

Manufacturing Brand Transformation Drives Revenue Growth

Background

A manufacturing company, recently purchased by a Private Equity firm, needed guidance in rebuilding its corporate brand and creating a website that delivered traffic and leads. The company was struggling to obtain visibility within the marketplace due to two primary factors: (1) muddled messaging, and (2) branding that the target audience found confusing.

Objective

A crucial need was to build an overall brand that supported multiple product lines; the company needed to clarify its identity for the distinct audiences and effectively articulate why one should do business with the brand. It was also critical to differentiate each product line and develop copy that would resonate with the various ICPs (ideal customer profiles).

Methodology

Over the first 45 days, Empirical interviewed internal stakeholders and key customers to more clearly define and differentiate the company from others in the industry, and to provide compelling direction for the "reasons-to-believe" in the brand.

From those initial stakeholder discussions, Empirical developed:

- **Branding Architecture** to articulate the who, why, and what of the brand; this would become the foundation for the website and all messaging.
- **New Visual Identity** to modernize the brand, and ensure it better resonates with the target audiences and clearly showcases the value of the various product lines that make up a unique family of brands.
- **Refreshed Digital Presence** and website rebuild to provide online visitors with an easy-to-navigate site, built for SEO traffic along with an eye to conversion.
- **SEO/PPC Digital Plan** to maximize both SEO and PPC campaigns and drive target traffic to the website.

Results

- **Amplified web traffic:**
Web traffic jumped from 500 visitors/month to over 7,000 visitors/month within the first 30 days of the launch
- **Rejuvenated lead flow:**
Leads increased from 40 a month to 1,200 a month in the first 30 days
- **Increased revenue:**
Revenues from direct website sales rose from \$9,000 a month to \$180,000 a month within three months
- **Strong awareness:**
Social media engagement on key platforms increased by over 500% in the first 60 days



www.thinkempirical.com