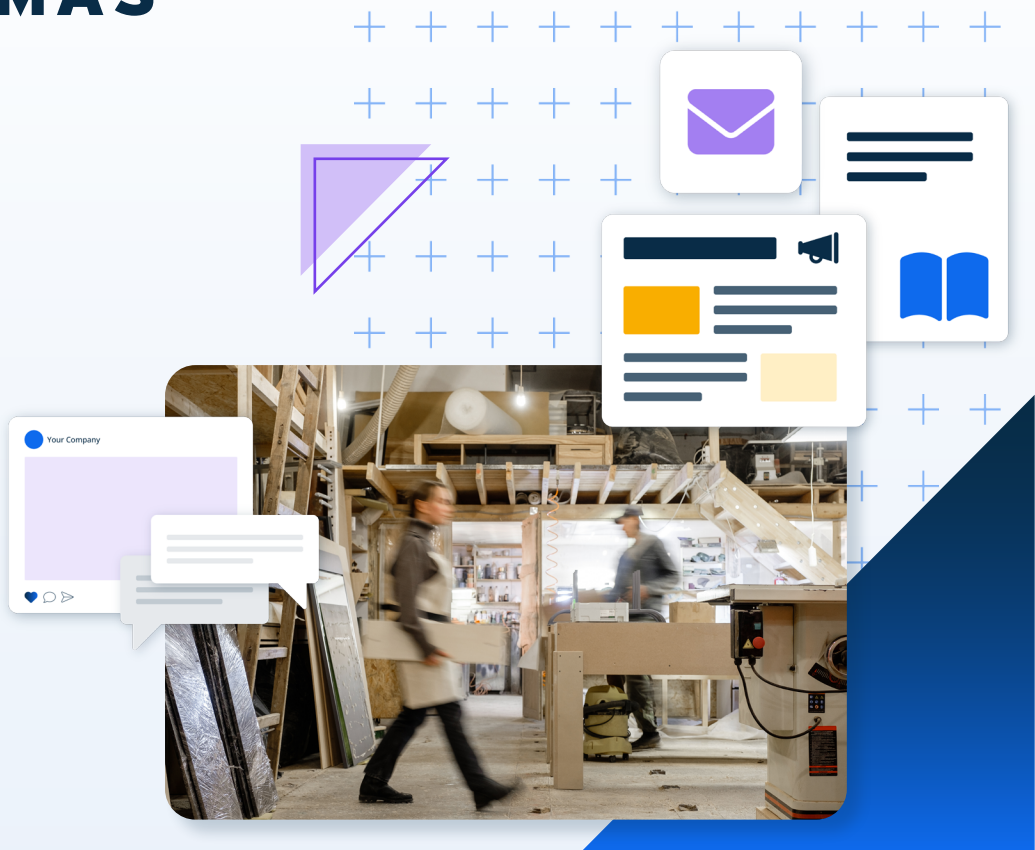


The Ultimate Guide to Digital Marketing for Manufacturers

2025

THOMAS[®]



Authored by: Team Thomas

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Introduction

The digital marketing revolution changed the way industrial buyers choose their suppliers. The rise of artificial intelligence, more targeted search, and social media continue to alter how all consumers purchase everything from groceries to manufacturing equipment. Gone are the days when you can ignore the latest trends in web development and ways to reach your target audience.

While the purchasing process can be complex for manufacturing and industrial companies, there are ways to address concerns, tout your products' benefits, and increase your market share with these tips for improving your digital marketing.

We will explore the steps to create an online brand experience designed to grow your audience, fill your sales funnel with warm leads, and improve your bottom line. These include:

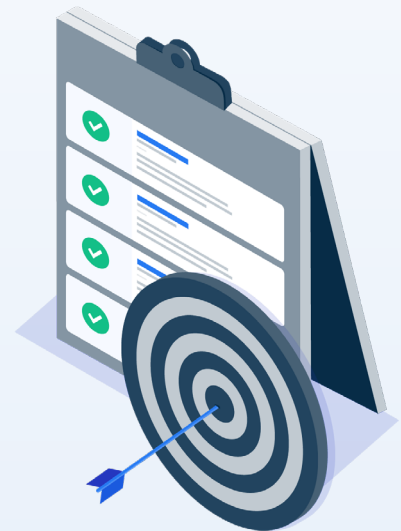
- Establishing a seamless online presence
- Increasing visibility
- Holding a conversation with your audience
- Demonstrating a return on investment in digital tools

Set Clear Goals

Before beginning any new marketing activity, you need to set goals to ensure you're maximizing your effectiveness. Be clear about where you would like to see your business and the marketing channels you plan to use and tie them to measurable results. Then communicate your goals with your team. Consider these questions:

- What markets do you want to serve, either existing or new?
- Who are your key target clients?
- What do you want to promote?
- Are you launching a new product or service?

Once you determine your goals, map those objectives to a specific success metric, for example: increasing site traffic by 50% in the next six months. The clearer your goals, the easier it will be to know where to invest to accomplish them. There is a difference between marketing goals and marketing strategy, so be sure to understand the nuances before outlining your plans.



Part 1

Establishing a seamless online presence

How to Build a Website to Elevate Your Company

In today's marketplace, procurement professionals and engineers expect the companies they do business with to offer a digital experience that is as seamless as the best ecommerce sites. It makes sense – if you can't complete a purchase, then not only do you lose that business once, but you are also likely to lose any future business since customers won't return to your site.

As an industrial company or distributor, you should approach your manufacturing website design with three major purposes:

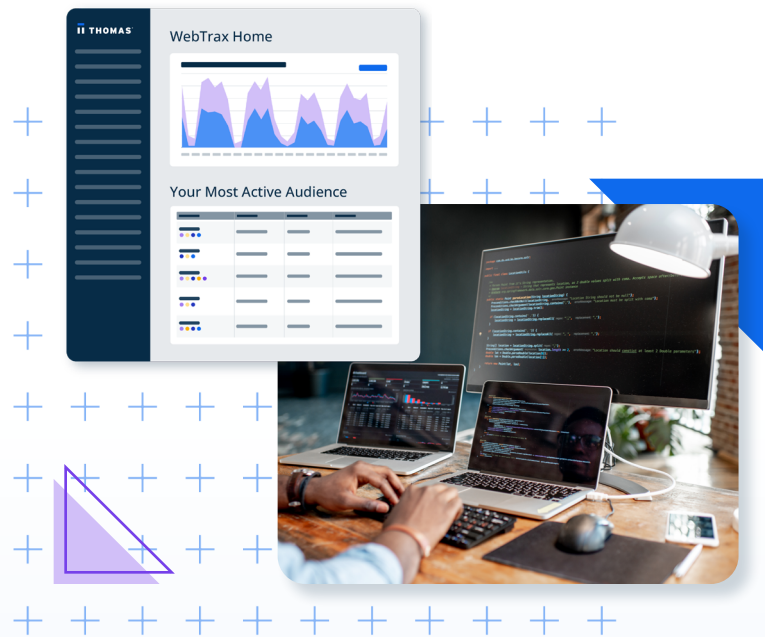
- To attract prospects who are searching for your product and services.
- Clearly explain your expertise and value proposition to differentiate your business.
- Convince visitors to reach out with questions or requests for quote.

When thinking about building your website and its content, put your audience first. What does the purchasing manager or manufacturing sourcing agent need? Can they easily understand your products, services, and value?

