



ManufacturingGrowthLab.com

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FROM NO PIPELINE TO 9X INBOUND OPPORTUNITIES IN 7 MONTHS

How a fourth-generation manufacturer built
the system behind predictable growth

Company Overview

This multigenerational, U.S.-based manufacturer in the plastics and thermoforming space produces custom components for OEM and display applications. The company is known for handling complex, low-volume projects with a highly collaborative engineering approach.

The Situation

This plastics manufacturer was founded in the 1940s, and the fourth-generation, family-owned company had never really invested in marketing — and didn't place much value in it. Existing customers viewed the company as an innovative provider of high-quality, custom thermoformed solutions, but that wasn't immediately apparent to prospects searching online.

Leadership understood that change was necessary. The company's website was over a decade old and was generating virtually no traffic, let alone leads.

From the outside, it looked like a marketing gap. A quick website fix.

What Was Actually Broken

For decades, the business had grown the way many manufacturers do — through relationships, reputation, and repeat business. That model worked until leadership began pushing for more intentional, scalable growth.

At that point, a few realities became hard to ignore. The website wasn't generating meaningful opportunities, and the issue went far beyond design. New prospects couldn't clearly understand what made this manufacturer different, and sales remained heavily dependent on existing relationships. The team wasn't able to track what was working or make changes to what wasn't.

Manufacturing Growth Lab (MGL) discovered that the company lacked the core components of a functioning marketing and sales system. There was **no clearly defined ideal customer, no consistent messaging to guide buyers, no structured path from interest to opportunity, and no data to measure performance or inform decisions.** To achieve a consistent pipeline, the team would have to forgo heroics and focus on the systems that would actually help them grow.

Without the foundations in place, any marketing effort — no matter how well executed — would produce inconsistent results.

The Approach: Build the System First

1. Diagnose & Align

MGL's first step was to understand how the company generated new business. That meant defining ideal customers, unpacking real buyer needs, and identifying where the current approach was falling short across the core elements of marketing and sales operations.

This created clarity around what needed to change — and just as importantly, what didn't.

2. Design the Revenue Foundation

With that clarity, MGL built a structured plan for how the manufacturer would attract, engage, and convert the right opportunities.

That included:

- A clear value proposition grounded in real customer outcomes
- Defined buyer journeys for key customer types
- Alignment between marketing activity and sales follow-up
- A roadmap for how the website, messaging, and systems would work together

This is where most companies rush ahead. This manufacturer didn't.

The Approach: Build the System First

3. Build the Infrastructure

Once the system was defined, the next step was to install it.

The website was rebuilt — not as a brochure, but as a working part of the revenue system. It was structured to clearly communicate who they serve, what they do best, and why they are a credible choice.

MGL worked to refine the company's messaging to reflect real customer problems and applications, not generic claims.

At the same time, the underlying infrastructure was put in place. Marketing and sales activity were connected through HubSpot, creating visibility into inquiries, engagement, and early pipeline development.

4. Run and Improve

With the system live, the plastics manufacturer moved from guessing to managing.

Inbound activity could now be tracked. Content aligned with real buyer questions began generating engagement. Early-stage opportunities started to flow in, and leadership finally had visibility into what was working and what needed to improve.

Results After Seven Months

900%

increase in inbound sales opportunities

237%

increase in organic website traffic

5,600%

increase in traffic from social channels

These results didn't come from a better website or more marketing activity. They came from installing the foundational components of a marketing and sales system — clear positioning, structured messaging, a website built to support the buying process, and the infrastructure to track and improve performance.

Within months, that system began producing measurable outcomes: a significant increase in inbound opportunities, stronger visibility into what was working, and a path toward reducing dependence on a small set of customers. More importantly, leadership gained something they didn't have before — confidence in how growth would happen, not just hope that it would.

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 over time.

Client Perspective

“There was a plan set in place from the very beginning. It was organized from start to finish. [...] Within a five-day period, we saw over two dozen leads from a single piece of content.”

– *COO of the Plastics Manufacturing Company*



REPLACE GUESSWORK WITH A GROWTH SYSTEM

If your website isn't producing opportunities, your pipeline is inconsistent, or your team lacks visibility into what's working, the issue isn't your tactics.

It's the system behind it.

MGL starts by diagnosing your current marketing and sales operations across the Great 8 Pillars, then builds a clear, prioritized roadmap to help you move from scattered efforts to a structured, measurable growth system.

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 →](#)