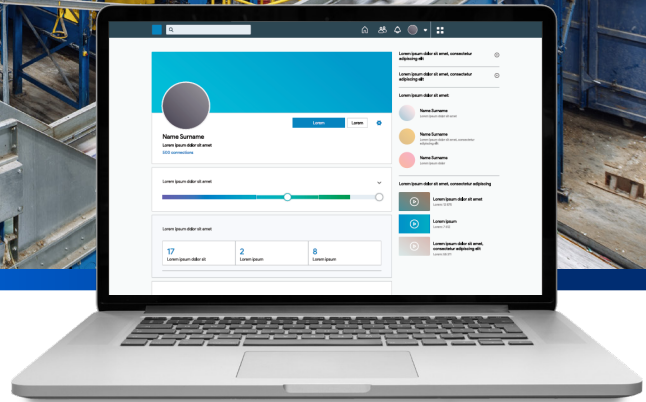


Client: Manufacturing Distributor and Equipment Supplier
Project: Social Media and Inbound Marketing for New Sales



Inbound and Social Media for Manufacturing Equipment Supplier

- DIGITAL MARKETING
- SOCIAL MEDIA MARKETING

A distributor and equipment supplier who sold corrugated, converting, and recycling machinery, parts, and service to international manufacturers struggled to find and reach new prospects. The company offered a clear competitive advantage over its competition, but existing customers and prospects had no knowledge of the advantages.

Our Challenge

An equipment supplier struggled to update its marketing messaging and strategy. As the industry had changed, the supplier had adapted. Rather than simply selling and distributing equipment and machines as it had in the past, it now provided additional services including installation, parts and repair, consultation, and more.

With the additional services, the supplier needed to communicate with and reach prospects around the world. It needed to update its messaging and develop new tactics to find and engage potential customers.

Our Solution

The supplier reached out to the GO2 Digital Marketing team for help. GO2 initially did market and competitor research to develop a strategic view of the marketplace and customers. After that, GO2 conducted interviews with the leadership team. From the interviews and research, a new corporate brand and messaging strategy were developed, focusing less on the machines and more on the additional value and expertise provided by the supplier.

In addition, the market research identified LinkedIn as an effective platform for reaching prospects, especially in the international market. Working with the supplier, GO2 set up a LinkedIn page and developed a content calendar.

Our Results

Soon after setting up the new LinkedIn page and launching the messaging, the OEMs that worked with the supplier took notice. Several reached out to the sales team with referrals on potential customers in need of the services, and not just the machines, provided by the supplier.

The articles and short videos that have been the cornerstone of the new digital marketing initiative have delivered quick results. The sales team used the new material in one-on-one sales efforts. Within three days of starting the campaign, the articles and videos led to scheduling six additional sales meetings at an upcoming trade show, with an expected ROI for their trade show marketing efforts of nearly 100%. Initial results of the social media marketing were also impressive, with impressions up 354%, followers up 65%, and unique visitors up 39%.

Soon after the launch of the LinkedIn page and new messaging, the supplier agreed to a long-term contract with GO2 for additional digital marketing services.

