Digital Marketing Success Stories For Manufacturers

Presented by: TopSpot®
Today’s Speakers

Josh Blankenship
Client Strategies Manager

About Josh
TopSpotter since 2013
Began TopSpot career as a SEO Specialist
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Beth Shockley
Director of Marketing

About Beth
TopSpotter since 2008
Began TopSpot career as a PPC Specialist
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We help industrial businesses across the US
From SMBs to Fortune 500s

TopSpot Internet Marketing

- Founded in 2003 with only 5 team members
- 100+ Team Members in our Houston Office
- Proudly partnering with over 850+ businesses across the U.S. and abroad – still working with our first client!
- Member of TMA since 2008

850+
Happy Clients
Nationwide & Growing
Digital Marketing Solutions for B2B

86% Of TopSpot clients are in a B2B market

- Industrial Manufacturers & Distributors
- SaaS Providers
- Professional Services

B2B Marketing & Advertising

67% Of industrial and manufacturing industries purchases are influenced by digital.

Of all B2B researchers and buyers are millennials. 46%

Source: ThinkWithGoogle
Search Landscape

☑️ 160 billion+ monthly Google searches.

☑️ 200,00+ experiments to results page in 2019

☑️ In 2018, they reported an incredible 3,234 updates — an average of almost 9 per day, and more than 8 times the number of updates in 2009.

15% of searches completed every day, Google has never seen before

68% of B2B customers prefer to research independently online.

Source: Forrester, B2B Forum
The Search Landscape is Changing Everyday

MozCast Temperatures (May 2014 – May 2019)
THE B-SMART METHOD®

BRAND . SIZE . SHAPE . SKU . MATERIAL . AREA
APPLICATION OR INDUSTRY . REQUIREMENT . TYPE
Understanding Your Landscape

Google Search

- tubing near me
- 7 Best Places to Go Tubing in Texas This Summer
- Best River Tubing Near Me - July 2020: Find Nearby River...
- Guadalupe River Tubing, Float Trips on Inner Tubes, Tube...

People also ask

- What is the best tube for river tubing?
- Where can you go tubing in Texas?
- Which river is the best to float in Texas?
- Which is better to float Comal or Guadalupe?
Targeted Search Results

Google search for "cold drawn seamless tubing"

- Cold Drawn Seamless Tubing - CDS Steel Tubing Uniform ...
- CDS Tubing | Cold Drawn Seamless Tubing Supplier | Cold ...
- Cold Drawn Seamless Tubing and Chrome Moly Tubing ...

People also ask:
- How is cold drawn seamless tube made?
- Is Dom tube seamless?
- What does Drawn Over Mandrel mean?
- What is the difference between seamless and welded pipe?
## Targeted Searches

<table>
<thead>
<tr>
<th>Search Query</th>
<th>Acquisition</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users (%)</td>
<td>New Users (%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. 1.16 round steel tube</td>
<td>1.892%</td>
<td>1,753%</td>
</tr>
<tr>
<td>2. 20x12x3.8 rect tube for sale</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>3. 1.375 od metal pipe</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>4. 1020 steel tubing sizes</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>5. 5.16 od steel tubing</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>6. Astm a519 grade 1020 tubing suppliers</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>7. black steel pipe</td>
<td>2.10%</td>
<td>2.11%</td>
</tr>
<tr>
<td>8. carbon steel tubing</td>
<td>3.15%</td>
<td>3.17%</td>
</tr>
<tr>
<td>9. durabbar round stock drops</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>10. hrs hollow round tube</td>
<td>1.05%</td>
<td>0.06%</td>
</tr>
<tr>
<td>11. industrial steel tube</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>12. j524 hydraulic tubing</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>13. large diameter thin wall steel tubing</td>
<td>2.10%</td>
<td>2.11%</td>
</tr>
<tr>
<td>14. parking signs 14 x 6 steel tube</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>15. rec tube sizes</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
<tr>
<td>16. rectangular steel tube sizes</td>
<td>1.05%</td>
<td>1.06%</td>
</tr>
</tbody>
</table>
Industrial Tube & Steel launched a new website in late 2018 and began monthly Search Engine Optimization shortly after. The following case study covers how we utilized content writing, our B-SMART Methodology and conversion optimization to drive new business for our client.
Search Engine Optimization Success Story
Industrial Tube & Steel

ABOUT INDUSTRIAL TUBE & STEEL

Industry: Steel Service Center  Location: Ohio & Tennessee

Since 1956, Industrial Tube and Steel Corp. has been servicing the steel tubing and continuous cast iron needs of businesses across the Midwest. With a fresh design from the TopSpot Team, they launched a new website in late 2018 and began monthly Search Engine Optimization shortly after.

