

# CUSTOM CAPITAL EQUIPMENT MANUFACTURER

HOW MARKETING AUTOMATION & WEB DESIGN OPTIMIZATION INCREASED SITE TRAFFIC & LEAD GENERATION



**Executive Summary:** A custom capital equipment manufacturer came to TTPM Agency looking to increase its main brand awareness by enhancing its digital reach through the organization of multiple brands, user-experience, and online assets.

**About:** The manufacturer is a consolidated group of well established manufacturing brands that were all brought under the same umbrella within the last decade. Each brand is marketed both separately and together as a group.

## Challenges:

- 1: Move all sub-brands under one major corporate website
- 2: Create a better online user experience for submitting quote requests
- 3: Increase digital reach and leads

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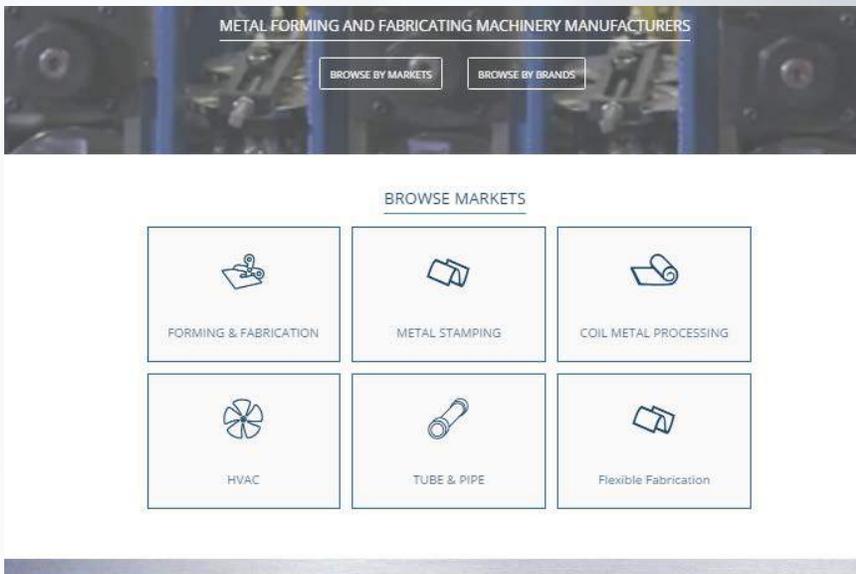
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**How TTPM Helped:** The first step was gathering all the information spread out across multiple branded websites. TTPM Agency was then able to architect a new site that primarily featured the company's branding and secondarily featured the different brands offered by the manufacturer.

One major challenge was to build a more complicated website while also improving the user experience. Using customer profiles, TTPM Agency featured two ways to dive into the website: 1) Customers could browse by industry, if they did not already have a certain brand of machine, or 2) They could go straight to the brand section they were familiar with and see all the available machines under that brand.

On top of the upgrade to the website look, marketing automation was built-in to the functionality. With new scoring, grading, tracking and submission options on the website, the manufacturing group was not only able to identify hot leads but also see which brand *and* machine the leads were viewing when they qualified to be contacted.

Homepage snippet:



**Results:** This manufacturing group saw an increase in organic, referral, and mobile traffic to its website. With an updated marketing automation system, it was easier for contacts to reach out and be categorized. This allowed the company to better handle their qualified leads in a more efficient manner, which in return help increase lead generation and cut-down on sales time.

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