



ManufacturingGrowthLab.com

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# A STRATEGY-LED WEBSITE DRIVES \$340,000 IN NEW REVENUE FOR AN INDUSTRIAL BEARINGS MANUFACTURER

## Company Overview

A U.S.-based manufacturer of precision components, including bearings, gears, and engineered products for industrial applications. The company supports OEMs and manufacturers with both off-the-shelf and custom solutions tailored to specific performance requirements.

This manufacturer, specializing in precision-engineered motion and rotational systems, entered the market with a clear goal: to become a credible alternative to the large, established manufacturers dominating the niche market for slewing ring bearings and related components.

The company had the technical expertise, manufacturing capabilities, and leadership experience to compete. What it didn't have was visibility. In an industry where buyers often default to familiar names, this business was virtually unknown, especially online.

Without a meaningful digital presence, prospective customers had no way to discover the company, evaluate its capabilities, or compare it to larger competitors. Sales conversations were more challenging to initiate, and the company lacked the infrastructure needed to understand buyer interest or support pipeline development.

Leadership knew that simply launching a website wouldn't solve the problem. To grow, it needed a digital foundation that could establish credibility, support sales conversations, and turn interest into measurable revenue.

That requirement set the stage for a strategy-first approach rounded in how industrial buyers actually research, evaluate, and select suppliers.

**Company:** Slewing Bearing & Rotational Component Manufacturer

**Industry:** Industrial Bearing Manufacturing

**The Challenge:** Establish credibility and generate pipeline in a highly competitive industrial manufacturing niche.

**The Solution:** Strategy-led website development plus marketing execution, aligned to the industrial buyer's journey.

**The Results:** \$340,000 in new revenue, international customer acquisition, and a scalable digital foundation within 18 months

# The Challenge: Building Credibility and Pipeline in a Mature Industrial Market

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Entering a niche industrial market dominated by long-standing competitors, The manufacturer faced several obstacles:

- Virtually no existing digital presence or brand awareness
- No technical infrastructure to capture, track, or analyze buyer data
- Limited visibility into how prospective customers researched and evaluated suppliers
- Established competitors controlling the majority of the market share

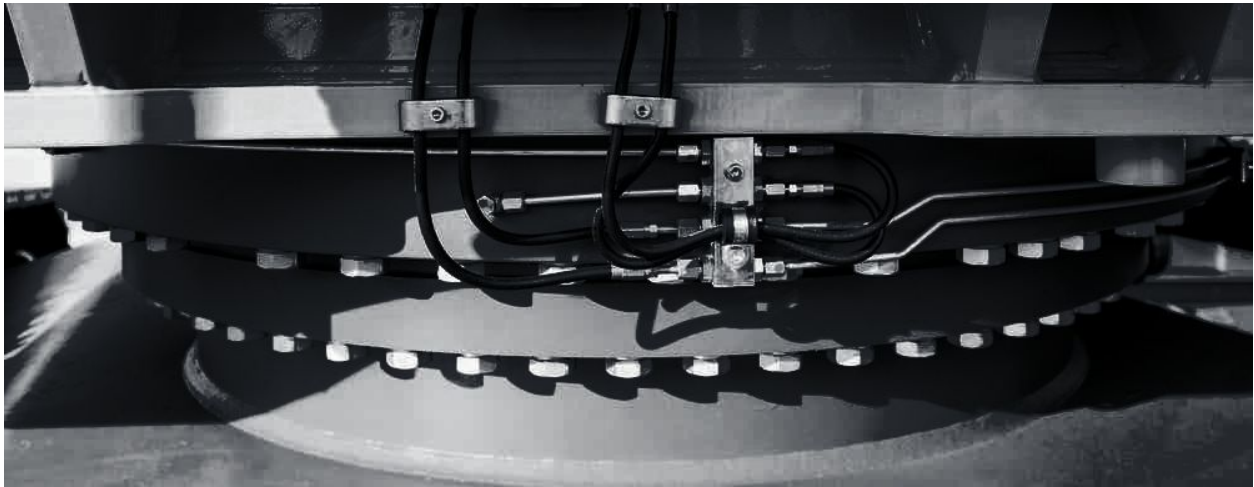
Without a clear strategy or supporting systems, the company lacked the tools needed to position itself as a legitimate alternative, let alone generate qualified demand at scale.



# The Strategy: Aligning the Marketing Strategy to the Industrial Buyer's Journey

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Rather than approaching the website as a design exercise, Manufacturing Growth Lab (MGL) partnered with leadership to develop a strategy-led digital foundation focused on buyer behavior and decision-making.



The engagement centered on:

- Defining the company's ideal customer profiles and decision-making criteria
- Structuring marketing and sales assets to support each stage of the buyer's journey
- Positioning the manufacturer as a credible, technically capable alternative to larger competitors
- Developing a formal online marketing strategy and building brand awareness
- Building a website designed to convert anonymous visitors into sales-ready opportunities

This strategy informed every aspect of execution, from site architecture and messaging to calls to action and conversion paths.

# The Solution: A Buyer-Aligned Digital Marketing Program Built for Revenue Impact

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MGL developed a formal online marketing strategy to drive brand awareness and lead generation.

Key elements included:

- A well-articulated and differentiated value proposition, including buyer-focused messaging to attract right-fit customers
- A website built for lead generation and top ranking in search engines
- Implementation of HubSpot customer relationship management and marketing automation to enhance visibility, efficiency, and scalability
- LinkedIn social media program to build awareness and lead generation
- Search engine optimization to improve visibility among high-intent industrial searches
- Conversion tracking and analytics to connect marketing activities to desired outcomes and pipeline revenue

The result was a marketing program built to increase visibility, capture buyer interest, and support sales conversations with actionable data.

# The Results: Measurable Growth and Global Reach

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**Within 18 months** of launching the marketing program, the company achieved several measurable, revenue-driven outcomes:

**\$340,000**

in closed new business revenue

**212**

qualified leads generated

**25**

new customers acquired

**1st**

international customer secured

**118%**

increase in organic website traffic

**181%**

increase in referral traffic

**45%**

of digital leads driven by organic search

# The Results: Measurable Growth and Global Reach

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What began as a credibility-building initiative quickly became a reliable source of new revenue and pipeline, supporting both domestic growth and international expansion.

## Client Perspective

“The marketing program broadened our reach while furthering our brand awareness. It put our public appearance on par with our large international competitors.”

– *President & COO, Slewing Bearing & Rotational Component Manufacturer*

The new digital presence allowed this manufacturer to compete at a higher level, supporting sales efforts with a professional, buyer-focused experience.



# WHY MGL'S STRATEGY WORKED

MGL focused on strategy, systems, and durable revenue contribution. By aligning the website and digital marketing execution to how industrial buyers actually make decisions, this industrial bearings manufacturer gained visibility, credibility, and predictable pipeline growth.

## Need a Website That Supports Sales?

When built around how buyers actually research and decide, your website becomes a powerful sales tool. Let's talk about what that could look like for you.

[TALK TO THE MGL TEAM →](#)