OPPORTUNITIES & STRATEGIES

• The number of website pages doubled at launch with a majority of the pages focused on the Dura-Bar® product line.
• Post-Launch content writing and optimization of new content
• The B-SMART Method® was utilized to create specific, informative, and engaging, as well as optimized for search engines.

In order to target and drive the quality organic traffic needed to meet Industrial Tube’s business goals, the page count was more than doubled with a focus on the Dura-Bar section.
Before & After

The new landing page had content that spoke to Dura-Bar’s applications, specifications and custom qualities.

The bottom section of the page also included an interactive chart for users to click through and request a quote.

The prior landing page for Gray Iron Round Bar had **zero content and one long table**.

The table was also not interactive.
### Gray Iron Round Stock List - Rounds/English Measure

#### Search

**Nominal Diameter** | **Stock Allowance** | **Nominal Length** | **Finish** | **W/F/F** | **G2** | **G1A**
---|---|---|---|---|---|---
0.025" | 0.005" | 72 | AS-CAST | 1.2# |  |  
0.075" | 0.005" | 72 | AS-CAST | 1.7# |  |  
0.085" | 0.005" | 72 | AS-CAST | 2.3# |  |  
1.000" | 0.005" | 72 | AS-CAST | 2.9# |  |  
1.125" | 0.005" | 72 | AS-CAST | 3.6# |  |  
1.250" | 0.005" | 72 | AS-CAST | 4.4# |  |  
1.375" | 0.005" | 72 | AS-CAST | 5.3# |  |  
1.500" | 0.005" | 72 | AS-CAST | 6.2# |  |  
1.625" | 0.005" | 72 | AS-CAST | 7.2# |  |  
1.750" | 0.005" | 72 | AS-CAST | 8.3# |  |  
1.875" | 0.005" | 72 | AS-CAST | 9.5# |  |  
2.000" | 0.005" | 72 | AS-CAST | 10.7# |  |  
2.125" | 0.010" | 72 | AS-CAST | 12.2# |  |  
2.250" | 0.010" | 72 | AS-CAST | 13.8# |  |  
2.375" | 0.010" | 72 | AS-CAST | 15.1# |  |  
2.500" | 0.010" | 72 | AS-CAST | 16.7# |  |  
2.525" | 0.010" | 72 | AS-CAST | 18.3# |  |  
2.750" | 0.010" | 72 | AS-CAST | 20.0# |  |  
2.875" | 0.010" | 72 | AS-CAST | 21.8# |  |  
3.000" | 0.010" | 72 | AS-CAST | 23.7# |  |  
3.125" | 0.015" | 72 | AS-CAST | 25.9# |  |  
3.250" | 0.015" | 72 | AS-CAST | 28.7# |  |  
3.375" | 0.015" | 72 | AS-CAST | 30.6# |  |  
3.500" | 0.015" | 72 | AS-CAST | 32.2# |  |  
3.625" | 0.015" | 72 | AS-CAST | 34.5# |  |  
3.750" | 0.015" | 72 | AS-CAST | 36.8# |  |  
3.875" | 0.015" | 72 | AS-CAST | 39.2# |  |  
4.000" | 0.015" | 72 | AS-CAST | 41.7# |  |  
4.125" | 0.015" | 72 | AS-CAST | 44.8# |  |  

#### Before & After

**PRODUCT FILTERS**

**Search Term**

Enter Search Term

**Diameter (inches):**

Min: 0.625

Max: 36

[Refresh]


**Product List**

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Grade</th>
<th>Diameter</th>
<th>Surface Finish</th>
<th>Weight Per Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.625 Dia. A/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>0.625</td>
<td>As-Cast</td>
<td>1.2</td>
</tr>
<tr>
<td>0.625 Dia. C/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>0.625</td>
<td>Centerless Ground</td>
<td>1</td>
</tr>
<tr>
<td>0.75 Dia. A/C G2 Gray Iron Round Bar</td>
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<td>G2</td>
<td>0.75</td>
<td>As-Cast</td>
<td>1.4</td>
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<tr>
<td>0.75 Dia. C/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>0.75</td>
<td>Centerless Ground</td>
<td>1.4</td>
</tr>
<tr>
<td>0.75 Dia. A/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>0.75</td>
<td>Centerless Ground</td>
<td>1.9</td>
</tr>
<tr>
<td>0.75 Dia. C/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>0.75</td>
<td>Centerless Ground</td>
<td>1.9</td>
</tr>
<tr>
<td>1.00 Dia. C/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>1.00</td>
<td>Centerless Ground</td>
<td>2.5</td>
</tr>
<tr>
<td>1.00 Dia. A/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>1.00</td>
<td>As-Cast</td>
<td>2.9</td>
</tr>
<tr>
<td>1.125 Dia. A/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>1.125</td>
<td>As-Cast</td>
<td>3.0</td>
</tr>
<tr>
<td>1.125 Dia. C/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>1.125</td>
<td>As-Cast</td>
<td>3.0</td>
</tr>
<tr>
<td>1.125 Dia. A/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>1.125</td>
<td>Centerless Ground</td>
<td>3.0</td>
</tr>
<tr>
<td>1.125 Dia. C/C G2 Gray Iron Round Bar</td>
<td>Continuous Cast Iron</td>
<td>G2</td>
<td>1.125</td>
<td>Centerless Ground</td>
<td>3.0</td>
</tr>
</tbody>
</table>
Search Engine Optimization Success Story
Industrial Tube & Steel

