



From Marketing Activity to 65% More Closed Customers

THE CHALLENGE

This air filtration manufacturer was investing in digital marketing and seeing more traffic, content engagement, and campaign activity. But sales results weren't keeping pace. Opportunities remained inconsistent, and the team couldn't connect closed business to specific marketing efforts.

The company lacked clear differentiation, effective conversion paths, and reliable tracking. Marketing was generating attention, but there was no connected system for turning that interest into qualified opportunities and customers.

THE SOLUTION

Manufacturing Growth Lab identified where the path from initial interest to closed business was breaking down, then built a system to connect marketing activity with sales outcomes. MGL helped the company:

- Identify the customers most likely to convert
- Align messaging with buyer needs and applications
- Define lead capture, nurturing, and qualification paths
- Optimize website pages and calls to action
- Implement HubSpot to connect marketing and sales
- Track lead sources, engagement, pipeline, and revenue
- Use performance data to improve campaigns and conversion points

THE RESULTS

With the new system in place, the company moved from generating activity to managing performance. Marketing and sales gained shared visibility into where opportunities came from, how prospects engaged, and which efforts contributed to closed business.

The result was more qualified opportunities, stronger website conversion, and a 65% year-over-year increase in customers generated through marketing without adding sales headcount.

WHY IT WORKED

MGL connected the company's positioning, messaging, website, sales process, and data into one measurable system. With every piece working together, the team could see what was driving results, improve performance over time, and turn marketing activity into closed customers.

THE IMPACT

65%

Increase in closed customers from marketing

155%

Increase in marketing-qualified opportunities

97%

Increase in quote request conversion rate

175%

Increase in quote request conversion rate

Learn More:

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CASE STUDY HERE**