



**WSI Digital Group**  
[www.wsidigitalgroup.com](http://www.wsidigitalgroup.com)  
[info@wsidigitalgroup.com](mailto:info@wsidigitalgroup.com)



**Your Trusted Partner For  
Digital Marketing**

## **Top 5 Ways To Increase Cash Flow For Manufacturers Using Digital Marketing Strategies**

January 25, 2022



# Agenda

- I. WSI Digital Overview
- II. Impact of Global Pandemic on Marketing Budgets
- III. Top 5 Ways To Increase Cash Flow Using Digital Marketing
- IV. Manufacturing Case Study
- V. Closing Questions



# WSI Digital Group



**PAM DELEON**  
Managing Partner

Pam has 20+ experience in digital marketing and B2B sales. She started her career with Verizon on website strategies. She has worked closely with B2B manufacturers from small companies to Fortune 1000 clients. Pam now specializes in Lead Gen Website Designs, Digital Roadmaps and Social Media Strategies.



**LISA KILREA**  
Managing Partner

Lisa has 20+ years experience in traditional & digital marketing. She was Director of Marketing & Communications for BP North America and specializes in working with manufacturing companies. Her key areas focus are Digital Paid Advertising, ASEO, Strategy Development & Off Line Integration.



# WSI AT A GLANCE

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**WSI = We Simplify the Internet**

For 25 years WSI has been providing digital marketing services to businesses of all sizes and across various industries in multiple languages, in over 80 countries worldwide.

WSI Digital Group is a boutique agency, part of the WSI Global Network of Agencies. We help manufacturing businesses & brands grow through creative, high return digital marketing strategies. WSI helps elevate your online brand, generate more leads, boost sales, and improve your overall marketing ROI.



# WSI Digital Marketing Services

5



DISPLAY &  
REMARKETING



PAY PER  
CLICK



DIGITAL  
ROADMAPS/  
STRATEGY



CONTENT  
MARKETING



VIDEO  
MARKETING



WEB  
ANALYTICS



WEB DESIGN &  
DEVELOPMENT



SOCIAL MEDIA  
MARKETING



SEARCH ENGINE  
OPTIMIZATION (SEO)



LANDING PAGE  
OPTIMIZATION



EMAIL  
MARKETING



MOBILE  
MARKETING



# WSI NATIONAL PARTNERS



REACHLOCAL





# WSI is a Google Premier Partner

**Google:** "The badge recognizes companies we trust to help you succeed on the web with our products."

## REAL EXPERTS WHO ARE TRUSTWORTHY

Premier Partners know Google Ads inside and out, and have passed certification tests in search, display, shopping, mobile, video. PREMIER PARTNERS represent the **Top 3%** of agencies worldwide.

## PROVEN ONGOING RESULTS

Premier Partners have a history of building AdWords campaigns that convert at a high rate, meaning our campaigns are more likely to make money for your business

## BETTER ACCESS

Premier Partners often know about changes before other AdWords users. Google grants early access and often invites Premier Partners to be part of beta programs. This means we often has access to tools that our competitors aren't using. Premier Partners also have an inside track to connecting with Google



PREMIER

Google  
Partner



# WSI won 14 WebAwards in 2021...Bringing our Total to 129 WMA Awards! Plus Top Agency in 2019 & 2020!

8

B2B Standard of Excellence Award

<https://www.serviceideas.com/>

Best Real Estate Website Award

<https://sthelenarealestate.com/>

Design of Excellence Award

<http://rocastonesmex.com/>

Design Standard of Excellence Award

<https://www.marlenedesignco.com/>

Environmental Standard of Excellent Award

<http://amazonriversplatform.org/en/>

Restaurant Standard of Excellence Award

<http://grupocastellano.com.mx/>

Other Standard of Excellence Award

<https://www.coachkatanddrmmimi.com/>

Family Standard of Excellence Award

<http://thenourishedpalate.com/>

Automobile Standard of Excellence Award

<https://pneusgordons.ca/>

Consumer Goods Standard of Excellence Award

<https://www.glassgang.com/>



<https://www.wsiworld.com/blog/wsi-wins-14-more-2021-wma-webawards>

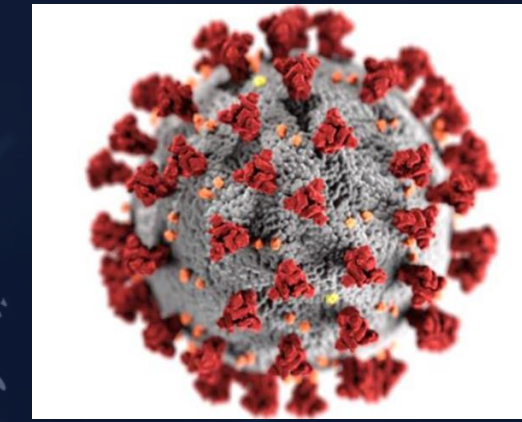


The background of the slide features a dark blue gradient with several 3D-rendered virus particles. The most prominent particle is on the left side, showing a spherical shape with numerous spike-like protrusions. Other smaller, similar particles are scattered across the background, some appearing more blurred than others.

## **II. IMPACT OF GLOBAL PANDEMIC ON MARKETING BUDGETS**



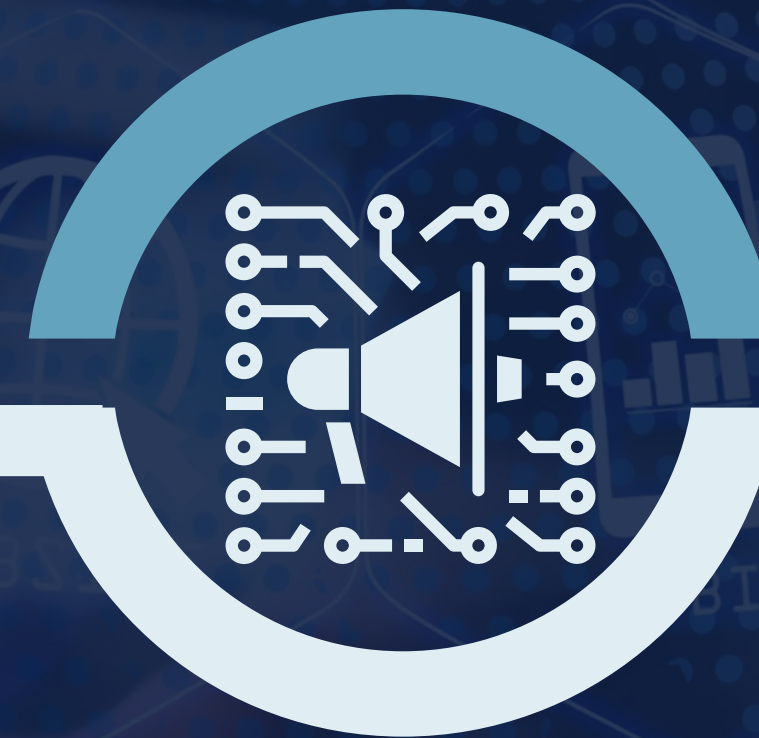
# Reshaping Marketing: Pre vs. Post COVID-19



10

## Outbound Marketing

- In Person Conferences
- Direct Mail
- TV/Radio Advertising
- Trade Shows
- Rented/Purchased Email Blasts
- Print/Brand Advertising
- Outbound/Push
- Interrupting



## Digital Marketing

- Content Marketing
- Search Engine Optimization
- YouTube/Video Marketing
- Social Business Networking
- Permission-Based Emails
- Search Engine Marketing
- Inbound/Pull
- Accommodating



The background of the slide features a dark blue gradient with several 3D-rendered virus particles. The most prominent virus is on the left side, showing a spherical body with numerous spike-like protrusions. Other smaller, less detailed virus particles are scattered in the background, creating a sense of depth and a scientific or health-related theme.

### **III. TOP 5 WAYS TO INCREASE CASH FLOW USING DIGITAL MARKETING**



# Top 5 Digital Marketing Strategies To Generate Leads & Increase Cash Flow





The background of the slide features a dark blue gradient with several 3D-rendered coronavirus particles. The most prominent particle is on the left side, showing its spherical shape and numerous spike proteins. Other smaller, less detailed particles are scattered across the background, creating a sense of depth and a medical or scientific theme.

# 1. LEAD GEN WEBSITES



# Websites are B2B's biggest untapped opportunity for generating more pipeline

- First place prospects & customers go for information 24/7
- Is your website feeding you leads?



**70%** of a B2B Buyer's journey is made anonymously in self-discovery mode, with online content, NOT via direct marketing and sales



# Your Company Website: Increase Traffic/Convert Users

Make It A Lead Gen  
Machine!



Trust  
Builders-  
Reviews/  
Testimonials

Simple  
navigation

Opportunities  
To Learn  
More

Large, striking  
imagery

Clean, simple  
design

CTA's (Call To Action)-Min.of 3  
Phone # (click to call), email,  
quote button, schedule a mtg,  
D/L info. sheet, fill out a form

The screenshot shows the homepage of Solutions Manufacturing, Inc. with several elements circled in red:

- Contact Us Today: 847.310.4506** and **info@solutionsmfg.net** in the top right header.
- ISO 9001:2015** certification logo.
- Follow us on:** social media icons for Facebook, LinkedIn, Twitter, and Google+.
- Request A Quote** button with a red arrow.
- Solutions Manufacturing, Inc.** address and contact information in the bottom left footer.

