



From Limited Visibility to \$340K in New Revenue

THE CHALLENGE

Entering a specialized industrial market dominated by established competitors, this precision component manufacturer had the expertise and capabilities to compete... but virtually no brand awareness or digital presence.

Prospective customers had no easy way to discover the company, evaluate its capabilities, or view it as a credible alternative. Without the systems to capture buyer data, measure interest, or support sales conversations, the company struggled to build visibility and generate qualified demand.

THE SOLUTION

Manufacturing Growth Lab developed a strategy-led digital marketing program built around how industrial buyers research, evaluate, and select suppliers. With a clear understanding of the buyer's journey, MGL helped the company:

- Define ideal customer profiles and buyer decision criteria
- Develop a differentiated value proposition and buyer-focused messaging
- Build a website optimized for search visibility and lead generation
- Implement HubSpot CRM and marketing automation
- Launch LinkedIn and search engine optimization programs
- Create conversion paths for sales-ready opportunities
- Connect marketing activity to pipeline and revenue through analytics

THE RESULTS

Within 18 months, the new marketing program generated \$340,000 in closed new business revenue, 212 qualified leads, and 25 new customers, including the company's first international customer.

Organic website traffic increased by 118%, referral traffic grew by 181%, and organic search accounted for 45% of all digital leads. What began as an effort to establish credibility became a reliable source of pipeline and revenue, helping the manufacturer compete more effectively with larger, internationally recognized brands.

WHY IT WORKED

MGL treated the website as part of a complete revenue system and not simply a design project. By aligning the company's positioning, digital presence, marketing technology, and lead-generation strategy with the industrial buyer's journey, the manufacturer gained the visibility and credibility needed to convert online interest into measurable growth.

THE IMPACT

\$340K

Closed new business revenue

212

Qualified leads generated

25

New customers acquired

118%

Increase in organic website traffic

Learn More:

manufacturinggrowthlab.com

Email Us:

transformed@manufacturinggrowthlab.com

[READ THE FULL CASE STUDY HERE](#)