

# Manufacturer Case Study

## Smart Machine Technologies

Global designer and builder of brewery equipment and steel tanks, Smart Machine Technologies serves companies in industries ranging from food and beverage to environmental and transportation. They partnered with WebStrategies in late 2015 to develop and execute a digital marketing strategy and broaden their lead generation beyond trade shows and sales people.

## Approach

Our initial approach consisted of designing a new website, optimized to attract and convert qualified leads. This strategy focused on increasing leads for contract manufacturing, improving brand recognition, educating and drawing interest from their target market, which spans across the US.

In addition to a new website, we began a content-heavy marketing approach including new website pages and blogging. This strategy drove visibility to areas of their business that had previously had no representation on their site. For example, in hopes of generating leads for pasteurizers, we developed targeted website content, and as a result have gotten 30 contact forms related to this equipment alone.

## Results

A new website, content marketing, SEO and search advertising propelled leads across multiple areas of their business. Since we began work for them, they have received 245 form submissions on their website, with over half of those being quality leads resulting in millions of dollars in closed business.

Since launching the new site, traffic has doubled, average time spent on site has tripled and bounce rate has steadily dropped.

Working with us, SMT received

# 245

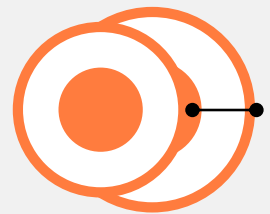


**website form submissions**

resulting in millions of dollars  
in closed business.

WebStrategies built a website  
that generated

# 100



**equipment leads**  
from a primary target market.

## About Webstrategies

WebStrategies exists to improve the personal success of our clients, grow their businesses, and turn them into raving fans. We do this through data-driven digital marketing services that drive and convert online visitors into leads and sales for our clients.

“Before hiring WebStrategies, we weren't doing an adequate job of marketing ourselves online and didn't have the time or resources to do so. They stepped in figured out how to bring us quality leads through our website, and we are very pleased with the results of their digital marketing efforts.”

**GLEN MOORE**

- President, Smart Machine Technologies