

How a Targeted Marketing Program **Increased Website Traffic by 73%** for an Industrial Manufacturer

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Overview

Industrial manufacturers often rely heavily on existing relationships, distributors, and trade shows to drive new business. While these channels remain valuable, many buyers now begin supplier research online. A mid-sized industrial manufacturer partnered with our team to modernize its digital presence and increase inbound opportunities from engineers, procurement teams, and OEM decision-makers.

Within one quarter, the company saw a significant increase in visibility and qualified inquiries.

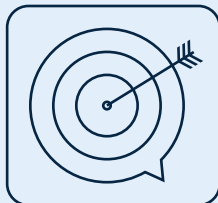
The Challenge

Despite strong manufacturing capabilities and an established customer base, the company faced several growth barriers:

- Limited online visibility among engineers and procurement professionals researching suppliers
- A website that functioned primarily as a product catalog rather than a sales tool
- Inconsistent messaging about manufacturing capabilities and differentiators
- Heavy reliance on referrals, trade shows, and distributor relationships for new business

Leadership wanted to expand awareness and create a more consistent pipeline of inbound opportunities.

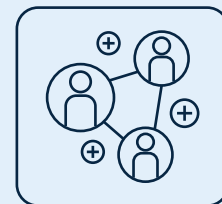
Key Opportunities



**Increase online
visibility +
performance**



**Improve
messaging +
positioning**



**Generate new
business
connections**

The Approach

We implemented a focused marketing program designed to improve discoverability and convert technical audiences into qualified inquiries.

1 Positioning & Messaging Refinement

We clarified the company's core value proposition, emphasizing engineering expertise, manufacturing reliability, and production capabilities. This messaging was integrated across the website and digital marketing channels to ensure consistency.

2 Website Optimization

The website was restructured to better support industrial buyers by:

- Organizing content around product applications and categories
- Improving navigation for engineers and procurement teams
- Adding clearer calls-to-action for quote requests and technical inquiries
- Enhancing product detail pages and technical information

3 Targeted Digital Marketing

To drive relevant traffic, we implemented a targeted program that included:

- Search engine optimization for industry-specific terms
- Content designed to address common engineering and procurement questions
- Targeted campaigns to attract buyers actively researching suppliers online

The Results — FIRST QUARTER

Within three months, the program generated significant improvements in both visibility and lead generation.

LEAD GENERATION

27% 

increase in qualified inbound leads

TRAFFIC GROWTH

73% 

increase in overall website traffic

120% 

increase in new website visitors

The increase in visibility introduced the company to new buyers earlier in the procurement process and expanded the sales pipeline with additional qualified opportunities.

Why This Matters for Manufacturers

Today's industrial buyers often conduct extensive research before contacting a supplier. Companies that appear early in that process gain a significant advantage.

Manufacturers that invest in clear positioning, strong digital infrastructure, and targeted marketing programs can:

- Increase awareness among engineers and procurement teams
- Generate more inbound quote requests
- Expand their pipeline without increasing sales headcount
- Support existing distributor and relationship-driven sales channels

Key Takeaway

For many manufacturers, growth opportunities already exist in the market – they simply need greater visibility during the buyer research process.

A targeted marketing strategy can quickly increase awareness and create a measurable increase in qualified inbound opportunities.



Interested in Similar Results?

If you are exploring ways to increase visibility, generate more qualified inquiries, and support your sales team with a stronger digital presence, we would welcome a brief conversation.

A smarter way to grow.®

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