Since all your marketing efforts drive traffic to your website, it should be the center of how you communicate with buyers. But before we get to building (or redesigning) your website, you'll need to do a basic audit to make sure your site meets today's consumers' expectations. An audit of your current pages and how each one is performing will help you plan out what to improve or remove altogether.

How Do I Know How Well My Website is Performing?

Website analytics tools are essential for seeing how well your website is performing and where the opportunities for improvement exist. There are different analytics tools available for different needs, but for now, we will focus on the two critical tools for manufacturers and distributors — [Google Analytics](#) and [Thomas WebTrax](#).



Google Analytics is the most popular website analytics tool in the market. This lets business leaders and marketers review key metrics like the number of visits, the pages that get the most traffic, and the pages that are causing visitors to leave. Reviewing these metrics allows marketers to create a complete picture of the site's current usage, develop benchmarks, and find ways to improve overall performance.

When managing a website, it is important to have real-time information about performance at your fingertips so that you don't miss any issues or opportunities. You can learn more about analytics in our webinar "[The Importance of Analytics in Digital Marketing](#)."

Benchmark Your Current Metrics

Analyze your existing site over its history, including:

- Number of visits, visitors, unique visitors
- Bounce rate or the number of visitors who immediately leave your site
- Time on site
- Current search rankings for important keywords
- Domain authority or the site's relevancy to an industry or topic
- Number of new leads and form submissions
- Total sales generated from your website

Thomas Tip

Thomas WebTrax is a lead generation tool that highlights firm and demographic data on your anonymous users, as opposed to just website metrics — so using Thomas WebTrax and Google Analytics together will optimize your website and continually replenish your sales pipeline with leads.

It goes beyond the analytics, by tracking the buyer throughout the journey from the Thomas Network to your website to when they pick up the phone to call you. Learn more about [Thomas WebTrax](#).

What Your Website Must Have for Today's Customers

The best websites are the ones built with a clear purpose in mind. Here are a few critical web design features you must have in today's environment:

- **A clean look:** Keep it simple and use plenty of white space. Too many colors, visuals, and other attributes will make it hard for customers to find the information they're searching for — or, worse, your contact info.
- **Mobile enabled design:** Cell phones and tablets have officially overtaken desktop computers. Creating a mobile responsive design will ensure your site looks great on any screen size so that your customers can learn and buy on their preferred devices.
- **HTTPS encryption:** With massive data breaches becoming somewhat commonplace for even the most sophisticated companies, your buyers will be more concerned with security and privacy than ever. Moving your site from HTTP to HTTPS will safeguard their information — and keep you from getting dinged in Google search rankings.

Design Example: M3 Glass Technologies

M3 Glass Technologies is a global leader in producing and shipping custom fabricated glass products. Starting from the top of the site, you'll notice that M3 Glass Technologies doesn't use a traditional navigation menu. Instead, they use a hamburger menu that we frequently see on mobile versions of sites. However, it works great even on desktop, and it adds to the simple design while allowing for more white space. There are a few key features to note on the M3 homepage, starting with the call to action (CTA) that is placed near the top of the screen.

Part 2

Characteristics of a Quality Website

Use Your Homepage to Tell a Story

There are several technical characteristics of an optimal homepage.

These include:

- Responsive design
- Fast loading speeds
- Clear navigation
- Search engine optimization
- Analytics and tracking
- Security features
- High-quality images and sufficient white space

But it is more important to design a homepage that tells your story. Your homepage should immediately tell users what your company does and what they can expect before they begin exploring your site. It should include navigation features that show the most important pages as well as calls-to-actions that encourage readers to take the next step.

The homepage is usually the first page a user sees when they go online to research you, and if they don't have a good experience, they will likely move on to a competitor. Are they able to access important certifications, customer reviews or other information that differentiators you from the competition? Be sure to think of your audience first when crafting your content to ensure it is relevant and engaging.



An About Page That Sets You Apart

Continue telling the story of your industrial or manufacturing company through the “About” section. This is often the next stop for potential customers to learn more about who you are and what you offer. Sections to include are:

- **Company overview:** This should be a summary of who you are, what you do and what sets you apart. You may want to include a short history as well as your mission statement.
- **Products and services:** A brief description of your key offerings and how they can help those in the industry. You may also want to include technical expertise and capabilities.
- **Leadership:** Tell customers a bit about the key leaders at your firm.
- **Achievements and awards:** If you’ve been recognized for your service, innovation, or products, don’t forget to let your customers know.
- **Customer testimonials and case studies:** Letting your satisfied clients tell your story is more powerful, so outline how your industrial products or manufacturing are helping clients meet their goals.
- **Call to action:** Encourage visitors to ask for a quote, schedule a consultation, or reach out with questions.

Use Your Contact Page to Convert Visitors to Leads

Have a contact page with your company information and a form for potential customers to fill out. Add a link to this form on each page so that visitors with questions can easily send you a message.

You'll need to determine what information is most important, but not make the form too long that people are reluctant to fill it out. A best practice is to ask for these essential fields:

- Name
- Company name
- Email
- Phone number
- Message

You may decide to ask for additional information, but it's a good idea to minimize what's required to submit the form.

The image shows a contact form with the following fields and a submit button:

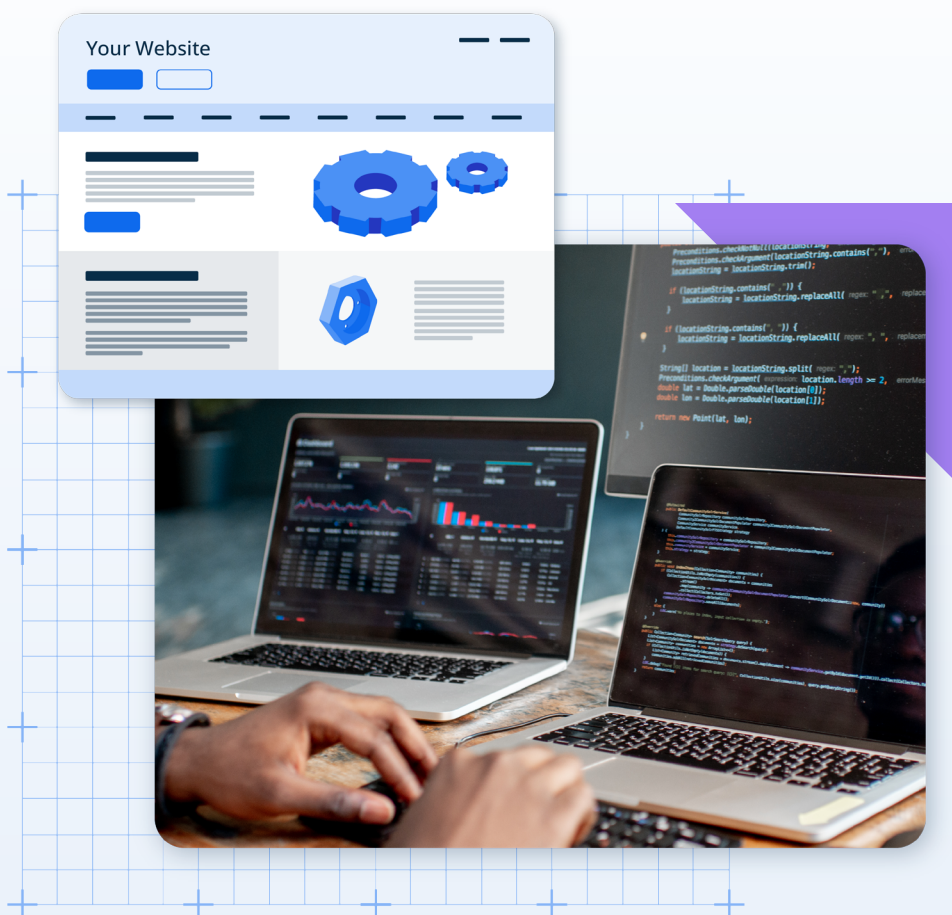
- Name*
- Company Name*
- Email*
- Phone*
- Message
- Submit

The form is set against a background of a grid of blue plus signs. A blue decorative corner graphic is located at the bottom left of the form area.