The website content includes:

- SM1** logo and tagline: *The Trusted Source for PRECISION MACHINED COMPONENTS*
- Navigation menu: Home, Custom Services, Project Examples, About Us, Contact Us, Request a Quote
- Search bar
- Section: **CUSTOM CNC MILLING AND TURNING SERVICES**
- Three featured images with captions: **PRECISION CNC TURNING SERVICES** and **VALUE-ADDED M SERVICES**

## Source of Income/Lead Magnet

- If not selling online, showcase a catalog of your products or best selling services/ products
- Use it for Prospecting, Quotes & Fulfillment



# Must-Haves For A Lead Gen Website



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**Who, What, Why & When?**

Site geared towards your target market,  
contact Info. on top right

**Capture Emails**

**Google Analytics (GA)-Who is On Your Website**  
([analytics.google.com](https://analytics.google.com))

**Google Search Console (GSC)-**  
Visibility & Impressions (where your site is  
showing up in search rankings)

**Key Words**

(<https://www.answerthepublic.com/>) &  
Links to Relevant & Industry Specific Articles

**Site Map & SSL Certificate**

**Minimum of 3 CTAs (Calls to Actions)**

**Mobile Friendly/Quick to Load**  
([https://www.thinkwithgoogle.com/feature/  
testmysite](https://www.thinkwithgoogle.com/feature/testmysite))


**Are Images/Pictures Compressed? Should**  
be under 1MB. (<https://tinypng.com/>)

**Fresh Content Every Month (Blog,**  
News, etc.)



# Lead Gen Websites

CUSTOMER SERVICE: (888) 498-1238 | OUR OTHER SITES --Please Select--

 Foodservice Equipment Support  
general parts group

f in t \*

BOOK SERVICE

CONTACT US

HOME | MARKETS SERVED | OUR SERVICES | SERVICE AREAS | SHOP O.E.M PARTS | WHY GENERAL PARTS | WHAT'S NEW | MORE | WE'RE HIRING

HOME  
LOCATIONS  
SHOP OEM PARTS  
WORK FOR US  
PRESS RELEASE  
CONTACT US  
SERVICE TERMS AND CONDITIONS  
WEBSITE TERMS AND CONDITIONS  
DO NOT SELL MY PERSONAL INFORMATION  
PRIVACY STATEMENT  
COOKIE POLICY

11311 HAMPSHIRE AVE SOUTH  
BLOOMINGTON, MN 55438

CUSTOMER SERVICE:  
(888) 498-1238

EMAIL:  
INFO@GENERALPARTS.COM

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f in t \*


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 MAFSI  
Manufacturers' Agents for the Food Service Industry

 RFMA  
Restaurant Facility Management Association  
ALLIED MEMBER

EMPLOYEE MAIL | SERVICE INFORMATION | SUPPORT LOGIN | EMPLOYEE LOGIN | CUSTOMER PORTAL | REP ACCESS | MFG ACCESS

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Privacy - Terms



# Improve Conversion Rate = Increased Leads & Sales

A conversion is someone who converts into a prospective customer from your website

## Improve Sales by:

1. Increasing Traffic
2. Up-Selling
3. Improving Conversion Rate

Visitors		Conv. Rate		Leads
12,000	→	1%	→	120
12,000	→	3%	→	360!!!

Without increasing your conversion rate,  
you need **36,000** visitors to get the same **360** Leads

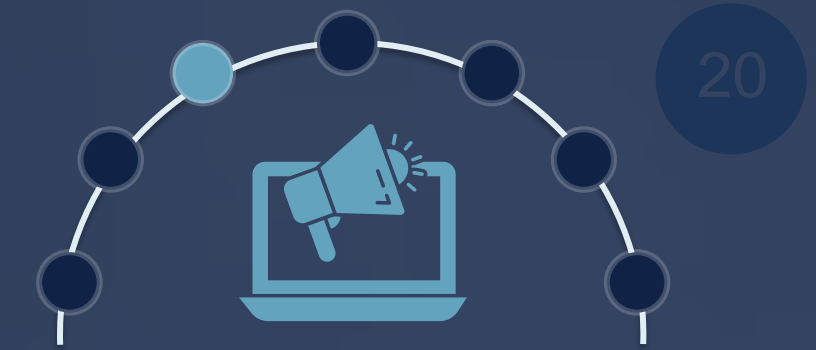


The background of the slide features a dark blue gradient with several 3D-rendered coronavirus particles. The most prominent particle is on the left side, showing its spherical shape and numerous spike proteins. Other smaller particles are scattered in the background, creating a sense of depth and focus on the viral theme.

## **2. SOCIAL MEDIA (LinkedIn & Facebook Focus)**



# B2B and B2C top social media platforms



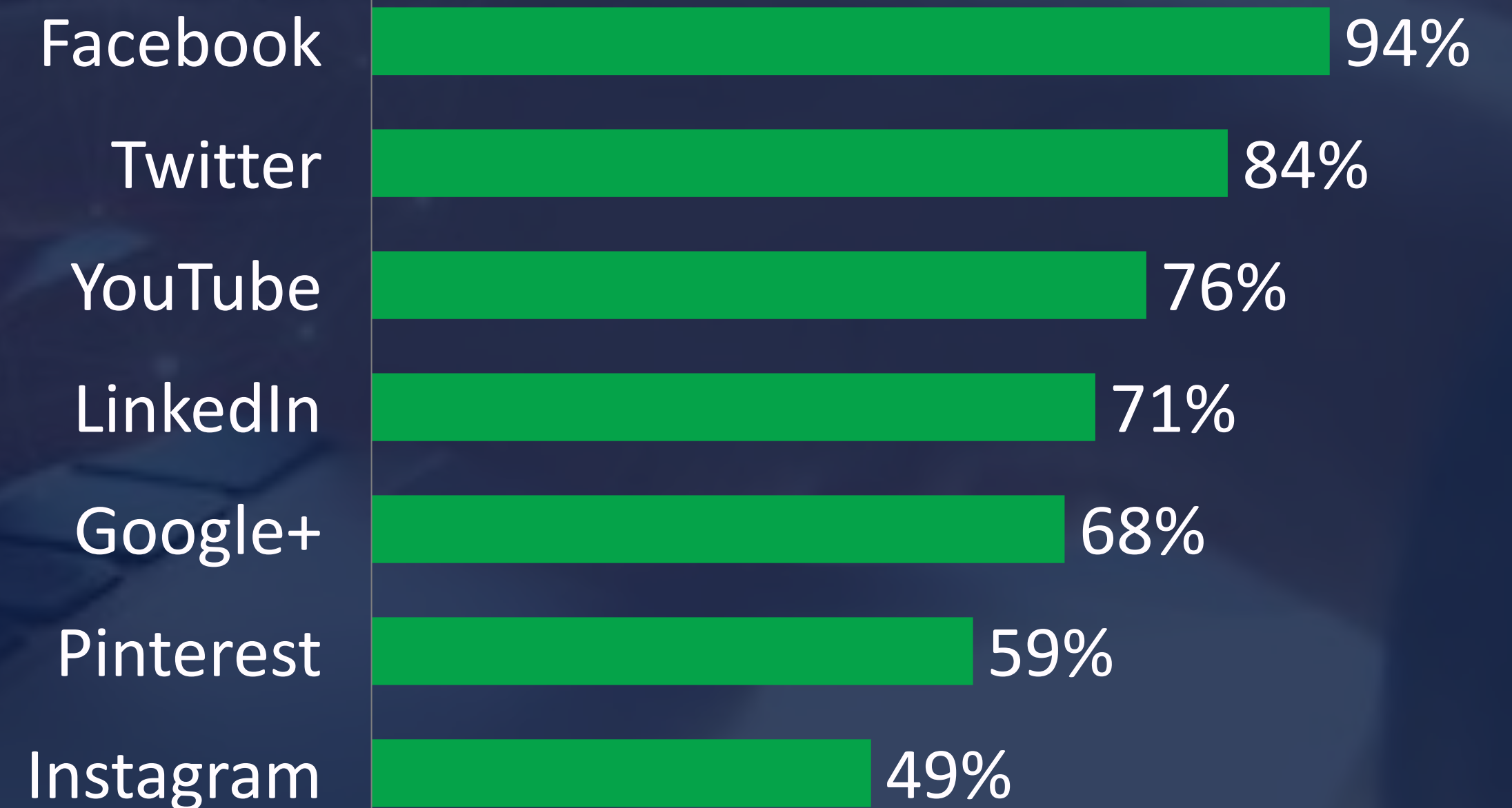
20



## B2B Content Marketing Social Media Platform Usage



## B2C Content Marketing Social Media Platform Usage





# Why Social Media? Get Social!

## Encourage prospects and customers to check out your Social Media Pages

- Link your LinkedIn, Facebook, Twitter, Instagram accounts to your website to promote company news, updates and encourage engagement.
- Posts featuring workers at their job
- Take photos at company events
- Videos showcasing company culture
- Show followers the behind-the-scenes of your business

***Increases company loyalty while showing prospects your company culture & business***





# Using Social Media for Recruiting



# ***There is a record 10.9 Million Open Manufacturing Jobs Across America***

- List jobs on LinkedIn & Facebook
- Show applicants how it is to work at your company
  - Benefits
  - Day In The Life/How A Product Is Made
  - Cafeteria
  - Sign on Bonus
  - Video of workers at the factory/Tour of facility



## Packaging Machine Operator - Hidden Valley Manufacturing - 12hr Night Shift

The Clorox Company  
Wheeling, IL



**Laborer/ Location helper \$20.05-\$21.95**

Full-time

New · International Paper · Chicago

International Paper is the largest paper and forest products company in the world. Primary businesses ... [See More](#)

Apply on Website

## Manufacturing Technician 2

Full-time

New · Net2Source Inc. · Hoffman Estates

Supports semi-complex manufacturing related studies and processes.  
Gathers and records semi-complex pr... [See More](#)

## Apply

## Manager General Manufacturing 1 - Production Control

Full-time

New · Northrop Grumman · Rolling Meadows

Requisition ID: 21014089



\* Category: Manufacturing and Production

\* Location: Rolling Meadows - IL, U... See More





# Manufacturer's LinkedIn page showing Careers with a Link to Both Career Page & FB Page



## Mondelēz International

We're a house of incredible brands providing people with the right snack, for the right moment, made the right way.  
Food Production · Greater Chicago Area, IL · 1,886,819 followers

25 people from your school work here · 52,310 employees

[+ Follow](#) [Visit website](#) [More](#)


Home About Posts Jobs **Life** People Events Videos

Discover Mondelēz International Previous Next

Mondelēz International Global

Research, Development & Quality @ MDLZ


Our Culture



### Careers at Mondelēz International

We offer passionate, energetic and curious people a huge choice of careers in our fun, fast-paced, global business. We have opportunities in all our regions: Asia; Europe; Latin America; and North America. And in over 80 countries our people are united in a common purpose to empower people to snack right.


