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HOW A FAMILY-OWNED INDUSTRIAL PACKAGING MANUFACTURER BUILT A SCALABLE GROWTH PLATFORM BY REACHING 98% MARKETING MATURITY

Company Overview

A U.S.-based manufacturer of rigid packaging products, including steel and plastic containers for industrial and commercial use, serving diverse end markets through a network of production facilities and customized solutions.

A private-equity-backed industrial packaging manufacturer had grown steadily over decades by acquiring several respected regional brands across North America. Operationally, the business was strong. Customer relationships were well established, and internal teams were capable.

Externally, however, the story was fragmented.

To the market, the organization appeared as a collection of independent companies rather than a unified national manufacturer. Sales teams regularly spent time explaining the company's structure, capabilities, and credibility, especially when pursuing larger, more complex opportunities.

As the business reached a pivotal stage following multiple acquisitions, leadership aligned around a shared objective: bring clarity and consistency to the brand, modernize the go-to-market approach, and create a marketing system leadership could trust and scale.

This was a proactive decision to strengthen the foundation of a growing organization.

Company: Family-Owned Manufacturer (Multi-Location, North America)

Industry: Industrial Packaging Manufacturing

The Challenge: Fragmented brand identity, limited visibility, and no clear connection between marketing efforts and business outcomes.

The Solution: A strategy-first growth platform focused on brand unification, buyer clarity, and operational alignment.

The Results: An average of 250+ leads per year, \$1M+ closed new business revenue, and a scalable foundation for long-term growth, achieved entirely through organic efforts.

The Challenge: Disconnected Brands and Systems at Scale

Despite strong fundamentals, the company faced several challenges:

- Five separate websites with inconsistent messaging and performance
- No centralized marketing team or documented marketing strategy
- Undefined buyer personas and inconsistent positioning across brands
- An underutilized customer relationship management tool with limited reporting
- Minimal visibility into how marketing activity supported sales and revenue

Marketing efforts existed, but they were disconnected, making it difficult for leadership to evaluate performance or confidently plan for growth.



The Starting Point: Establishing a Clear Baseline

Manufacturing Growth Lab (MGL) began by helping leadership establish a clear baseline of their current marketing and sales maturity before defining the path forward.

Using MGL's **Great 8 Pillars benchmarking framework**, the organization was evaluated across all eight pillars:

- Goals, Key Performance Indicators (KPIs), & Benchmarks
- Value Proposition, Messaging, & Branding
- Revenue Strategy
- Team Structure
- Website & Digital Presence
- Reporting & Analytics
- Tech Stack
- Templates & Enablement



This benchmarking revealed the organization was operating at approximately **21% marketing maturity**, making it clear that future growth would depend on structure, alignment, and system-level clarity.

The Solution: Building the Growth Platform

With a clear roadmap in place, MGL partnered with leadership to build a unified, scalable growth platform.

Key initiatives included:

Brand Unification and Positioning:

Consolidated five brands into a single national identity. Facilitated leadership workshops to align messaging, positioning, and value proposition.

Buyer-Aligned Website Experience:

Replaced multiple underperforming websites with one centralized site designed to support buyer research, establish credibility, and enable sales conversations.

Revenue Visibility and Systems

Alignment: Implemented a centralized CRM and reporting framework to provide shared visibility across sales and marketing.

Targeted Growth Strategy:

Developed a focused strategy spanning inbound, outbound, and account-based initiatives tailored to the company's core markets.

Sales and Marketing Alignment:

Defined qualification criteria, clarified handoffs, and aligned teams around shared definitions and goals.

Demand-Enabling Content:

Created industry-specific content and sales enablement assets designed to educate buyers and support decision-making.

The Results: From Disconnected Efforts to Marketing Maturity

Two years into the partnership, **the company's marketing maturity score increased from 21% to 98%**, indicating alignment with nearly all best-practice standards for scalable sales and marketing operations.

The shift wasn't because of one tactic — it was a complete evolution of how sales and marketing worked together to drive growth.

- Clearly defined marketing roles, supported by specialist resources, replaced generalist execution.
- Goals became documented, tracked, and directly aligned to business priorities.
- Brand messaging was unified — backed by proof points and consistent creative across every channel.
- The website evolved into a search-optimized, conversion-focused hub fully integrated with marketing automation.
- Sales and marketing aligned around shared metrics, powered by full-funnel analytics and attribution.
- A comprehensive strategy connected inbound, outbound, and account-based efforts into one cohesive system.
- Standardized templates and processes improved efficiency, consistency, and scalability.

In short: marketing became a system, not a series of disconnected activities.

The Results: From Disconnected Efforts to Marketing Maturity

The Impact:

With that foundation in place, results accelerated and, more importantly, became predictable.

\$1M+ in closed-won revenue

directly attributed to marketing efforts

A multimillion-dollar pipeline

built for future growth

Averaging 250+ leads per year

generated organically, expanding reach without paid media

98% marketing maturity score

jumping from 21% in just two years

A markedly stronger online presence and market visibility, achieved without paid advertising



WHY MGL'S STRATEGY WORKED

This transformation succeeded because MGL focused on establishing clarity and alignment before scaling execution.

By defining the value proposition, aligning teams around shared goals, and creating visibility across marketing and sales, leadership gained confidence in how growth was being driven. Marketing became more predictable, sales conversations were better supported, and the organization could plan for growth with far less guesswork.

Ready to Build a Scalable Growth Platform?

If your organization has grown faster than its marketing systems, we can help bring clarity, alignment, and confidence to what's driving growth.

TALK TO THE MGL TEAM →