Clear Pages for Services and Products

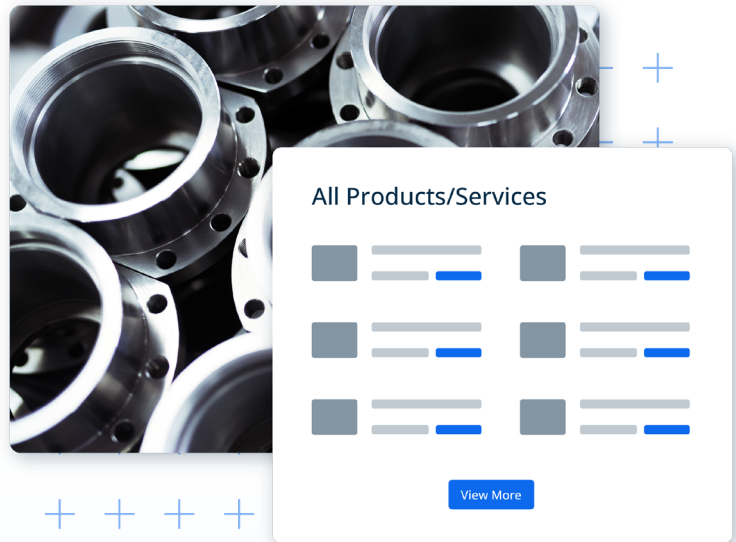
While it might seem basic, you'll need a page for each service or product you offer. For example, if you are a metal stamper, you should have a specific page that discusses your capabilities in metal stamping, your machine list, common components you create, and any recommendations from customers. If you distribute bearings from a range of different suppliers, you should have a page for each common bearing type that discusses their uses, specifications, and a list of the brands you represent.

Unsure of where to start? [Thomas can help you design and build a quality website](#) that is tailored for the manufacturing and industrial industry.



If You're an OEM, Add Product Data

Today's industrial or manufacturing buyers don't need to be handheld throughout the purchasing process — they want to discover, research, and review products on their own before committing to a project. That's why it's crucial to present them with easy-to-find, up-to-date product information or risk getting crossed off their list.



Procurement professionals and engineers fully expect original equipment manufacturers and distributors to display their [products in an online catalog](#) that allows them to search, compare, contrast, and configure products for their applications.

Building out a robust and optimized ecommerce experience can feel like a daunting task. That's where we can help. Thomas Connect is our powerful proprietary product information syndication service that delivers current, accurate product data to your distributors, your website, and your Thomasnet profile — helping you compete and win against top legacy players.

Learn how [Thomas Connect](#) delivers an omni-channel experience.

Where Else Should I List My Business Online?

[Listing your business on Thomasnet.com](#) is one of the best ways to advertise and attract valuable leads, especially if you're looking to engage local buyers. But to increase your reach even further, there are many business directories for you to add your company information.

Some of the platforms we recommend include:

- [Google Business Profile](#)
- [Yelp](#)
- [Bing Places for Business](#)
- [Facebook Business](#)
- [Yellow Pages](#)
- [Foursquare](#)
- [Apple Business Connect](#)
- [LinkedIn](#)

Having more citations in these directories increases the number of backlinks to your website so make sure you sign up for as many as possible. Although each directory might be small in backlink value, the total volume helps with search engine optimization (SEO) and boosting your website in search results.

Drive Qualified Buyers and Engineers to Your Site

Now that you have a [website built to educate and drive leads](#), it's time to find ways to attract qualified, relevant buyers who are interested in your products, services, and content and, more importantly, are most likely to engage with your sales team.

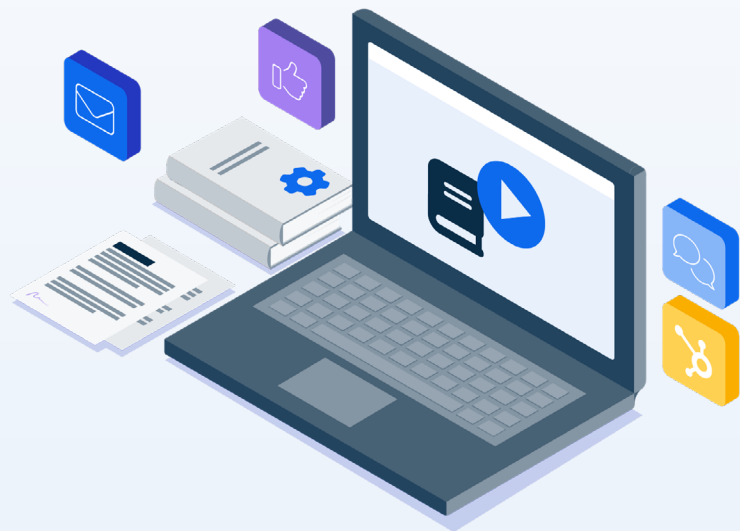
By taking a strategic approach to what your site says and how it says it, you can make efforts to force Google to rank you ahead of your competition for keywords that relate most closely to your business. Higher rankings lead to increased traffic, and the more targeted you are with your keywords, the better your chance of attracting those who are looking for information about your manufacturing company or industrial products. Many companies use a combination of content marketing, SEO, and paid advertising to maximize their efforts.

It's not enough to create content. You need to promote it via various channels to drive more buyers to your website. Here are some of the most popular ways to promote content:

- **Email marketing:** Email is the single most important channel for industrial marketers in terms of return on investment — but you can't just start firing off messages. Your email strategy should be measured and targeted. We'll dive more into how automated email campaigns can turn your traffic into leads later in this guide.
- **Social media:** Publishing content on platforms like LinkedIn, X (formerly Twitter), Facebook, YouTube, and Instagram not only helps you share messaging with your follower, but reach additional purchasers via their networks.

- **SEO:** Search engine optimization, or SEO, is adhering to best practices set out by Google and other search engines to appear near the top of search results, thereby earning your website more organic traffic. There are many easy steps you can take to start optimizing your content to rank in search. For example, for every page, pick one to two keywords that the page will focus on. Once you determine the keyword(s), use on-page SEO tactics, such as internal link building and optimizing your header tags (H1, H2, H3, etc.). We'll discuss more SEO best practices later.
- **PPC:** Pay-per-click or PPC advertising is a different form of search optimization that allows you to show ads in keyword search results to earn paid traffic to your site.
- **Video:** Buyers consume millions of hours of video every day, and this type of content is proven to increase engagement, clicks, and organic reach. Try including it in email, blogs, or social posts —and your [Thomasnet.com company profile](#). Manufacturers have been using videos to tour their factories and they've proven to sell more products and services.