[Learn more about our careers](#)  
[Mondelēz International Facebook Page](#)




ABOUT US OUR BRANDS SNACKING MADE RIGHT CAREERS

HOME / CAREERS /  

## EARLY CAREERS





### Mondelēz International

@mondelezinternational · Food & Beverage Company

[Send Message](#)

Hi! Please let us know how we can help.

Home About Photos Videos More

About

See All

We are leading the future of snacking in biscuits, chocolate, gum, candy and powdered beverages around the world. We're on a mission to empower people...  
[See More](#)

We can also be found on:  
Twitter: <https://twitter.com/MDLZ>  
YouTube: <https://www.youtube.com/channel/UC4K4zLoKvkhNhgRTctZu8JA>  
LinkedIn ... [See More](#)

251,859 people like this

256,143 people follow this

<http://www.mondelezinternational.com/>


Create Post

Photo/Video Check in Tag Friends

Mondelēz International

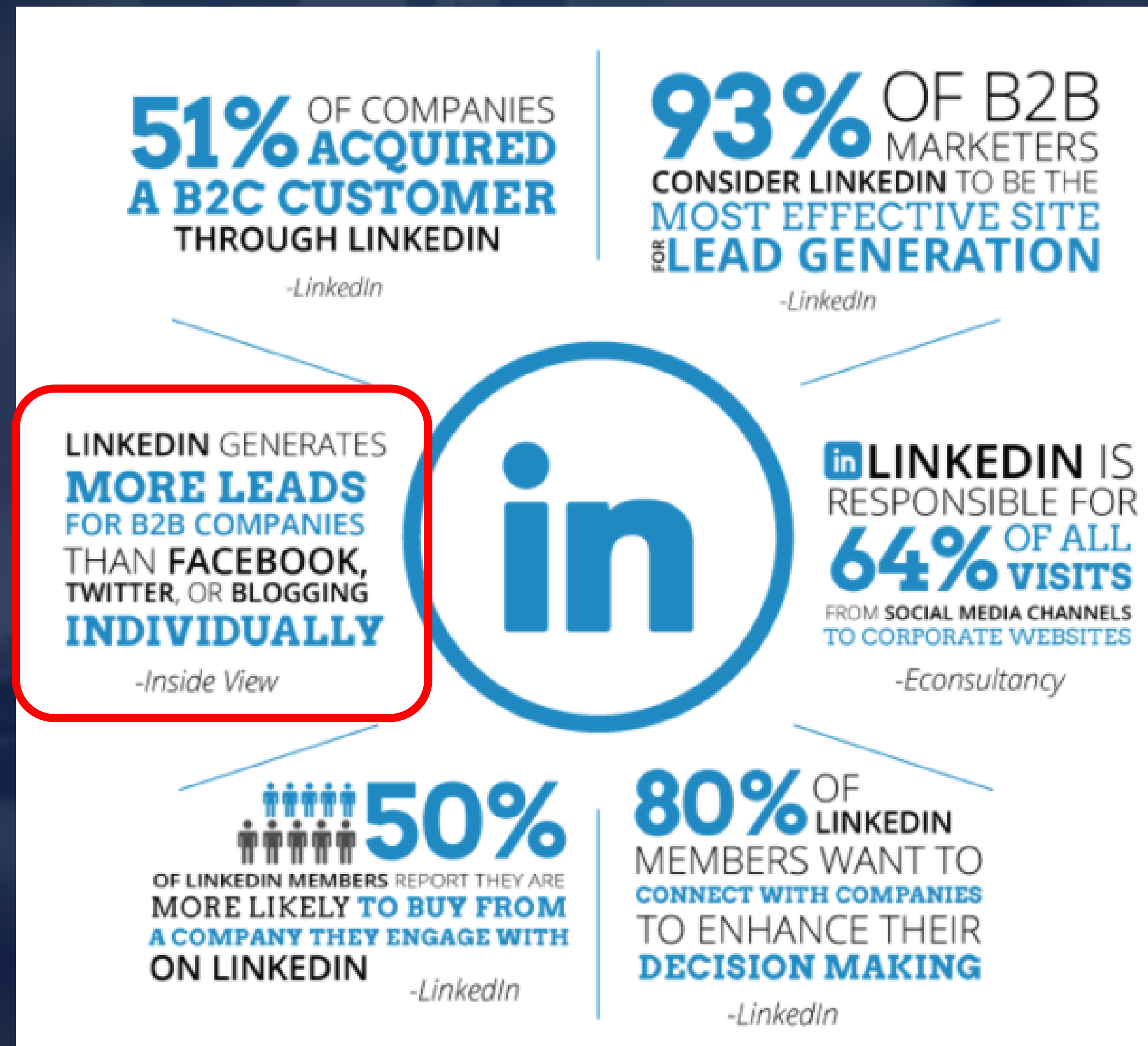
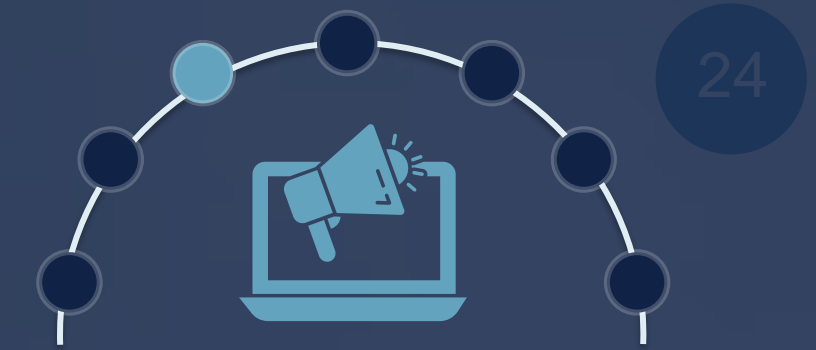
August 13 ·

Can you believe it? Today marks the end of our Summer Intern Program. Our 2021 Summer Interns got to experience senior leadership chats with Glen Walter, EVP & President of NA, participated in a Mondelēz International Cookoff where they got to create their own unique recipes and they hosted their very own National Intern Talent Show where they were able to showcase even more talents than they already have! That is all in addition to the robust project work they managed during...  
[See More](#)





# Acquiring Leads Through LinkedIn





# Top 5 Ways To Use LinkedIn for Lead Gen (Company Page & Personal LinkedIn Page)



**1** Use an image that gets attention or creates interest



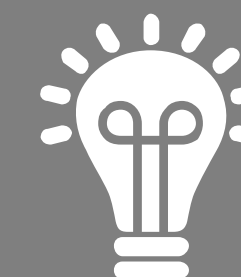
Create a Clear & Compelling Pitch in Your Company Description **2**

**3** Post Weekly to LinkedIn-Make Recent Updates Clickable



Create a LinkedIn Showcase Page **4**

**5** Join LinkedIn Groups



- Post a company announcement or quote yourself in a branded image
- Talk about client case study
- Reveal a new partnership
- Show a company or charity outing
- An article of interest in your industry





Alarm.com

Information Technology and Services · Tysons, Virginia · 10,835 followers


The leading platform for the intelligently connected property.

[+ Follow](#) [Visit website](#)

- Home
- About
- Jobs
- People

### Updates

Sort by: Top



**Alarm.com**  
10,835 followers  
3d

[+ Follow](#) ...

PowerUp, our award winning training event for [Alarm.com](#) service providers is back! We'll be in Costa Mesa, CA June 18 - 20 for three days of hands on and interactive training. Learn more and register today: <https://lnkd.in/gKveWvr>



B2B TRADE USA COMPANY, INC.

