



Lead Generation Website Leads to 28.5X ROI in 18 Months

CASE STUDY



SlewPro is a B2B metal manufacturing and service company focused on a niche market of slewing ring bearings, turntable bearings, pinions, slewing drives and forged rings.

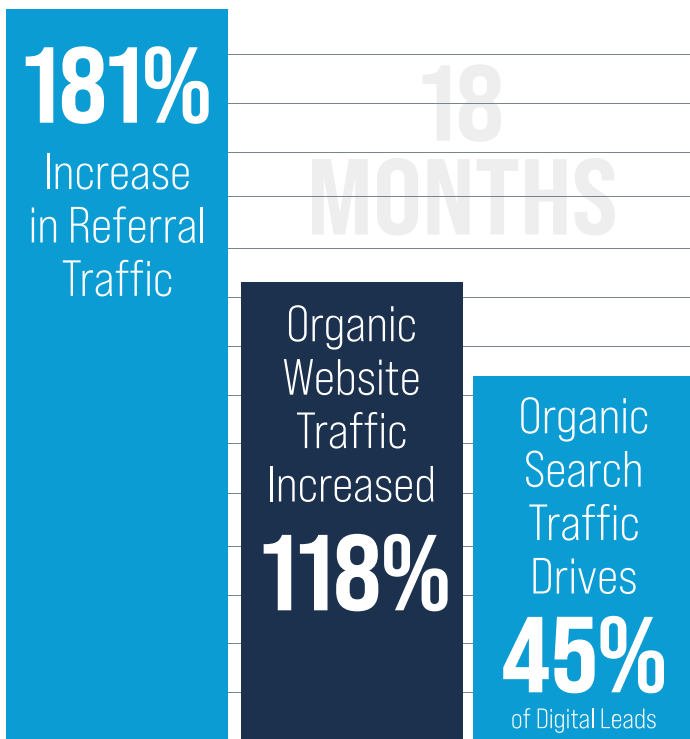


OBJECTIVE

As a new player in a very established niche market, SlewPro needed a lead generation website to attract new business and create brand awareness while positioning the company as a legitimate alternative to its larger competitors.

KEY CHALLENGES

- Virtually no web presence and a newcomer to the market
- No technical infrastructure to house and mine sales and customer data
- Competition was embedded in the market and dominated market share



18 Months: 212 Leads,
25 New Customers,
1st International Customer

\$340,000
New Business Revenue

= 28.5X ROI

ONLINE SALES & MARKETING EXECUTION

SyncShow launched SlewPro’s website using its proprietary customer-centric design process. The SlewPro website addresses the needs of prospective customers during their buying journey. Every aspect of the website was designed to attract a specific buyer type and capture visitor information to fill the sales pipeline. This included a wide range of B2B digital marketing services such as user interface design, calls-to-action, copywriting and search engine optimization.

We use web analytics and a wide variety of other tools to regularly track your lead generation goals, and, if necessary, change your search engine optimization strategy to increase return on investment (ROI).



Q&A WITH THE PRESIDENT OF SLEWPRO

Richard Potesta founded SlewPro and has over 25 years of experience leading teams that design and manufacture precision-engineered products.

Q: Was Your Website a Good Investment?

A: Yes. It broadened our reach while furthering our brand awareness. In addition, it put our public appearance on par with our large international competitors.

Q: Would You Recommend SyncShow to Others?

A: Yes. The website has done exactly what we wanted it to do. We are now looking ahead to what additional progress can be made once we activate the inbound marketing portion of our plan.

Q: How Has the Website Helped to Drive Traffic and Awareness in New Markets

A: We have quoted a number of international jobs and have secured one order from France. The website has given us a global reach! At a time when the dollar is weak against the euro, I believe we will have other opportunities in the future.

SyncShow helps manufacturing companies synchronize sales and marketing to show how to generate more leads from your website. We are a turnkey provider of lead-to-revenue solutions, offering a unique alignment to the industrial buyer's journey. Contact us today to explore the digital marketing strategies to increase brand awareness.



Call us today to learn more:
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