Most importantly, when promoting content, don't think of each channel as acting independently. Think of them all working together— with the goal of driving as many qualified people as possible to your website.



Paid Advertising Opportunities for Manufacturers

It can be helpful to build a paid advertising strategy that targets the keywords that are most important to your business. With proper paid advertising steps, a little money can go a long way. Use keywords that include your highest margin products or services, those you are looking to grow your business around, and are critical to keeping your business going.

Select Your Keywords

Alloys	Lead	Sheet & Sheets
Aluminum	Lithium	Silver
Copper	Metal Products	Steel
Foil	Nickel	Tin
Gallium	Ores	Titanium
Gold	Plates	Tungsten
Ingots	Platinum	Uranium
Iridium	Precious Metals	Wire
Iron	Rhodium	Zinc

Profile Analytics

+ 7 RFIs

Historical Monthly Results

500-900 Views	200-300 Visits	80-120 Clicks
---------------	----------------	---------------

Choose Your Budget

Recommended Budget: \$\$

\$/month Recommended \$\$/month \$\$\$/month

Checkout

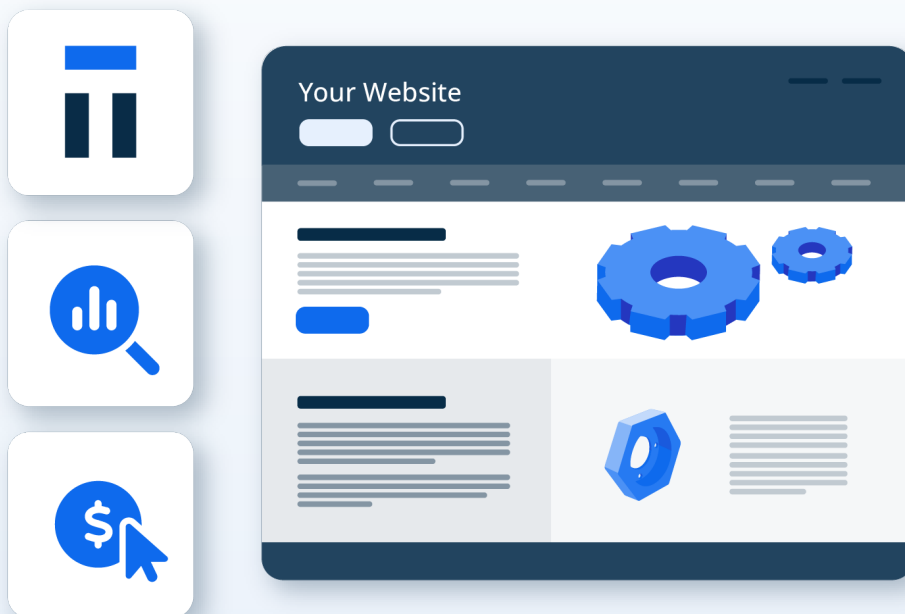
Getting Started with PPC

There's a lot of valuable traffic and new customers you can gain from paid campaigns, but it's not an easy or inexpensive process. Using [Google's quick setup guide](#) can help set up your first campaign, but many manufacturers are new to the online advertising world and there are a few tips we wanted to share so you don't burn through your budget.

Remember, before you start any campaigns, you should have an optimized website with clear goals and targets. After creating your Google Ads account, we recommend the following tips for effective campaigns.

- Segment your campaigns, ad groups, and keywords to target different factors like keyword variations, device type, time of day, locations, and even budgets. Make sure you are also breaking up your keywords into specific ad groups based on modifying elements in your keywords like material, process, equipment, capacity, etc. This will make your reports easier to analyze.
- Match your ad copy to the landing page copy so your messaging is clear.
- Use keywords that align with the intent of searchers and the products you sell. Include as many long tail keywords as you reasonably can with as many modifiers as you can conjure. That does not mean you should be including lots of short, general keywords that are only somewhat related to your business, products, and services. Come up with as many keywords as possible that are extremely specific and targeted.
- Choose where you want to advertise — country, state, region, zip code, etc. If you have a limited budget, try a broader audience first.

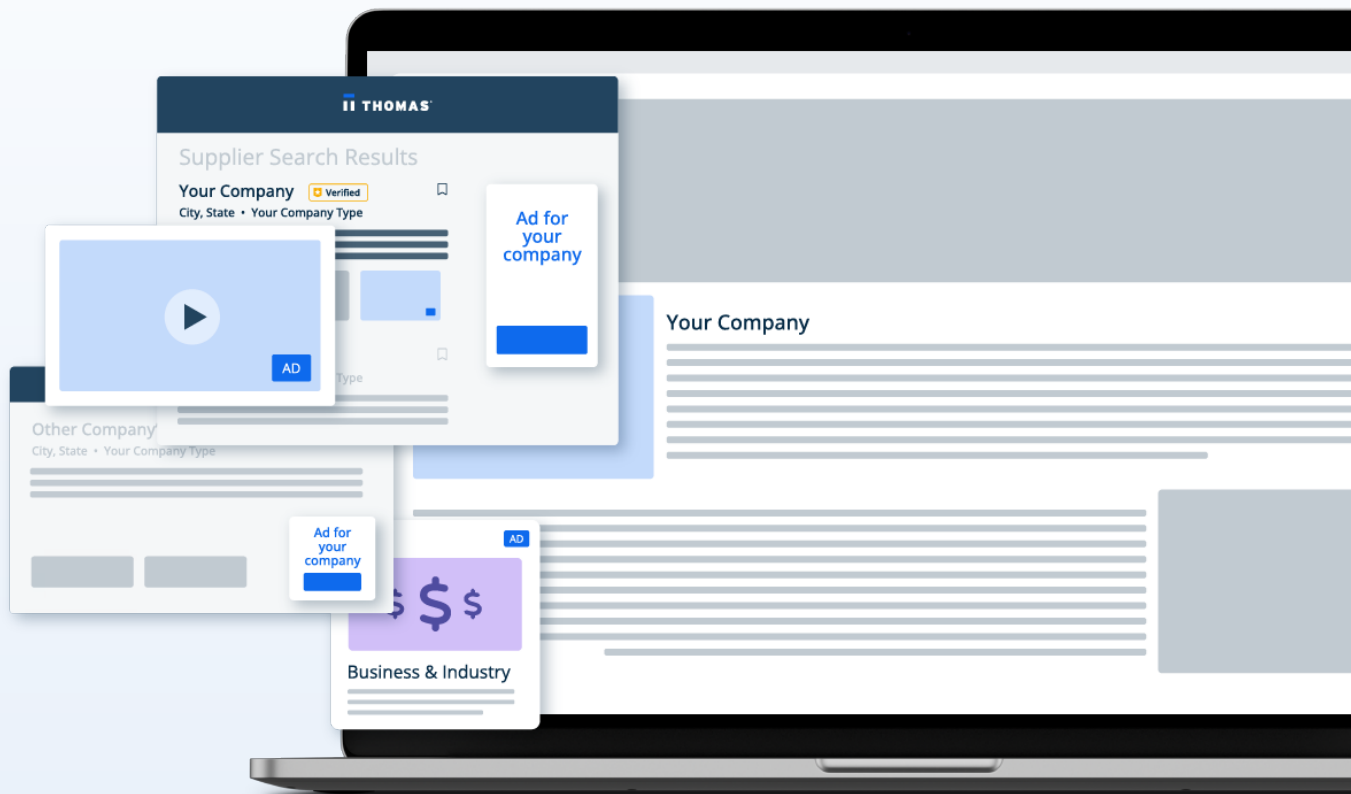
- Choose when you want to advertise. Online advertising success strives for the right content at the right time. Most sourcing is done during the weekdays, so schedule your ads accordingly.
- Add negative keywords to prevent your ads from showing up in unwanted queries and eating up your budget.
- Utilize ad extensions to promote locations, phone numbers, and various landing pages to drive traffic further.
- Optimize based on performance. Don't set your campaigns and forget them! Track them often to see the number of page visits and the engagement. If you're not getting the results you expect, change your content or filters.
- Don't be afraid to test. There are many factors that can change your ad results and your website traffic.