BAKERSFIELD, California · 5 followers

[+ Follow](#) [Visit website](#)

- Home
- About
- Jobs
- People

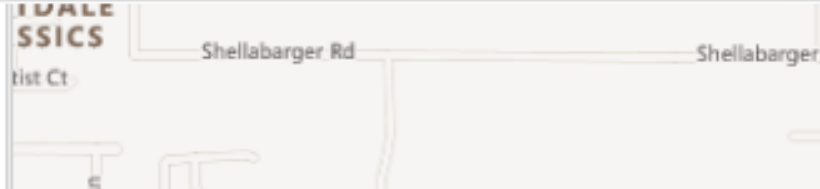
Overview

Website	<a href="http://b2btradeusa.com">http://b2btradeusa.com</a>
Company size	2-10 employees
Headquarters	BAKERSFIELD, California

Locations

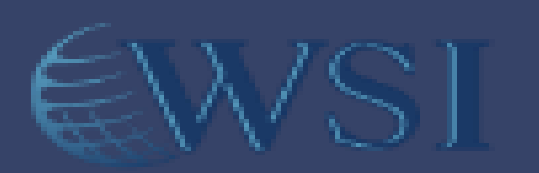
Primary

10409 HEATHER VALLEY DR,  
BAKERSFIELD, California 93312, US



# Comparison:

A good LinkedIn page (left) vs. bad LinkedIn page (right)





# #2 Out of Top 10 LinkedIn Pages



The screenshot shows the LinkedIn profile of Schneider Electric. The header features a banner with the text "Go GREEN in the City A GLOBAL BUSINESS CHALLENGE" and images of people. The profile picture is the Schneider Electric logo. The company name "Schneider Electric" is followed by the description "Electrical/Electronic Manufacturing" and "Rueil Malmaison Cedex · 1,476,912 followers". Below this is the tagline "Leading the Digital Transformation of Energy Management and Automation." and buttons for "+ Follow" and "Visit website". To the right, it says "& 2 other connections work here" and "See all 66,587 employees on LinkedIn". The left sidebar has links for Home, About, Jobs, Life, and People. The main content area shows an update from Schneider Electric, dated 4 days ago, with the text "Interested in increasing your knowledge about #MediumVoltage? Here you can find a complete guide for panel builders. #EcoStruxure Grid #IoT" and a link "https://lnkd.in/dkb3Rdc". The update has 146 likes. On the right, there is a video player titled "Go Green in the City" showing a man speaking.

**Schneider Electric**  
Electrical/Electronic Manufacturing  
Rueil Malmaison Cedex · 1,476,912 followers

Leading the Digital Transformation of Energy Management and Automation.

+ Follow Visit website

& 2 other connections work here  
See all 66,587 employees on LinkedIn →

**Updates** Sort by: Top

**Schneider Electric**  
1,476,912 followers  
4d

Interested in increasing your knowledge about #MediumVoltage? Here you can find a complete guide for panel builders. #EcoStruxure Grid #IoT  
<https://lnkd.in/dkb3Rdc>

146 Likes

**Go Green in the City**

Life is On | Schneider Electric work each and every day.

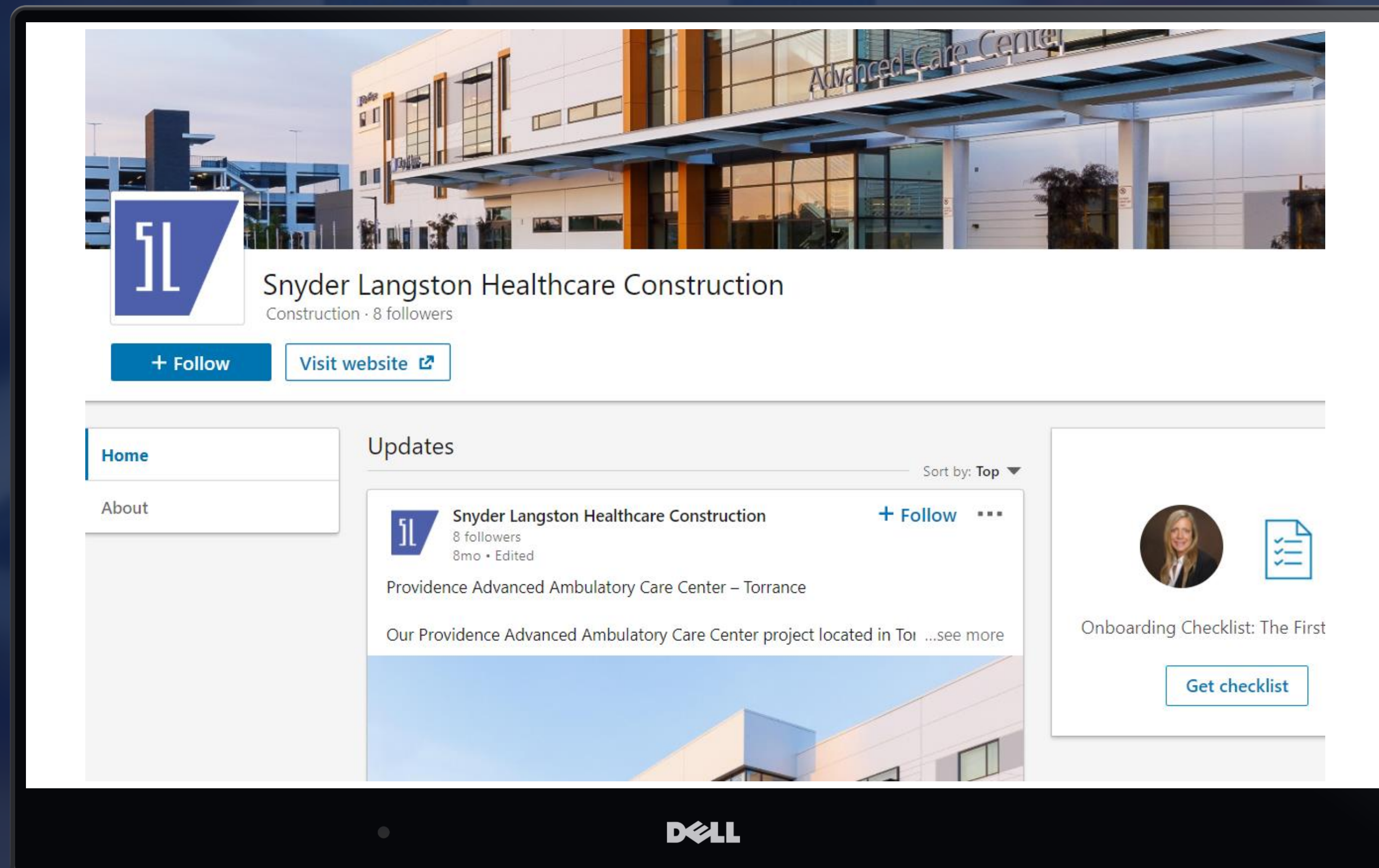


# Example of a Showcase Page: Promoting a Specific Product or Service on LinkedIn




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<https://www.linkedin.com/showcase/snyder-langston-healthcare-construction/>





Join An Advisory Board - Get Immediate Access To 100s Of Open Advisory B





**Lisa Kilrea**  
Digital Marketing for Manufacturing & Distribution | Delivering on Measured Business Growth Promises with Innovative Strategies | Doing Digital Differently | Travel & Wine Enthusiast  
Cook County, Illinois, United States · [Contact info](#)

WSI Digital Agency

Gies College of Business  
University of Illinois Urbana-Champaign

500+ connections

Open to

Add section


More


About


As a Manufacturing company, what is the right strategy for you? Is it SEO, Content Marketing, or Website Strategy and Design? There are several strategies to choose from. That's why I work with Entrepreneurs and Manufacturers, helping them develop a successful, measurable digital strategy. ... see more


Activity

2,935 followers

Awesome!!  
Lisa shared this  
1 Reaction


MONDAY MOTIVATIONAL QUOTE  
"Whether you think you can or you thin...  
Lisa shared this  
2 Reactions

Looking to introduce a new product or expand into new markets? Find o...  
Lisa shared this

The global power of Wordpress...the combined global economy for...  
Lisa shared this

See all activity

Experience



**Principal Owner**  
WSI Digital Agency  
Jun 2009 – Present · 12 yrs 4 mos  
Chicago area but national scope

WSI is an innovative digital marketing agency with clients in over 80 countries. We help entrepreneurs and business leaders cost-effectively unlock the full potential of their business by leveraging the Internet and its many unrecognized opportunities.

There are no magic bullets when it comes to growing your business, however with over two decades of experience, we have discovered the Internet shortcuts for delivering exponential results. WSI can help you realize your vision through intelligent, time-tested marketing strategies and methodologies. ...see more

Your Dashboard

Private to you

All Star

374

Who viewed your profile


21

Post views

64

Search appearances

Professional picture  
Solid description-note: no job title  
Good header image  
Fully populate entire profile: About, Experience, Education





# GROW your Social Selling Index

Go to your LinkedIn account to view your social selling score: <https://www.linkedin.com/sales/ssi>

People also ask

What is LinkedIn's social selling index?

LinkedIn's Social Selling Index, or SSI, is a **measure of a salesperson's social selling skills and execution**. Statistics show that as a salesperson's social selling index rises, so does their sales success.





The background of the slide features a dark blue gradient with several 3D-rendered coronavirus particles. The most prominent particle is on the left side, showing its spherical shape and numerous spike proteins. Other smaller, less detailed particles are scattered across the background, creating a sense of depth and a medical or scientific theme.

## 3. CONTENT MARKETING



# 5. Content Marketing



**Blogs**

**eBooks**

**Case Studies**

**Videos**

**Website Landing Pages**

**White Papers**

**Social Media posts**

**Email**

- Content is the fuel to an effective Digital Strategy
- Content can be created in many different formats
- Content attracts traffic to your website because it can get ranked by Google
- Content can convert website traffic-builds your credibility
- Not easy and needs to be done correctly



# Content can be leveraged across tactics



The more good, quality, relevant content you have, the better

- Social
- SEO
- Paid Ads
- Email Marketing
- Video Marketing or
- Marketing Automation



# Needs to be Buyer Persona focused and Solve a problem or need!

- Don't skimp on length or research on the topic
- Optimize for relevant keywords that the persona may be searching
- Repurpose content for other channels
  - One whitepaper can become 6 blogs. 6 blogs can become 12 social media posts



The background of the slide features a dark blue gradient with several 3D-rendered virus particles. The most prominent virus is in the upper left, showing a spherical body with numerous spike-like protrusions. Other smaller, less detailed virus particles are scattered in the background, creating a sense of depth and a scientific or medical theme.