ONGOING REFINEMENTS

A “View Products” button was strategically placed on product pages to allow users to find the exact information they were looking for.

Once the user reached this section of the page, they could then filter through the product specifications with a custom product filter, thus allowing the user to find exactly the stock they were looking to purchase.

Within the first 90 days after the view products button was added to the product pages, the quote cart saw a \(318.85\%\) \((796 \text{ v } 190)\) increase in completions.
Search Engine Optimization Case Study
Industrial Tube & Steel

TOOLS UTILIZED

Google Analytics  Brightedge
LOOP Analytics  Call Analytics

FROM THE CLIENT:

“Working with TopSpot truly has been a great experience. They are a highly skilled, organized and experienced website developer and they know how to position companies on Google! I am very impressed with the amount of increased traffic I have experienced through using TopSpot for my SEO needs. If you are in the manufacturing sector and need an updated website, I would highly recommend the experience of TopSpot.”

WHEN COMPARING Q1 OF 2019 TO Q1 OF 2020, THE WEBSITE SAW THE FOLLOWING RESULTS:

270%
(30,670 users vs. 8,292)
Increase in organic users

222%
(982 vs. 305)
Increase in organic driven form submissions

201%
(860 users vs. 286)
Increase in organic traffic to target pages
At the beginning of 2019, TopSpot partnered with a manufacturer had been running their paid search program in-house. While a large portion of their revenue came from that program, they were looking to increase the quality of the leads received and decided to try moving their program to an agency to reach their goals.
Industrial Manufacturer

ABOUT THE COMPANY

Industry: Manufacturer  Location: Midwestern United States

The manufacturer had been running their paid search program in-house. While a large portion of their revenue came from that program, they were looking to increase the quality of the leads received and decided to try moving their program to an agency to reach their goals.

Prior to working with TopSpot, **13% of their paid search leads resulted in sales.** The Team wanted to ensure that that would not drop and expected the TopSpot program to drive additional sales.

PPC STRATEGIES IMPLEMENTED

- Targeted keyword research utilizing the B-SMART Method®
- Ad Text focused on quality & user experience
- Program restructuring and optimization
- Landing page optimization and design feedback
- Call & Form Analytics to monitor & refine program as leads came in

The ads in the original campaign often defaulted to the Google-supplied suggested text, causing the ads to have lower quality scores than a tailored approach would gain them.
INITIAL RESULTS

Initially, the TopSpot paid search program was driving less leads per month than what the manufacturer was used to receiving.

However, with form and call analytics in place, the TopSpot Team was able to report not only on the quantity of the leads, but the quality as well. Thanks to this information, they showed that high-quality leads were increasing, and the number of lower quality leads were declining.

While leads were decreasing year over year, the lead quality was improving. This was seen in an increase in the number of leads being quoted by the sales team, which went from 38% to 42% from 2018 to 2019.

Year Over Year Results

- **11%** Increase in the number of PPC leads that were quoted.
- **21%** Increase in the number of quoted PPC leads that turned into a sale.
- **34%** Increase in the number of PPC leads that resulted in a sale for the manufacturer.

“TopSpot has done a fantastic job of taking our PPC campaigns to the next level!”
Case Study

Analytics

When we noticed a new area of opportunity arising within Thermal Care’s website data, we worked with them to make sure they were able to pivot quickly and capitalize.
Ashburn Chemical Technologies

ABOUT ASHBURN CHEMICAL

Industry: Metalworking Fluid Manufacturer
Location: Houston, TX

In 1968 Ashburn Chemical Technologies started as a regional manufacturer of metalworking fluids and lubricants in Houston, Texas. Since then, Ashburn has established itself as a manufacturer of an extensive line of metalworking fluids and maintenance chemicals with a focus on products used to cut, clean and protect metal.