Native Advertising and Promoted Content

This type of media looks like another informative article or video on a publication but is actually paid for by a third party. The reason for native advertising success: the content is compelling and relevant to the publication's audience. Native advertisements don't disrupt the consumer's experience — they blend in with their surrounding content and contain helpful, informative, or interesting information.

To launch a native ad or promoted content campaign, find a publication that fits your industry of focus, as well as your **targeted persona**. Many manufacturers have found success is an email newsletter like **Thomas Industry Update (TIU)** that gets read by more than 210,000 engineers and procurement professionals.

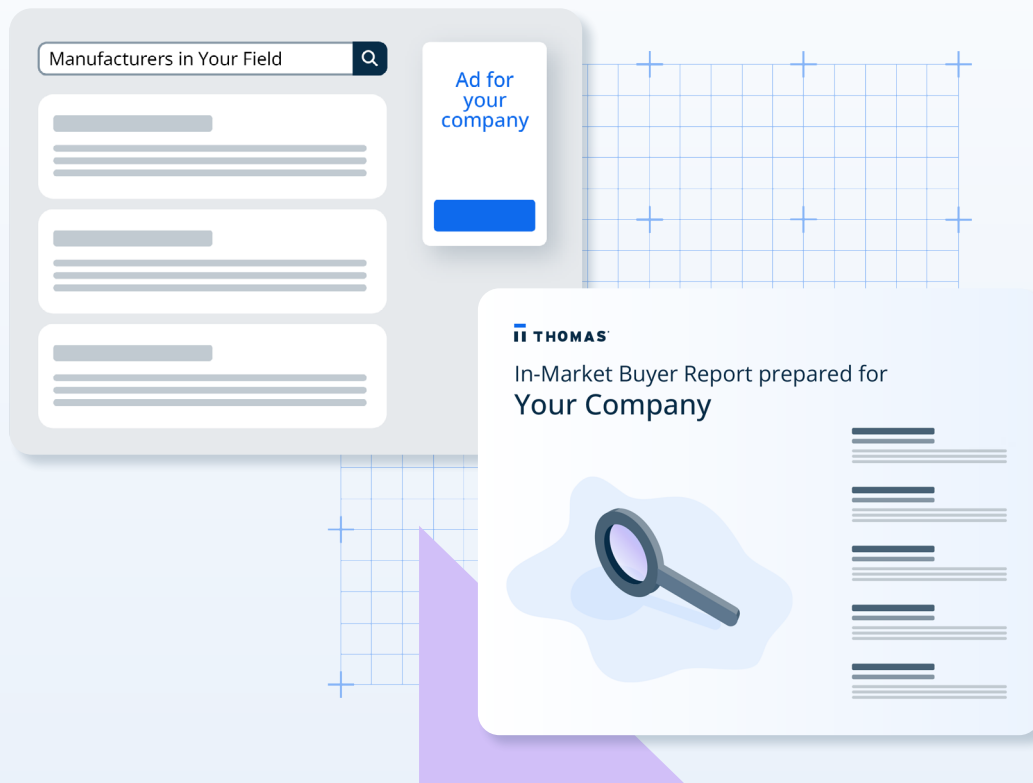


Search Engine Display Ads

[Display and search ads on Google and other search engines](#) can be targeted to reach either a targeted or broad audience. The main difference between display and search ads is intent. The display ad network creates demand while search ads answer that demand — both aim to drive traffic to your website.

That's why it's important to understand who your target market is, which platforms they do their jobs, and what information they're seeking. This is called persona targeting and will help you place the right ads at the right time with the right content your prospective customers are looking for.

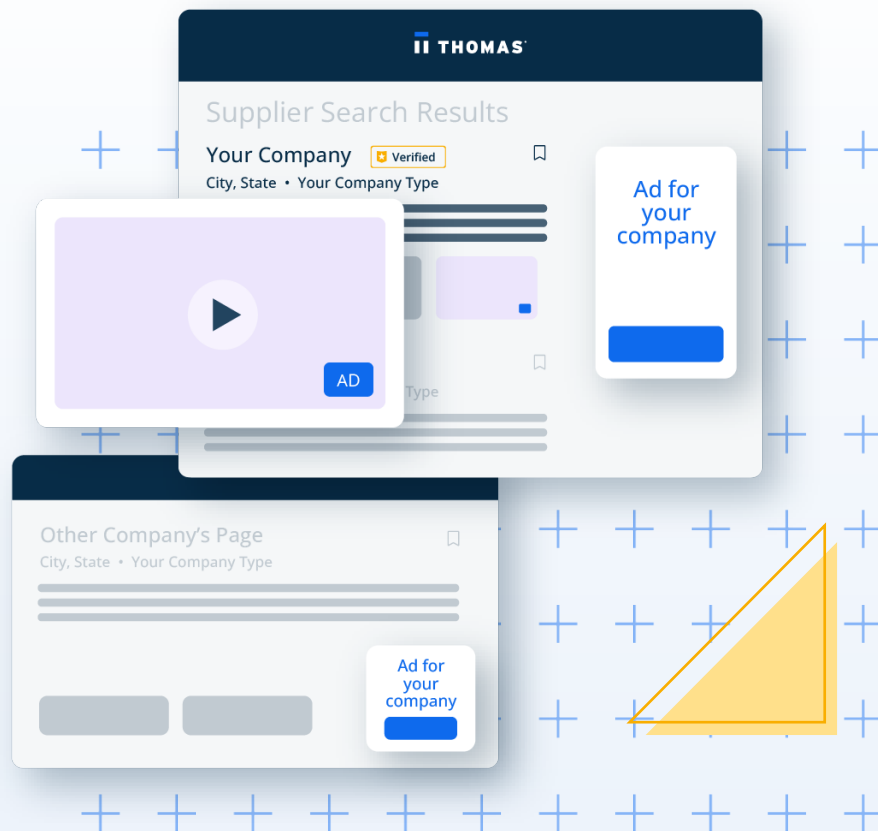
Curious to see who's searching for your products and services right now? Request a [free In-Market Buyer Report](#) for your manufacturing or industrial company.



Display Ads on Thomasnet.com

A display ad on Thomasnet.com that points visitors to a company's new metal stamping services page is likely to get an increase of high-quality traffic faster than a new services page with no advertising campaign to support it.

That's because a [display ad on Thomasnet.com](#) is put in front of buyers, suppliers, and procurement managers who are actively searching for manufacturing products and services.