## 4. SEO (SEARCH ENGINE OPTIMIZATION)



The background of the slide features a dark blue gradient with several stylized, glowing virus-like particles. These particles are spherical with numerous small, protruding spikes or receptors on their surfaces, rendered in a reddish-pink hue. They are scattered across the frame, with some appearing larger and more detailed than others, creating a sense of depth and movement.

# What is SEO? Search Engine Optimization

It's about getting on page 1 of Google Search (or any search engine) when someone searches a keyword or keyword phrase about a product or service you offer



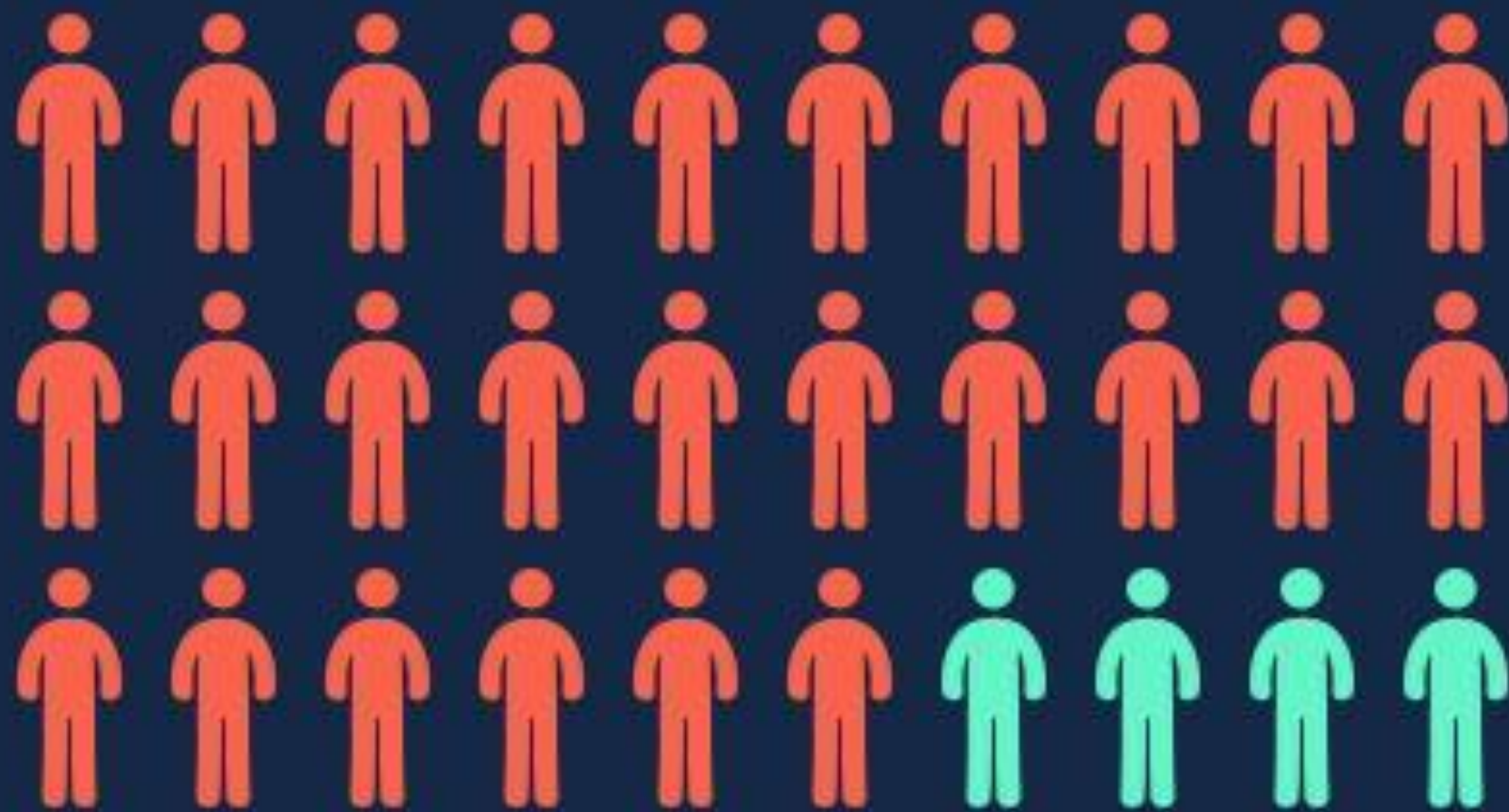
# Why Does SEO Matter?

Consider this:

- Up to 90% of all internet traffic comes through search engines.
- Over 70% of search traffic comes from organic internet searches, compared to just 30% from paid advertising ([MarTech](#)).
- Generating traffic and leads is a #1 concern of companies, with 66% of marketers noting that improving SEO and growing their organic presence is a top inbound marketing priority ([HubSpot](#)).



# SEO = Visibility



93%

of your customers  
won't go further  
than the first page  
of Google

 These ones won't see you !

 Those ones may see you ...



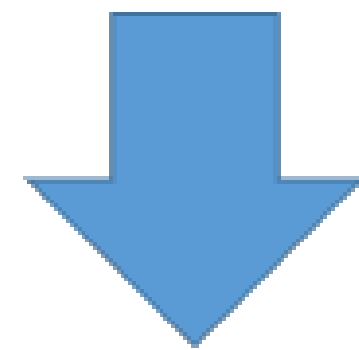
DATA TAGS DENSITY 301 REDIRECT  
ANALYTICS SPAM NOFOLLOW  
MOBILE FRIENDLY YAHOO KEYWORDS  
TOP LEVEL DOMAIN INDEXING  
PAGERANK OFFPAGE SPIDERS  
ONPAGE WHITEHAT SEO PENGUIN SOCIAL MEDIA  
SEARCH ENGINE OPTIMIZATION  
BING INBOUND LINKS WEBMASTERS TOOL  
PENALIZED POST TITLE  
GOOGLE HUMMINGBIRD SITEMAP BLACKHAT SEO DIRECTORIES DOFOLLOW  
MOBILE SEARCH CRAWLERS CONTENT  
ORGANIC BACKLINKS  
BLOG TITLE



## Give Google What Google Wants:

### Relevance

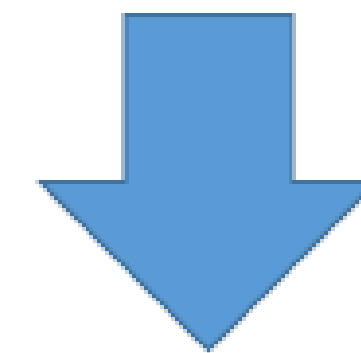
- Relevant Content
- Organized Around Keywords
- Findable by the engines



On-Page  
Optimization

### Popularity

- Quantity of In-links
- Quality of In-links
- "Social Signals"



Off-Page  
Optimization



# SEO Benefits

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## What are the Benefits?



Increased  
Web Traffic

- = Increased leads
- = Increased sales
- = Increased \$\$\$



Stand out  
against your  
competitors



Better ROI  
than Pay Per  
Click  
Advertising



Long term  
sustainable  
strategy



Works 24/7



Be seen as  
an authority  
within your  
industry



The background of the slide features a dark blue gradient with several stylized, glowing virus particles. These particles are spherical with numerous small, protruding spikes, resembling coronaviruses. They are scattered across the frame, with some appearing larger and more detailed than others, creating a sense of depth and movement.