HOW WE HELPED

• When reviewing internal site search data, the team noticed users coming to the Ashburn Chemical website looking for hand sanitizer.
• They also began receiving an influx of inquiries for one of the chemicals they manufactured that could be used as hand sanitizer.
# Data Driven Strategies Success Story

**Ashburn Chemical Technologies**

<table>
<thead>
<tr>
<th>INFORMATION</th>
<th>CONVERSION PATH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>MSDS Request</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>March 16, 2020, 2:21 PM</td>
</tr>
<tr>
<td><strong>Visitor</strong></td>
<td>Corey C. View Full Client Profile</td>
</tr>
<tr>
<td><strong>First-Touch Medium/Source</strong></td>
<td>organic/google</td>
</tr>
<tr>
<td><strong>First-Touch Keyword</strong></td>
<td>Not provided</td>
</tr>
<tr>
<td><strong>Last-Touch Medium/Source</strong></td>
<td>organic/google</td>
</tr>
<tr>
<td><strong>Last-Touch Keyword</strong></td>
<td>Not provided</td>
</tr>
<tr>
<td><strong>Last-Touch Campaign</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONTENT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td>Corey C.</td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td><a href="mailto:corey_c@casestudy.com">corey_c@casestudy.com</a></td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>555-555-5555</td>
</tr>
<tr>
<td><strong>Company</strong></td>
<td>Baxter Healthcare</td>
</tr>
<tr>
<td><strong>City</strong></td>
<td>Marion</td>
</tr>
<tr>
<td><strong>State</strong></td>
<td>North Carolina</td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td>w/ citrus fragrance</td>
</tr>
<tr>
<td><strong>SDS</strong></td>
<td>Hand sanitizer liquid</td>
</tr>
</tbody>
</table>

---

Last visited on: 03-16-2020 2:18 PM via organic/google

- **Viewed Page**: [https://www.ashburnchemical.com/about-us.html](https://www.ashburnchemical.com/about-us.html)
- **Viewed Page**: [https://www.ashburnchemical.com/industrial-fluid-services.html](https://www.ashburnchemical.com/industrial-fluid-services.html)
- **Viewed Page**: [https://www.ashburnchemical.com/industrial-fluid-services.html](https://www.ashburnchemical.com/industrial-fluid-services.html)
- **Viewed Page**: [https://www.ashburnchemical.com/resources.html](https://www.ashburnchemical.com/resources.html)
- **Viewed Page**: [https://www.ashburnchemical.com/industrial-fluid-services.html](https://www.ashburnchemical.com/industrial-fluid-services.html)
- **Viewed Page**: [https://www.ashburnchemical.com/resources.html](https://www.ashburnchemical.com/resources.html)
- **Viewed Page**: [https://www.ashburnchemical.com/about-us.html](https://www.ashburnchemical.com/about-us.html)
- **Viewed Page**: [https://www.ashburnchemical.com/thank-you-sds-request.html](https://www.ashburnchemical.com/thank-you-sds-request.html)
- **Viewed Page**: [https://www.ashburnchemical.com/](https://www.ashburnchemical.com/)
NEXT STEPS

• Ashburn Chemical wrote 4 new pages of content their website
  • Hand Sanitizer Liquid
  • Hand Sanitizer Gel
  • Touchless Dispensers
  • Pumps/Sprayers

• The TopSpot Team created a new for their homepage to direct users to the new pages and let others know that they did in fact manufacturer hand sanitizer in multiple quantities.
RESULTS (SINCE MARCH)

Ashburn Chemical has received 389 inquiries from their website for hand sanitizer.

This is 47% of their online leads from the last 4 ½ months.

Organic traffic to the sanitizer pages has resulted in over 700 visits.
Atlas Press Metals is a manufacturer of precision-engineered and structural components and has been a client of TopSpot’s since 2017. The following case study is an overview of their website design & development project that launched at the end of 2019.
Website Development Success Story
Atlas Pressed Metals

Industry: Powdered Metal Parts  TopSpot Client Since: 2017

CHALLENGES FACED:
• Website was not mobile friendly, even though a majority of their traffic was coming from mobile devices.
• Product focused pages were only driving a small percentage of their organic traffic.
• Not SEO friendly

PROJECT GOALS:
• Increase organic traffic
• Drive online leads from mobile & tablet devices
• Increase leads from organic traffic & paid search program
Website Development Success Story
Atlas Pressed Metals

**HOW WE HELPED:**
- SEO Focused Sitemap (Doubled the Page Count)
- In-depth SEO Setup
- Post Launch Integrated Digital Marketing Plan
- Data Driven Website Design & Development

**WEBSITE FEATURES:**
- Resource Library
- Blog
- New Product Pages
- Materials & Industries Served Sections
- Gated Content for Lead Generation

**AFTER**

Since Launch

68%
The new product, industry, service & material pages have driven 48% of the site’s organic sessions and 68% of the site’s organic driven form submissions.

129%
Organic traffic have increased by 129.41%

200%
Paid search form submissions have increased by 200% (30 vs. 10) thanks to the supporting content!