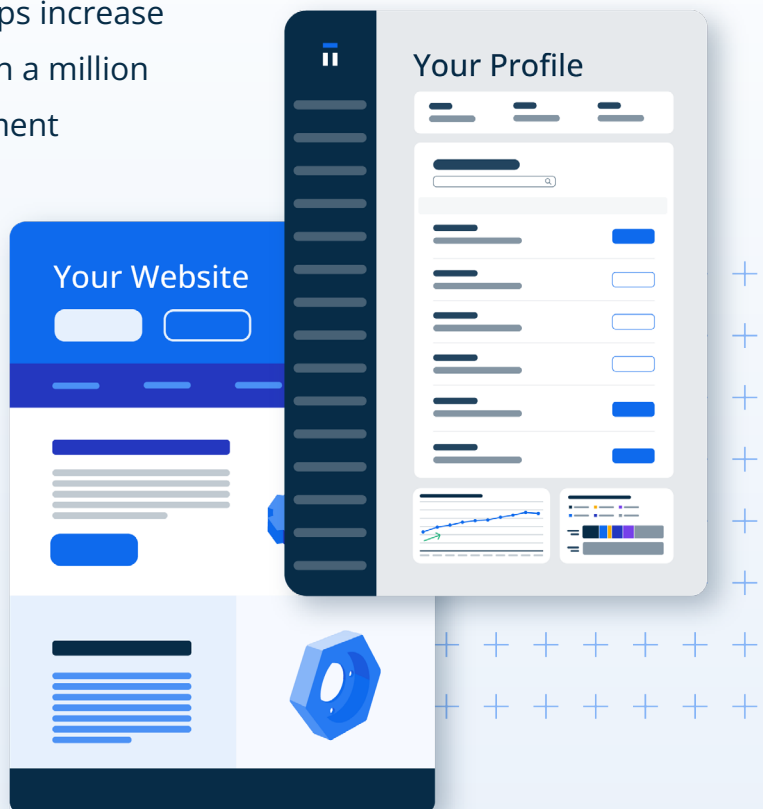


Traffic Sources and Backlink Opportunities

There are many ways companies boost their rankings in organic searches. Having high quality, long-form content is one (i.e., a regularly updated blog). Link-building is another. The two often go together since Google favors websites that are considered authorities in their industries and have high-quality links.

Once you know which companies are ranking highly for the search terms you'd like to target, you're on track to start your own out-ranking strategy. Explore other backlink opportunities using digital marketing tools. Keep a record of the URLs for each competitor you find in your search, and then head over to Ahrefs.com ([a must-have digital marketing tool](#)) to analyze backlinks.

A [listing on Thomasnet.com](#) helps increase traffic to your website. More than a million buyers, engineers, and procurement managers search for suppliers on Thomasnet.com, which means there's high traffic, adding value to your website.



SEO Basics for Manufacturers

SEO stands for search engine optimization. It's the process of optimizing your website to achieve maximum visibility in search engines (Google, Bing, Yahoo, etc.)

Optimizing your website for search engines can be difficult, especially with all the changing algorithms that search engines use to rank web pages ("algorithms" are the formulas used by search engines to determine the search results). Since the industry is constantly changing, it's important to keep your website's content fresh and neatly optimized.

SEO isn't about "quick fixes" or "tricks" to get a handful of your pages to rank. Good SEO is about fundamental, sustainable and proven best practices, implemented and refined over time.

Keyword research helps you identify keywords that appeal to a target audience and expand the reach of your content. Using keyword research tools, enables you to determine what kinds of content users are looking for on any given topic. SEO and reporting tools like [SEMrush](#) and [Ahrefs](#) or [working with a SEO expert](#) can help you analyze where your site is ranking well and where you need to improve it.

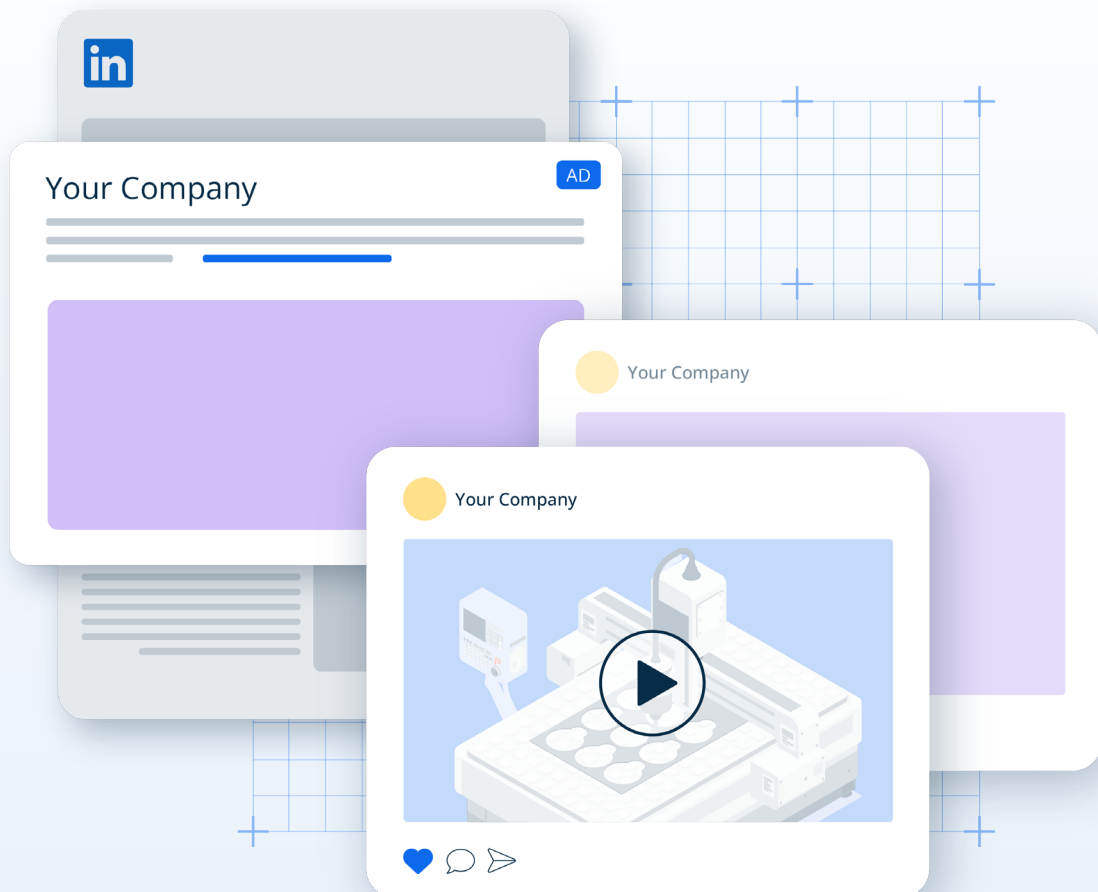
When selecting keywords, you should also keep the purpose of your website in mind. Choose transactional keywords if the main intention is sales, or informational keywords if your website aims to provide readers with valuable information.

We recommend reaching out to your Thomas rep to discuss SEO strategy and find out how we can help. To learn more about SEO, check out our ebook "[How to Increase Your SEO Traffic in 30 Days.](#)"

Leverage Social Media to Find New Buyers

It's important to carefully select social media channels and to have a clear strategy for engaging with your target audience. A best practice is to evaluate where your buyers are and how they leverage information. For example, it may be most important to host product demonstrations or factory tours on a YouTube channel, followed by content updates on LinkedIn and photos on Instagram.