## **5. DIGITAL ADS FOR B2B & MANUFACTURERS**

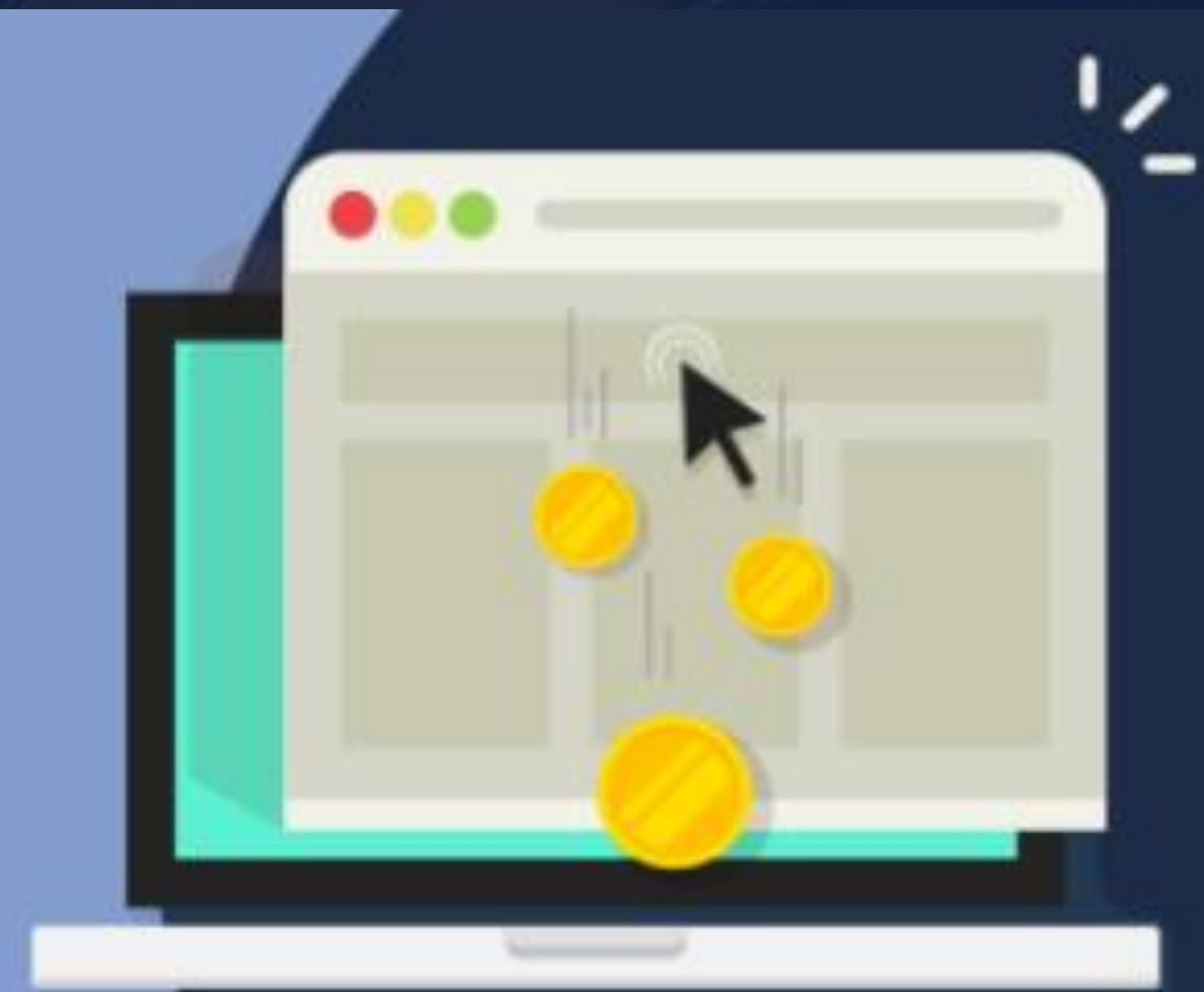


# What is digital advertising?

- Digital Ads are another way to get your company/brand on page 1 for a Google search. Paid vs. earned
- Allows you to buy your way to Page 1 of Google. It's quick and can be targeted either by geography, company and/or specific priority products/services you offer
- Compliment to SEO with different pros/cons

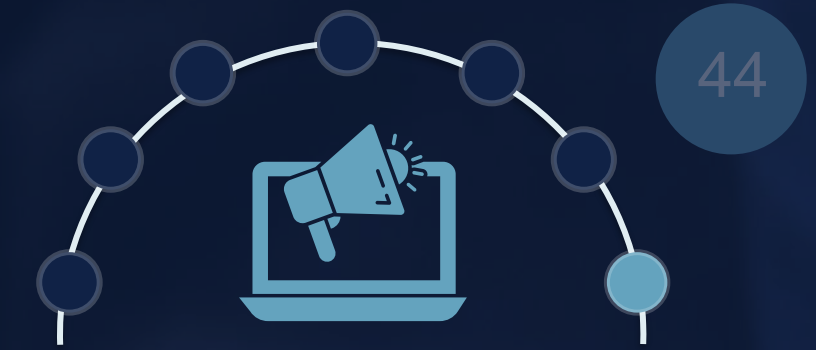
## **Digital Advertising:**

Promotes your business, products, and services to generate brand awareness, sales and more.





# Types of Digital Advertising



With over 94% of B2B customers taking time to research before they purchase, it becomes imperative that manufacturers take advantage of the incredible increases in both sales and ROI that online search advertising can provide.

**Get Leads Quickly!**

- **Paid Search or PPC (Pay Per Click) (Google/Bing)**
  - Ads which appear when someone searches for product or service
- **Display Advertising (B2B Ads, Google Shopping)**
- **Paid Social Media (LinkedIn, FB, Twitter)**
  - Targeted ads to prospects or followers
- **Industry Specific Websites**
- **IP Targeting**

Are you tracking your competitor's ads, keywords, landing pages, CTA?




# Sample B2B PPC Ad

buy industrial shredder


About 37,800,000 results (0.65 seconds)

Ads · See industrial shredder


**SALE**




Crusher 8" Series 6HP 2030 Toolots  
**\$3,196.05** 4,0...




Fine Excelsior - 5 lb, Kraft - ULINE - ULINE  
**\$26.00**



5.4Hp Granulator 460 V Strong Toolots  
**\$1,899.00**



TRU RED 100-Sheet Micro-Cut Staples  
**\$210.99**  
Special offer



Crinkle Paper - 40 lb, Black - ULINE  
**\$133.00**

Ad · www.gogreenrei.com/ (980) 243-4488

**Industrial Shredders For Sale - Call Now For More Information**

Safe, Cost Effective Equipment, Financing, Installation and Servicing Available.  
Our Company · Visit Our Video Gallery

Ad · www.komarindustries.com/ (614) 836-2366

**Industrial Grade Shredder - Custom Turnkey Solutions**

Manufacturer Of **Industrial** Grade **Shredders**. Many Models & **Industries**. Call Us!

Buy Industrial Coatings

About 79,900,000 results (0.58 seconds)

Ad · www.illinoiscommercialpainting.com/ (630) 283-7187

**Commercial & Industrial - Painting & Coating Contractors**

In Need of Commercial or **Industrial** Painting or **Coating**? We Handle All Aspects. We are a team of Experienced Painting Contractors. Call To Request a Free Estimate. Fair Price. Request A Quote. Quality Painting Work. Service Areas: Peoria, Chicago, Rockford.

Ad · www.heresite.com/industrial/coatings (920) 684-6646

**Industrial & Marine Coatings - Heresite.com**

We lead in experience, quality & service for **industrial** & marine protective **coatings**. Heresite **industrial coatings** & epoxy are made to operate in the harshest environments. HVAC Protective **Coatings**. **Industrial** Baked Phenolic. Types: Air-Cured, Chemical-Cured.  
[Industrial Coatings](#) · [Case Studies](#) · [Experience & Markets](#) · [Get a Quote](#)

Ad · www.weima.com/ (803) 847-5092

**Shredding Machines - Your Size Reduction Solution**

Efficient, Cost-Effective **Shredders** For **Industrial** Waste Material. RFQ! 30 years of experience. TUV certified. On site team training. State of the art facility. Produced to your needs. Styles: Wood Briquette, Plastic **Shredders**, **Industrial** Recycling.  
[Shredding Equipment](#) · [Contact Us](#)

Ad · www.williamscrusher.com/ (314) 696-5925

**Large Industrial Shredders - Williams is Open for Business**

We Offer an Extensive Line of Rugged, Reliable & Efficient **Shredders**. Call Now. Williams Patent Crusher Supports Critical and Essential Infrastructure Businesses. Heavy-Duty Construction. For Recycling & Fuel Prep. Proudly Made in the USA. 5 to 25 TPH Capacities.  
[XL Industrial Shredders](#) · [TF Industrial Shredders](#) · [Locate An Agent](#) · [Request Information](#)

Ad · www.metso.com/

**Metso Industrial Shredders - Excellent Onsite Efficiency**

Metso **industrial shredders** are engineered to process any kind of waste. Find more information about our equipment here or contact our experts today. ISO 9001. Best **Industry Shredders**. Free onsite demonstration. Models: Fine-**Shredders**, Pre-**Shredders**.  
[Metso Mobile Shredders](#) · [Blog: Recycle to Reuse](#) · [Online Showroom](#) · [Services & Parts](#)

Searches related to buy industrial shredder



# Sample B2B Display Ad



**YAHOO! FINANCE** Search for news, symbols or companies [Sign in](#) [Mail](#)

Finance Home Watchlists My Portfolio Screeners Markets Industries Videos News Personal Finance Tech

Trading Forex carries a high level of risk [TRADE NOW](#) **IG**

**S&P 500** 2,752.06 -36.80 (-1.32%) **Dow 30** 24,815.04 -354.84 (-1.41%) **Nasdaq** 7,453.15 -114.57 (-1.51%) **Russell 2000** 1,465.77 -19.77 (-1.33%) [U.S. Markets closed](#)

**Yahoo Finance LIVE**  
Executives, experts and influencers join the Yahoo Finance team to discuss what's moving the world of finance.  
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**News Headlines:**

- Stocks dive after Trump announces Mexico tariffs
- Tariffs on Mexican imports risks new NAFTA approval
- Trump now faces a trade war dilemma
- Manufacturers warn of 'devastating' tariff effects
- Here's how much dating costs around the world

**Brazilian anti-graft prosecutors mull lawsuit against Bradesco -report**  
Brazilian prosecutors are considering a civil lawsuit against Banco Bradesco SA, as they believe the country's second-largest private-sector bank may have failed to prevent corruption schemes, Valor Econômico reported on Thursday.




