



From Fragmented Brands to a Scalable Growth Platform

THE CHALLENGE

After years of growth and acquisitions, the company operated five separate websites with inconsistent messaging, limited reporting, and no centralized marketing strategy.

To prospective customers, the organization appeared to be a collection of independent companies—not one credible national manufacturer. Sales teams spent valuable time explaining the company's structure and capabilities, while leadership had little visibility into how marketing contributed to pipeline and revenue.

THE SOLUTION

Manufacturing Growth Lab began by benchmarking the company's sales and marketing operations across the Great 8 Pillars. With a clear baseline and roadmap in place, MGL helped the organization:

- Consolidate five brands under one national identity
- Align leadership around a clear value proposition and positioning
- Replace multiple websites with one buyer-focused digital platform
- Centralize CRM, reporting, and full-funnel visibility
- Define qualification criteria, ownership, and sales handoffs
- Build an integrated inbound, outbound, and account-based strategy
- Create industry-specific content and sales enablement resources

THE RESULTS

Within two years, the company's marketing maturity increased from 21% to 98%. Five disconnected brands became one unified national presence, supported by consistent messaging, a centralized website, and shared sales and marketing systems.

Leadership gained clear visibility into performance and revenue contribution, while standardized processes improved alignment, accountability, and efficiency across teams. The result was a stronger market presence and a predictable growth platform capable of supporting future expansion—without relying on paid advertising.

WHY IT WORKED

MGL focused on clarity and alignment before scaling execution. By connecting the company's brand, teams, technology, content, and reporting around a shared growth strategy, leadership gained confidence in what was driving results—and a system built to improve over time.

THE IMPACT

21% → 98%

Marketing maturity in two years

\$1M+

Closed-won revenue attributed to marketing

250+

Organic leads generated annually

Multimillion-dollar

Pipeline built for future growth

Learn More:

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CASE STUDY HERE**