick with it. Together, we rolled out a steady stream of blog posts, social posts, email campaigns, a new video, a helpful eBook, and a webinar all tailored to CSS's key audiences. This kept the brand in front of prospects and gave them a reason to engage.

5 Paid Media Strategy & Call Tracking Implementation

To expand reach and drive more qualified traffic, CSS invested in paid ads. But clicks don't mean much without context. That's where CallRail came in. With smart call tracking in place, CSS could finally see which campaigns were turning into real phone calls and real leads. That data helped them see exactly what was working and what wasn't. Calls were integrated directly into Hubspot, allow our marketing team to see which calls came from where, and even listen to recordings to determine lead quality, and common questions to help advance our marketing tactics.

6 CRM Integration with HubSpot for Workflow Optimization

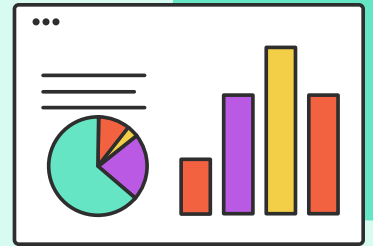
Next, we brought it all together with HubSpot. By integrating CallRail with the CRM, every tracked call and form submission landed on the right contact record, complete with source info. This gave CSS clear visibility into the full customer journey and helped them streamline follow-ups, automate workflows, and optimize future campaigns based on what was actually driving results.

“Vital Designs brings a unique blend of strategic thinking and hands-on partnership to every client engagement.

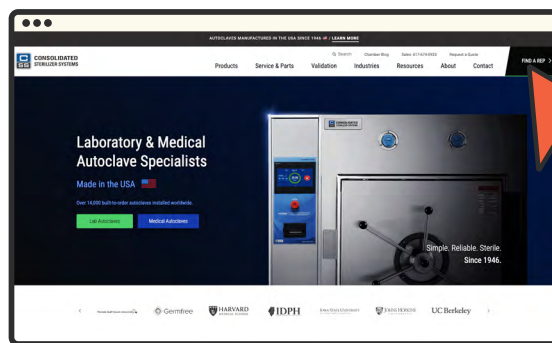
Their consultative approach ensures that tools like CallRail are not only implemented, but fully aligned with client goals — helping businesses like CSS unlock meaningful insights and drive long-term growth.”

— **Amber Rutland**, Callrail, Partner Account Manager

Results



CSS saw a **59% boost** in overall quality website traffic, including a **107% jump** in organic visits, thanks to a surge in keyword rankings. This traffic drove a **177% increase** in “Request a Quote” leads directly from the site.



+ 59%
quality website traffic

+ 107%
organic website visits

+ 177%
“Request a Quote” leads

We also introduced smart micro-conversions, like a downloadable eBook and a webinar, which helped grow CSS’s monthly email list by **over 200%**. And social media traffic to the site more than doubled.



+ 200%
monthly email list growth



2X
Social media traffic

Vital helped CSS lay a strong digital foundation by driving organic traffic and generating leads. Then we amplified their reach with paid advertising. As traffic and leads grew, it became essential to streamline marketing through automation and data-driven analytics. By integrating CallRail and HubSpot, we were able to track sales-driven activities and optimize efforts across both organic and paid strategies.

The result is a winning combination of digital strategy and tech tools that has helped CSS scale and grow year after year for over a decade.



Conclusion

At Vital, we believe your marketing should work as hard as you do.

That means tracking results, measuring what matters, and making smart decisions that actually move the needle. With CSS, we rolled up our sleeves across departments and got to work building a steady stream of leads — and a marketing system that keeps delivering.

This kind of success didn't happen in a vacuum. It took input from CSS' engineers and sales pros during our discovery process, plus strong support from leadership — especially CEO and President Arthur Trapotsis, who's been all-in from day one.

To tie everything together, we brought in CallRail and HubSpot. That combination gave CSS the tools to see exactly which campaigns and calls were driving results. And because the source data flowed right into each contact record in HubSpot, the sales team could follow up faster and close smarter. More insight, less guesswork.

We still meet every month to check in, share wins, and fine-tune what's next. Then we dive back in and keep building. Together, we're not just growing traffic and leads, we're helping CSS do what they do best — bring top-tier, made-in-the-USA products to the people who need them most.