Remember to engage with your followers on your social channels and monitor comments for questions or product review.



How to Convert Anonymous Traffic into Leads

After you've worked to build your online presence, increase your brand, and drive traffic to your website, the next step to growing your manufacturing business is converting that traffic into leads.

There's a **difference** between marketing-qualified leads (MQLs) and sales-qualified leads (SQLs) and you need more of the former to get more of the latter. MQLs are potential prospects who may become customers down the line — but they haven't yet shown any signs of initiating a purchase.

According to **studies**,

- only 5% to 15% of leads are ready to purchase immediately,
- Only 25% of your leads are real and should be handed off to sales.
- while 79% of marketing leads never convert to sales.

Types of Content Marketing

Content is the backbone of all your inbound marketing efforts. It's how you're going to attract visitors to your business and convert them into leads, by educating buyers across channels and engaging with them on their terms.

Content itself is the execution and demonstration of your expertise and value. It comes in many forms:

Microposts (X, LinkedIn, "What's New" on your own site)

These are short but insightful commentaries or newsy pieces of content. They are original thoughts and/or opinions on topics relevant to you and your industry. For example, a custom manufacturer might share a new trend in DIY metal stamping, or discuss innovations in an end market (such as aerospace, automotive, or high-end appliances).

Articles (your blog, guest posts, journal articles)

This is the best way to get more in-depth about your knowledge, while keeping a digestible format. If you manufacture heat reclamation systems or components, you might write about their role in new energy management programs. Content that is always relevant such as "Top 5 Uses of Waterjet Cutting" establishes thought leadership and can be used for a longer period of time.

Customer testimonials

Buyers want to trust their suppliers and hearing from others in their positions helps establish your credentials and showcase your capabilities. These can be case studies, videos, or short quotes.

News releases

Expanding your plant? Installing new equipment? Contributing to a charity or other community benefit event? These make prime content for news releases. This information reaches buyers through syndication outlets like ThomasNet News, and may also be picked up by trade journals and content aggregators.

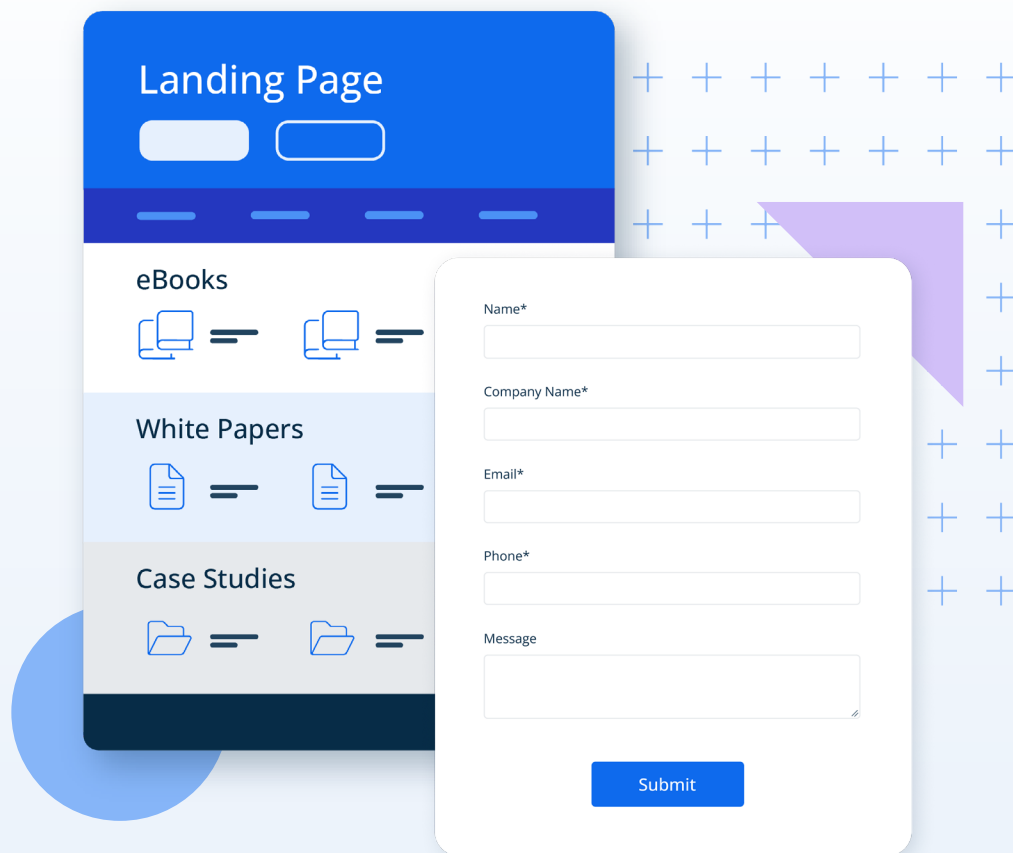
Videos

Since **71% of consumers prefer video** over other content, you can't afford to ignore this option. Virtual plant tours, product demonstrations, and technical tips make great video topics. You can also do Q&As with CEOs and owners about pressing issues like the skills gap or the re-shoring of American manufacturing. Many manufacturers are using videos to showcase their factory to prospective customers because of travel restrictions — and frankly, these videos have helped them close sales.



Creating Landing Pages and Forms for Your Content

It's not enough to create valuable content, you must have ways to capture readers' information. An offer is a downloadable piece of content that users can access after submitting a form on your site. You control how much information they'll need to enter, so you can quickly gather their names, job titles, email addresses, companies, and more. In exchange, they'll get whichever piece of content they're interested in. This gives you valuable insight to use in nurturing campaigns that move individuals through the buying cycle.



Designing Your Landing Page

In addition to creating a compelling content offer, design your landing page with your target persona(s) in mind to capture quality leads.

