



Marketing Growth In Manufacturing

Project Overview

We came in to help a manufacturing company update and overhaul their marketing strategy, their website was performing consistently but not growing, averaging ~1,500–2,000 users per month with a lot of bot traffic and a limited number of conversions. The leadership team wanted to build their website into a scalable lead generation system and expand their digital presence to attract more qualified prospects online.

Problem

Despite a good product and loyal customer base, the company faced several challenges:

- **Stagnant Website Traffic:** Little month-over-month growth, with a lot of bot traffic being counted, relying heavily on repeat visitors.
- **Limited Lead Capture:** web leads (form fills, contact requests) were not being accurately counted in their analytics. Hovered in the 35–50 range per month.
- **Underdeveloped Digital Strategy:** No structured campaigns, inconsistent content publishing, and minimal SEO investment.

The team needed a marketing system that could reliably bring in new visitors, convert them into leads, and provide insights that they could trust.

Results

The impact was substantial:

- **Users:** Grew from 18,161 (year 1) to 26,444 (year 2) — a 45.6% YoY increase.
- **Sessions:** Grew from 23,273 (year 1) to 33,583 (year 2) — a 44.3% increase in site activity.
- **Web Leads (Conversions):** Jumped from 590 (year 1) to 790 (year 2) — a 33.9% increase in leads.

In the first half of year 3, we saw record-breaking months, including 4,229 users in March and 91 web leads in April, the highest monthly conversion count on record. We are on track to deliver another mid-double digit increase YoY.

These results validated the strategy and provided the company with the confidence and trust to increase their marketing efforts.

Our Solution

We implemented a comprehensive digital marketing strategy, including:

- **SEO Overhaul:** Technical site audit, keyword strategy, optimized product pages, and regular content publishing.
- **Paid Search Campaigns:** Targeted campaigns to capture bottom-of-funnel buyers.
- **Analytics & Lead Tracking:** Redesigned conversion funnels, installed proper lead tracking, and built dashboards to track results.
- **Ongoing Optimization:** Monthly reporting, content updates, and strategic adjustments to campaigns.

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