

This case study outlines the challenges faced by a metal manufacturing company in getting quality leads, the solutions Paige Black implemented, and the results they achieved together.

Industry Background

Manufacturing in the US

From 2013 to 2018, the **metalworking machinery manufacturing industry**, which produces metal parts for machinery, experienced steady growth driven by strengthening demand in downstream markets. During that time, revenue climbed at an annualized rate of 0.3% to \$33.0 billion.

Despite this growth, the manufacturing sector as a whole (which includes all US manufacturing, not just metal manufacturing) faltered from 2013 - 2018, owing to a slump in export demand.

However, over the next five years through 2023, analysts expect the manufacturing sector to grow at an annualized rate of 1.5% to \$6.6 trillion due to investments in research and development, and process improvement¹. Despite predictions, manufacturers face looming trade conditions concerning tariffs and changes to the North American Free Trade Agreement, making their future unclear.

Local Market Situation

Manufacturing is a major economic driver in Colorado:

- There are 4,814 manufacturing firms in Colorado, employing an average of 147,510 employees in 2018. The average worker compensation was \$76,828.66 annually in 2017.
- Manufacturers in Colorado account for 7.08% of the total economic output of the state, and they employ 5.41% of the workforce. Their total output from manufacturing in 2017 was \$24.28 billion.
- In 2018, Colorado exported \$7.75 billion in manufactured goods. Small business manufacturers produced the lion's share of those exports².

¹IBIS World Us Industry Reports, NAICS, Manufacturing

²National Association of Manufacturers, 2019 Colorado Manufacturing Facts

The Marketing Challenge

The client, a metal manufacturing company with \$7.5M in annual revenue, had reached a growth plateau. With just one salesperson, they were not obtaining enough leads to increase their revenue to meet their goals. Additionally, the owner was reasonably certain that their largest customer was about to move on to a competitor, ending a multi-year relationship. They needed to replace the revenue from the departing customer and find a new source of reliable leads.

The Paige Black Solution

To determine the most effective course of action for the client, Paige Black performed discovery research into their unique market position. Our analysis indicated that the best way to generate quality leads was to build a new website, develop a content strategy for the client’s blog, and implement an AdWords campaign.

The Results

Website & Blog Implementation

Paige Black developed a new website and established a blog with content optimized specifically for engineers— the client’s target market. The blog pages became the website’s top visited pages within the first six months, and earned the following metrics:

	Unique Page Views	Average Time on Page
Top-Viewed Blog Page	821	4:51
Second-Most-Viewed Blog Page	623	6:18
Third-Most-Viewed Blog Page	189	2:40

The year-over-year page views skyrocketed as well. From January 2018 to September 2018, (before the blog) the website received 8,610 overall page views. For the same period in 2019 (after the blog), overall page views shot up to 13,596— a 57.91% increase.



Search Engine Results

Even though Paige Black focused on a content marketing strategy (and not an SEO strategy), the manufacturer achieved a 27th-place search-results ranking, on average, in the first six months of 2019. During that period, they received 114,000 impressions and 2,740 clicks from search results. Additionally, their site is now on the first page of Google search results for 217 search terms relating to metal manufacturing.

Adwords Performance

The manufacturing company invested \$75,000 over 12 months into an AdWords campaign that used highly-focused keywords to capture their ideal customer demographic. The AdWords campaign generated leads that produced \$1.5M in revenue—nearly a 2,000% return on investment (ROI).

We did not account for residual sales from repeat customers in this results measurement. Based on the lifetime value of the manufacturer's average customer, campaign ROI will rise continually over time.

About Content Marketing and Digital Advertising

Content marketing builds your brand's authority and credibility, and inspires trust from prospects and customers. Done well, a content marketing strategy answers all the questions a potential buyer has no matter where they are in the buyer's journey.

Digital advertising allows for specific targeting based on customers' interests and search habits and can be adapted throughout a campaign to optimize performance.

While there is no guarantee of results with any content or advertising effort, both digital advertising and content marketing are measurable, which makes it easy to monitor and calculate ROI.

Want to know more about content marketing and digital advertising for your company?

Contact Paige Black to discuss your goals.



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