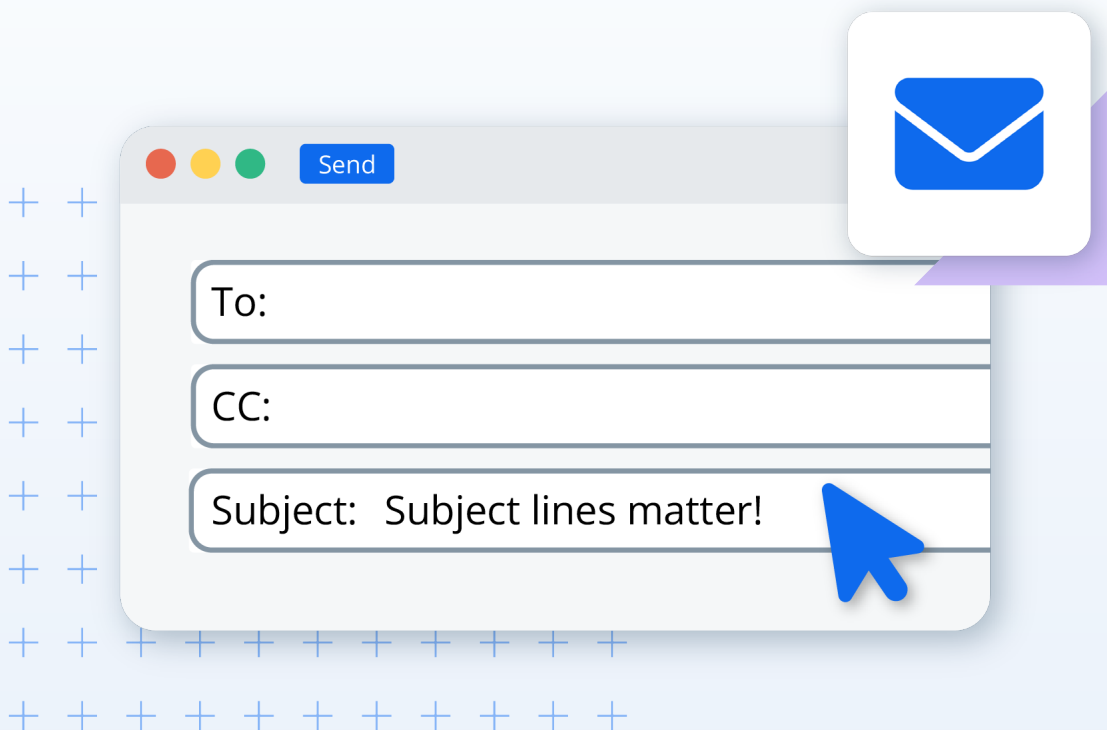
Tips for Creating Landing Pages that Work:

1. Remove the main navigation. You don't want people to be tempted to click away from your landing page. Note how The Rodon Group only has their company name in their landing page navigation.
2. Keep it simple with the layout and include at least one image. Again, you don't want to distract them.
3. Include benefits of the offer with short paragraphs and bullet points.

Upgrade Your Email Campaigns

By now, you've learned that strong content your buyers are looking for will keep them engaged online and convert them to leads. The next step to converting those leads is by reaching out to them with emails, which serve as another personalized platform to share the content you've already created.

Give yourself the best possible odds of having your message read. Good subject lines are unique, specific, and urgent while implying that there is value inside the email. When writing your email, keep in mind the two main barometers of email marketing success— open rates and click-through rates. You are competing with hundreds — if not thousands — of other senders for the attention of your readers. Just getting them to open your emails is a challenge.



Tips for Increasing Email Open Rates:

- Use numbers: Readers love numbers, so try something like “The Top 5 Reasons Why ...” or “7 Ways to Improve Your ...”
- Personalize your message: Including your contact’s name or location could help spark a connection. If you segment your contact lists, you may want to create different content offers for various segments or change the copy to align better with the audience.
- Create a sense of urgency: Play on the fear of missing out. Emails with subject lines that include the word “tomorrow” are opened more frequently than those without; and adding the word “alert” to a subject line was found to **increase open rates 61.8%**.
- Keep it short: People want you to get to the point quickly. Keep in mind that about half of your email audience will be opening your message on a mobile device, which means that only about seven words will be displayed.
- Send emails from a person: Instead of sending from an anonymous email address, like “sales@yourcompany.com” or “info@yourcompany.com,” send it from an actual person, i.e., jeff@yourcompany.com.



Increasing Click-Through Rates

Getting the reader to open your email is just the first step; enticing them to click on something and visit your site is the main objective.

- **Make emails scannable:** Few people read every word in an email. They look for cues — headlines, subject lines, bullets — to focus on what's important and to decide whether or not to take action. Avoid big blocks of text. If you have images in your email, make sure they are clickable and bring readers to your landing page.
- **Focus on one offer at a time:** The more you promote, the more diluted your message becomes, and the more confused your readers. Should they download the eBook or contact you for more information? Keep it simple and offer one thing at a time.
- **Add alt text to all images:** Many email clients block images by default. Adding alt text prevents your images from showing up as something incomprehensible such as imager34234123213de.jpg.

Case Study: Corrugated Metals and Thomas

Let's walk through a case study of how roll-forming manufacturers saw an increase of 321% in quote value to quality customers.

Corrugated Metals, Inc. is a roll forming manufacturer serving the construction, original equipment and defense industries since 1887. Corrugated Metals provides both stock shapes and custom roll formed profiles in a variety of material thicknesses and pre-painted finishes.

The company was looking for a partner to help increase the quality of leads and strengthen their relationships in specific industries. The first step was to improve their online presence through a full redesign of their website. Thomas then worked with the company to develop target personas and a content marketing strategy to support with website redesign.

Corrugated Metals' new website was developed to be responsive, meaning it was designed to be viewed optimally on all devices (like your cell phone and iPad). Coupled with the new website, their inbound marketing strategy facilitates their buyers throughout their buying journey — Corrugated Metals is at the top-of-mind through all the stages.

This customized strategy created a stronger user experience and helped drive:

- An increase of 321% in quote value to quality customers
- A million-dollar-per-year opportunity in a targeted industry

Close the Loop with Reporting

At the end of the day, the reason you're spending all this time, effort, and resources on marketing is to grow your business. So it's important to regularly check back and see if it's working.

Here are a few keys to remember about a metrics-driven marketing program:

- **An ROI measuring toolkit:** Select key metrics to measure ROI. Some common ones include cost per lead, cost per sale, cost of overall marketing program, overall length of customer relationship. You can also set baselines for channel performance with campaign-specific metrics such as email open rate or social media impressions.
- **Google Analytics:** This is a free tool that helps you monitor your website's health by tracking site metrics such as unique pageviews, session duration, and bounce rates. With Google you can easily set up customized reports to monitor specific metrics of interest for your campaigns.
- **Thomas WebTrax:** All the website traffic in the world means nothing if your site visitors aren't qualified buyers. Thomas WebTrax is a lead generation tool that tracks exactly who is in-market for your services, how they're interacting with your online presence, and where they are in their buying journey.



Get Started!

Now, it's time to start increasing your visibility online and generating more high-quality leads. If you need help getting more out of your website, content marketing, emails, or improving your marketing strategy overall, ask us about our free digital health check.

We'll let you know exactly where you can improve and how your company's online presence compares with competitors. At Thomas Marketing Services, we provide strategic, tactical, and tailored marketing services driven by more than 120 years of industry expertise. Our team includes engineers, manufacturing experts, and procurement/supply chain professionals. We understand your industry, your business, your customers, and what's important to you.

Get Your Free Digital Health Check



About Thomas

Thomas is the leading advertising platform and digital marketing service provider for manufacturing businesses looking to reach qualified buyers (procurement professionals, engineers, etc.) and grow their business. Our marketing strategies and product offerings are designed to help our supplier network attract, convert, and retain customers in the industrial space.

Put Thomas to work for you!

- Request a free digital health check for instant tips to improve your online presence and evaluate how it stacks up against your competition. Claim your business on Thomasnet.com to reach industrial buyers sourcing North American suppliers. Visit thomasnet.com/claim to let buyers know you are ready to take on new business.
- Sign up for a free Thomas WebTrax account, a lead generation solution that enables you to track, identify, and engage buyers.
- Request a free In-Market Buyer Report to find out exactly which companies are searching for the industrial products and services you offer.
- Promote your business to decision-makers by job type and industry in Thomas Industry Update (TIU), our daily newsletter sent to 220k+ subscribers.
- Leverage our focus and industry knowledge to build engagement, boost your visibility, and implement campaigns that will help take your business to the next level.


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