

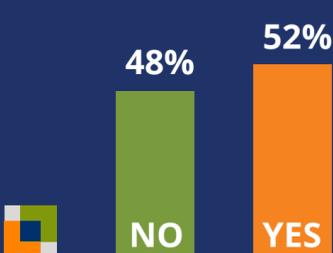


Digital Lead Generation for Manufacturers in 2018

Statistical Highlights

Does the website gate content behind a form?

According to our study, a whopping 85% of manufacturers have left all of their content ungated! Yes, you should include ungated content on your site, as well. But when all of your content isn't behind a form, you're missing the opportunity to obtain an email address that allows you to continue marketing to that new contact. By creating gated landing pages to house your educational offers, the content is still free and accessible, but now you can also generate new leads with it!

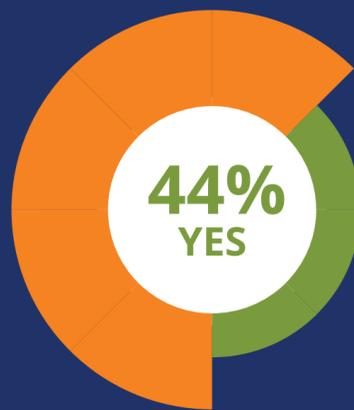


Does the website have multiple sales conversion points?

It's crucial to provide a digital location for prospects to indicate they are sales ready – and, if your business sells products, it's just as critical for buyers to be able to complete a purchase via the website. In the study, we discovered that 52% of manufacturers have included several conversion points throughout their websites, beyond the Contact page.

Does the company post content on social media channels?

We discovered that 44% of manufacturing firms are leveraging social channels to better promote their content. When compared to recent research from eMarketer stating that 88% of companies overall are using social media marketing tactics, that number isn't very strong. It's true – not everyone is using social media for business research. But it's still an effective way to foster engagement, highlight your company culture and build relationships..



Does the website feature case studies or testimonials?

Putting customer success stories on display is an easy way to reassure prospects that your work is the best! So can you believe 78% of the MFG sites we assessed don't include them? Customer testimonials don't need to be long or complicated. Simply publishing a quick two-sentence blurb on a product page or About page from a satisfied customer is sometimes enough to do the trick.

Only **22%** Have Them



Is the website mobile-friendly?

If your site is one of the 44% that aren't mobile ready, it's time to step into the future. Websites that aren't mobile-friendly have much higher bounce rates. If your site doesn't work well or load quickly on a smartphone internet browser, the prospect is simply going to leave the page and choose another search result, further signaling to Google and other search engines that your site lacks quality.

44% Are Mobile Friendly



The more you know...

Most of the websites in this investigation, aside from the need to consider a clean and responsive design, could advance their online presence with just a few tweaks. With a couple of "quick win" tactics built into their marketing strategies, the traffic and leads from these sites could skyrocket (It really is all about the simple fix!). We've seen it before with our partners and clients – it's a strategy that's backed by numbers.

After over 15 years in business, we're proud to say that some of our longest client relationships are with business owners from industrial manufacturing industries. We hope you enjoyed reading this study as much as we liked making it. If you'd like to learn more, we'd be glad to offer an in-depth assessment of your website and inbound marketing efforts. Please feel free to contact us for more information or with any questions. We are here to help when you're ready!

CONTACT US

