

# CASE STUDY: B2B INDUSTRIAL MACHINE KNIFE MANUFACTURER

## PARTNER OVERVIEW

Cincinnati-Based manufacturer with an international presence. Partner manufactures and distributes products all over the country with high deal velocity. Traditionally, the market has been a very price-driven/commoditized sale.



## GROWTH HURDLE

There was little to no digital presence established at an organizational level. The C-level believed they needed to do a better job positioning their brand as innovative industry leaders and could capture more market share if they were first-movers in their industry to adopt an inbound and digital marketing mindset. The partner simply did not have the internal capacity to execute the marketing strategy.



## OUR SOLUTION

RSG was pulled in to build and execute all top of funnel marketing activities for the partner. RSG established a strategy that included, but was not limited to, thought leadership content marketing campaigns, retargeting marketing, SEO, email marketing, lead generation, paid advertising, and social media management.



## OUR RESULTS

In less than 4 months

**2.93x** Increase In Monthly Traffic

**10.39x** ROI On PPC Strategy

**200,000+** Increase In Monthly Impressions