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# Sample Google Shopping



47

		
<b>TURFTIDE 4Chlorosys 1 Gallon</b>	<b>Noble Chemical 5 Gallon / 640 oz. Super Break Alkaline...</b>	<b>Pro Grow 19-4-10 Fertilizer 50# Bag</b>
<b>\$50.00</b>	<b>\$143.99</b>	<b>\$43.98</b>
Say Hello Nature	WebstaurantStore.com	Solutions Pest & Lawn
		Free shipping



See industrial water treatm... Sponsored ⓘ

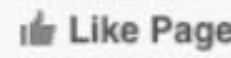
		
<b>Everpure EV9328-06 High Flow...</b>	<b>3M Water Filtration...</b>	<b>300 GPD Commercial...</b>
<b>\$739.00</b>	<b>\$383.99</b>	<b>\$1,199.99</b>
WebstaurantStor..	WebstaurantStor..	Express Water
★★★★★ (5)		Free shipping
		
<b>Elkay EZH2O LZS8WSLP Nex...</b>	<b>PIG Pour Through Oily...</b>	<b>4000 GPD Commercial...</b>
<b>\$1,029.00</b>	<b>\$355.00</b>	<b>\$3,999.99</b>
Global Industrial	New Pig	Express Water
★★★★★ (21)	Special offer	Free shipping
		
<b>Pelican Ultra-Violet UV Water...</b>	<b>Size #2 Duplex (30" Basket), 4"...</b>	<b>Pelican PC600 Whole House...</b>
<b>\$672.35</b>	<b>\$5,550.00</b>	<b>\$727.60</b>
Pelican Water	The Cary Comp...	Pelican Water




# Sample Social Media Ads





 **InsightSquared**  
Sponsored · 





 Like Page

 **INSIGHTSQUARED**  
**Why doesn't HubSpot's Mark Roberge promote his best sales reps?**  
**FREE eBook** > Like  Comment  Share

 **Lean Content Academy**  
Sponsored



**SYSTEMIZE**  
  
**YOUR SALES**  
Get Offer >


   

**1,649 views**  
Follow the process. Beat your competition.



 **Business Insider**   
about 8 months ago 

An exclusive report from BI Intelligence




  
**Peer-to-Peer Payments Explainer**  
In this report from BI Intelligence, we explore the market for P2P payments, how they work, and the ty...  
[WWW.BUSINESSINSIDER.COM](http://WWW.BUSINESSINSIDER.COM) 




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10 things HR decision-makers should consider while reopening business amid COVID-19 to keep workers safe and customers confident.

  
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   378 · 10 Comments

 Like  Comment  Share



# IP Targeting to Businesses



A manufacturer wants to target ads to printing industry decision-makers around the country

1

Manufacturer formulates hundreds of target companies to approach, or existing customers to up-sell

2

Result: Align sales and marketing by targeting only employees of potential or current customers

4

Show ads targeting the IP addresses for all companies on manufacturer's list (for 90 days)

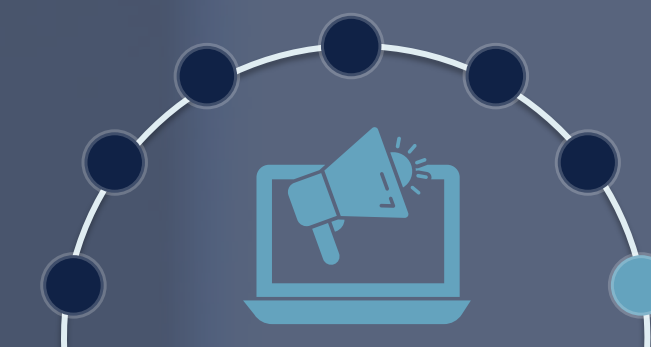
3



The background of the slide features a dark blue gradient with several 3D-rendered coronavirus particles. The most prominent particle is in the upper left, showing its spherical shape and numerous spike proteins. Other smaller, less detailed particles are scattered throughout the background, creating a sense of depth and focus on the virus.

## IV. CASE STUDY





# Case Study #1

## B2B Manufacturer

A leading global manufacturer of hydraulic quick coupler products since 1960

### Problem

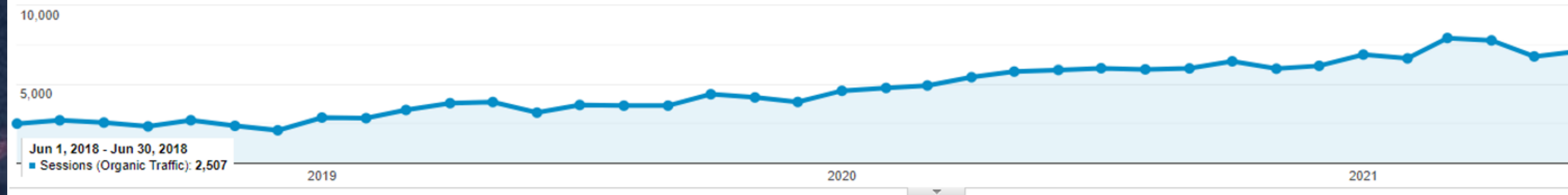
Client was leveraging traditional, off line sales efforts: Trade shows, print, face to face interactions. They wanted to transition to a digital strategy while maintaining some trade show attendance at key conferences, and focusing sales team on activities that drive engagement with new prospects.

### Solution

Fixed/updated website that another agency had just launched. Implemented SEO (Search Engine Optimization) for immediate lift in leads. In 3 year time frame, increased scope of work 4x with increased results directly attributed to efforts.



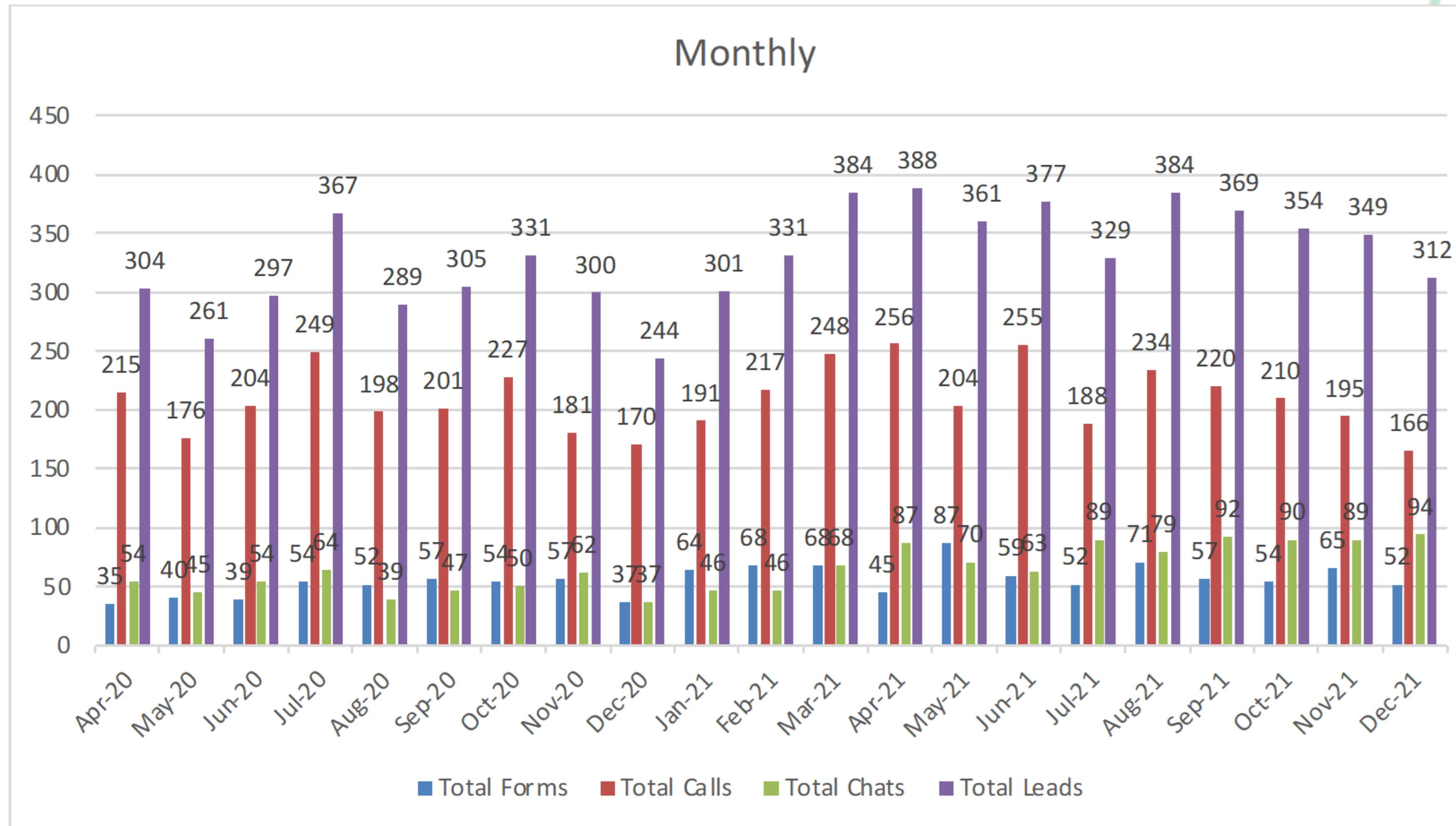
# Total Organic Traffic Since Start of SEO



Default Channel Grouping	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
Organic Traffic	214,604 % of Total: 72.38% (296,513)	71.36% Avg for View: 73.92% (-3.46%)	153,137 % of Total: 69.87% (219,177)
1. Organic Search	214,604(100.00%)	71.36%	153,137(100.00%)

