

Accelerate CMO


Case Study

Kimray's Marketing
Overhaul: The Strategy
That Achieved 2M Views
& 40K Subscribers

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THE CLIENT

WHO ARE THEY?



Kimray, Inc. is a leading global manufacturer of oil and gas control equipment with a \$300 million annual revenue and a strong international presence across multiple markets.

WHERE WERE THEY BEFORE WORKING WITH US?

Kimray's transformation story begins with a \$200 million operation standing as one of the last American-owned control valve manufacturers in the United States.

Despite six and a half decades of industry presence, Kimray was trapped in a cycle of disconnected "random acts of marketing" without a cohesive strategy to leverage their impressive heritage and expertise into sustainable brand growth.

THE PROBLEM

WHAT PROBLEM WERE THEY FACING?

Kimray had long been a trusted name in the industry, but times were changing. A new generation of engineers and field workers was entering the workforce—professionals who didn't share the deep-rooted loyalty of their predecessors. Without a clear strategy to differentiate itself, Kimray was becoming just another name in a crowded marketplace. The challenge? Reignite brand recognition and loyalty among this emerging audience before competitors filled the gap.



WHAT DID WE DO TO SOLVE IT?

As we listened to our customers, it became clear they needed more than just products—they needed knowledge. Engineers and field workers sought high-quality training on both Kimray's products and upstream oil and gas production. To meet this need, we launched in-depth content across YouTube, the blog, and a podcast, while also revamping Kimray.com to prioritize customer education and product training. By becoming a trusted source of industry knowledge, we strengthened both brand loyalty and market differentiation.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

Kimray developed the reputation of being **the go-to** for customer oriented training and resources. This developed into strong brand affinity and preference among the customer base.

- Grew the blog from 800 visits/ month to 60,000 visits/month in a 6 year period. **(7,400% growth)**
- Grew our youtube videos watched from 100 hours/month to 3326 hours/month in a 4 year period. **(3,226% growth)**
- This created **affinity and brand loyalty** among users of Kimray products, and gave them the ability to be more confident in their work.



TESTIMONIAL

The structure and processes that she developed allowed her team to produce exceptional content efficiently and timely. She has the **ability to cover all the details, ensuring the messaging is consistent and clear**, while also leading multiple projects simultaneously in a common direction.

- Andrew Schuermann, Kimray

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