

6x Sales Increase for Weapon Storage Manufacturer

Situation

Argos Security is a weapon and gear storage manufacturer that lacked in brand awareness and wanted to increase their sales within four distinct markets: military, police and law enforcement, corrections, and campus safety.

Challenges

- Lack of clear brand identity
- Little or no awareness within target markets
- Balancing dealers and direct sales

Solution

Wavelength developed a fully integrated program that included branding, market segmentation and content development within the website, and a robust email marketing and advertising campaign. We designed the Argos logo and developed a tagline, positioning, and visual elements to bring the brand into alignment. Then, we took the brand to market, targeting hyper-focused publications within each market segment. The program yielded a six-fold increase in sales within seven months and prompted RFQs from multiple high-profile prospects, including the Department of Homeland Security.

7-MONTH RESULTS:

- **83% increase** in sales
- **90% increase** in form fills
- **RFQs** from NCIS, the US Air Force, NYC Department of Corrections, US Customs & Border Protection, Department of Homeland Security and Royal Canadian Mounted Police

**We deliver the leads. You close the sales.
Together, we grow your business.**

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