

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

Grey Matter was pulled in to build and execute all top of funnel marketing activities for the partner. Grey Matter 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

