



ManufacturingGrowthLab.com

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65% MORE CLOSED CUSTOMERS IN 1 YEAR — WITHOUT INCREASING SALES HEADCOUNT

How an air filtration manufacturer
turned digital activity into a measurable
customer acquisition system

Company Overview

This industrial dust collection & air filtration equipment manufacturer helps improve plant safety, efficiency, and working conditions with their products. The company serves a wide range of industries with durable, application-specific solutions.

The Situation

This dust collection & air filtration equipment manufacturer had already begun investing in digital marketing and was seeing early signs of traction. Website traffic was increasing, content was being published, and campaigns were generating engagement across multiple channels. On the surface, it appeared that marketing was working.

However, inside the business, a different reality was emerging. Sales results were not keeping pace with marketing activity, opportunities were inconsistent, and it was difficult to connect closed business back to specific efforts. What looked like progress in marketing did not translate into predictable customer growth.

What Was Actually Broken

For years, the company's growth followed a familiar pattern, driven by product quality and relationships but without a formal system to support repeatable pipeline generation.

As digital efforts expanded, a few constraints became clear. The company lacked a clear way to differentiate in the market, and messaging didn't consistently communicate why a buyer should choose this manufacturer over their competitors. Website activity was increasing, but there was no structured path to move leads from interest to opportunity.

At the same time, limited tracking made it difficult to understand what was working or where leads were coming from in the first place.

Upon deeper review, the issue wasn't effort — it was the absence of a connected marketing and sales system. There was no unified structure tying together positioning, website performance, conversion paths, and data.

Without those foundations in place, growth would remain inconsistent, regardless of how much activity occurred.

The Approach: Build the System First

1. Diagnose & Align

Manufacturing Growth Lab (MGL) began by mapping how the company was actually generating business — and where that process was breaking down between initial interest and closed customers. This included identifying the types of customers most likely to convert, analyzing how those buyers researched and evaluated solutions, and assessing how effectively the manufacturer's current marketing and sales efforts supported that journey.

Through this process, it became clear that while the company was generating engagement, it lacked a consistent structure to capture, qualify, and convert that interest into pipeline. Marketing activity and sales outcomes were not tightly connected, and there was limited visibility into which efforts were producing real opportunities.

This created alignment around what needed to change — and where to focus first.

2. Design the Revenue Foundation

With those gaps identified, the focus shifted to designing a system that could consistently turn visibility into qualified opportunities.

This included clarifying the business's positioning around specific applications and buyer needs, aligning messaging to how prospects evaluate dust collection solutions, and defining how marketing and sales would work together to move prospects from initial engagement to sales-ready conversations.

The team also established clearer pathways for how prospects would enter the system, how they would be nurtured over time, and what would qualify them as a meaningful opportunity for the sales team.

Rather than adding more activity, the goal was to ensure that every effort contributed to a structured, repeatable path to revenue.

The Approach: Build the System First

3. Build the Infrastructure

Once the system was defined, the next step was to implement the infrastructure required to support it.

MGL refined the website even further to improve conversion behavior, making it easier for qualified buyers to understand the manufacturer's capabilities and take the next step. Calls to action, page structure, and engagement points were tested and optimized based on actual user behavior.

At the same time, HubSpot was implemented to connect marketing and sales activity, providing visibility into where leads were coming from, how prospects were engaging, and which efforts were contributing to pipeline and closed customers.

This created a centralized system where data could be captured, tracked, and used to guide decision-making.

4. Run and Improve

With the system in place, the company shifted from executing marketing activity to managing system performance.

The MGL team expanded content and campaigns that were driving qualified engagement, improved conversion points that were underperforming, and prioritized channels that consistently contributed to pipeline. Because marketing and sales were now connected through shared data, decisions could be made based on measurable outcomes rather than assumptions.

Over time, these improvements compounded. What had previously been disconnected activity became a coordinated system that produced more consistent opportunities — and ultimately, more closed customers.

Results After System Implementation

65%

increase in closed customers from marketing (YoY)

155%

increase in marketing-qualified opportunities

97%

increase in quote request conversion rate

175%

increase in social-driven traffic

Most manufacturers in this position don't have a marketing problem. They have a system problem. Once the system is in place, performance becomes something you can manage, measure, and improve.

These results came from building the underlying system that connects positioning, messaging, website performance, and data into a unified approach to generating and converting demand.

As that system matured, performance became more predictable. The team gained visibility into what was working, where opportunities were coming from, and how to improve results over time. What began as increased activity evolved into measurable business outcomes, including a significant increase in closed customers.

Client Perspective

“We are thrilled with the growth of our company. Your professional team has exceeded our expectations with well-thought-out digital strategies that have significantly increased our leads, conversions, and overall organic presence.”

– **Marketing Manager**



TURN MARKETING ACTIVITY INTO CLOSED CUSTOMERS

If your team is generating traffic but not consistently turning it into customers, the issue is rarely visibility alone.

It's how your marketing and sales system is connected.

MGL helps manufacturers build the infrastructure behind growth — so your website, messaging, and sales process work together to produce measurable pipeline and closed business.

Ready to Improve Conversion and Close Rates?

If you're seeing:

- Increased traffic but inconsistent opportunities
- Leads that don't convert into customers
- Limited visibility into what's actually driving revenue

We'll help you identify where your system is breaking down — and how to fix it.

Start With a Great 8 Revenue Scorecard & Diagnostic

Get a clear view of what's working, what's not, and what to prioritize next.

TALK TO THE MGL TEAM →