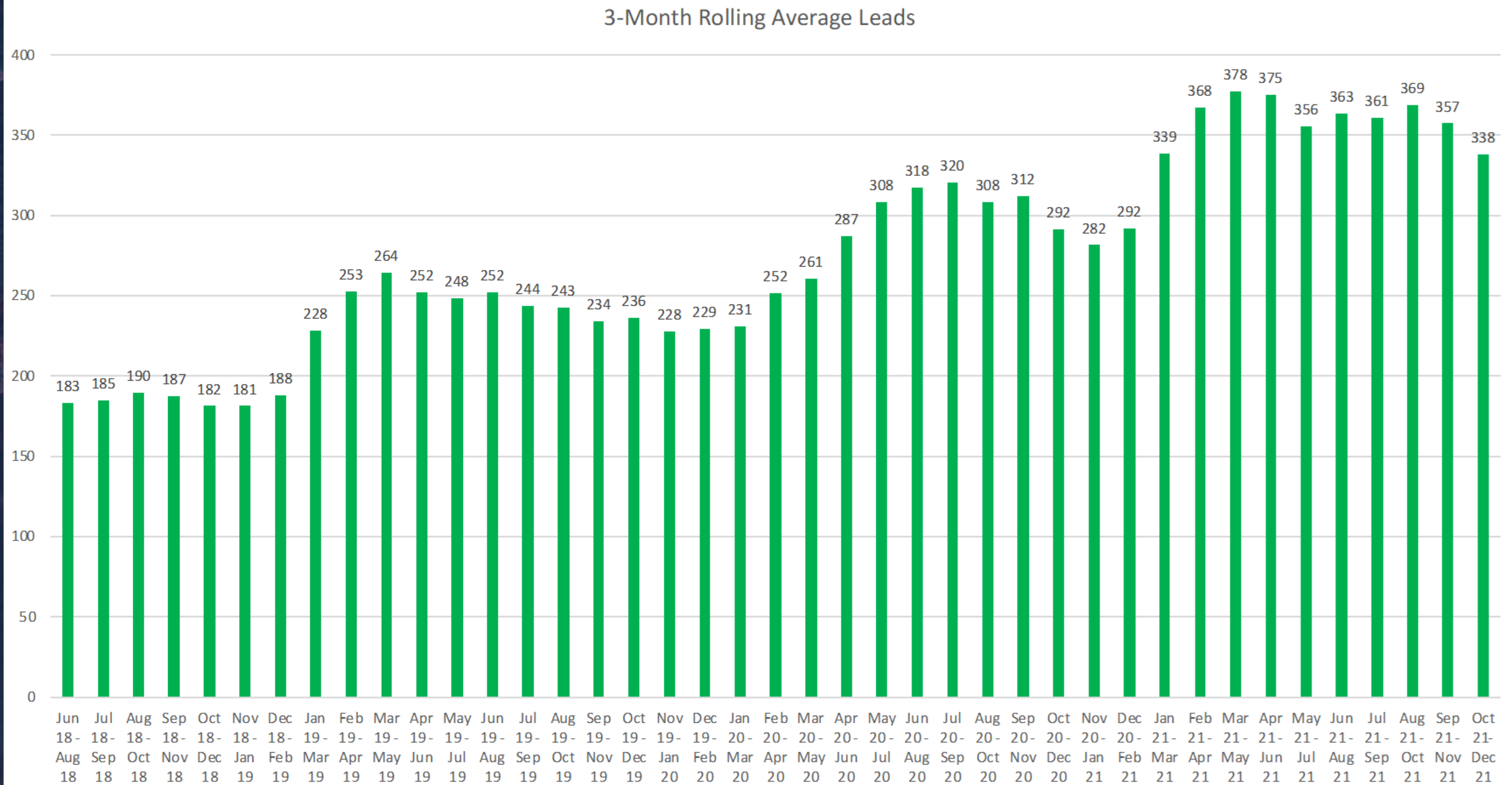


# Monthly Breakdown



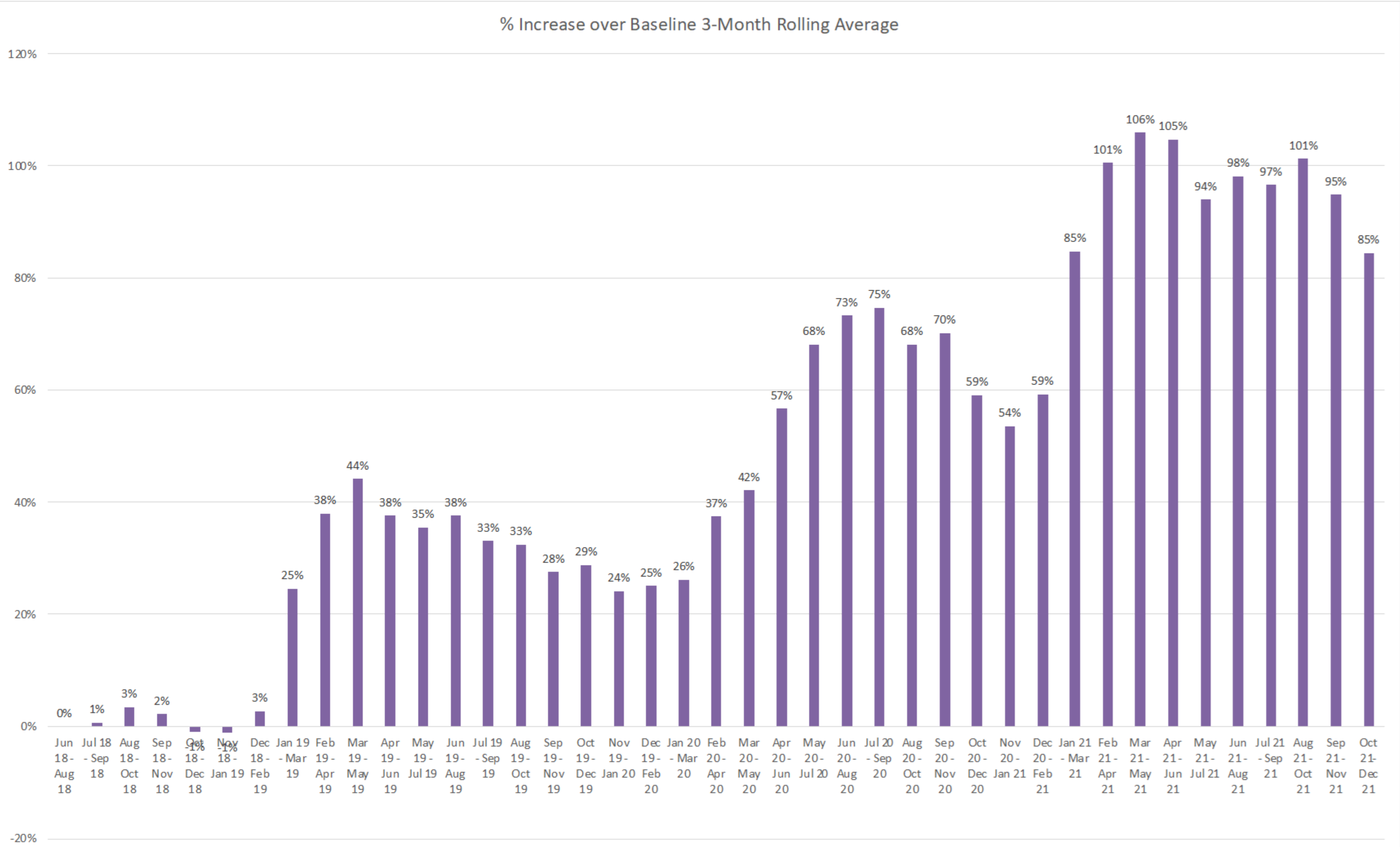


# 3 Month Rolling Average Leads



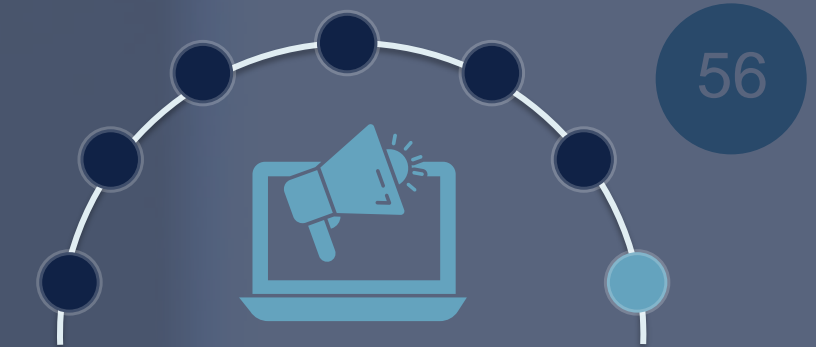


# % Increase Leads over Baseline





# SEO for Hydraulic Coupler Manufacturer



- ◆ 2021 tracking to be best sales year in history of company!
- ◆ **3 fold increase in organic traffic** in three years (2300 to 7500)
- ◆ Total MONTHLY leads increased since beginning of program from **112 to 384 or 243%!!**
- ◆ Increased monthly leads **26% DURING Covid** (April 2020 vs. August 2021)
- ◆ Strategy and efforts directly attributable to lead increases/counts

CONTENT

WEB

RANKING



# Closing Questions



Is your company's website a lead generation tool, and if so, how many leads/month does it generate and how many convert to paying customers?

1

Is my targeted buyer audience searching terms/keywords relating to what my business does?

2

Do I have a clearly defined, long term digital strategy designed to increase sales, generate leads & achieve my company goals in 2022?

3









# THANK YOU

**Pam DeLeon & Lisa Kilrea**  
**WSI DIGITAL GROUP**

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**[info@wsidigitalgroup.com](mailto:info@wsidigitalgroup.com)**

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