



Electronics Manufacturer Benefits From Niche Lead Generation Website

CASE STUDY



RBB Systems specializes in custom, small batch assemblies of commercial and industrial electronics. Focusing on manufacturing repeat, low-volume orders, RBB serves a very targeted niche of original equipment manufacturers (OEMs) and contract manufacturers.

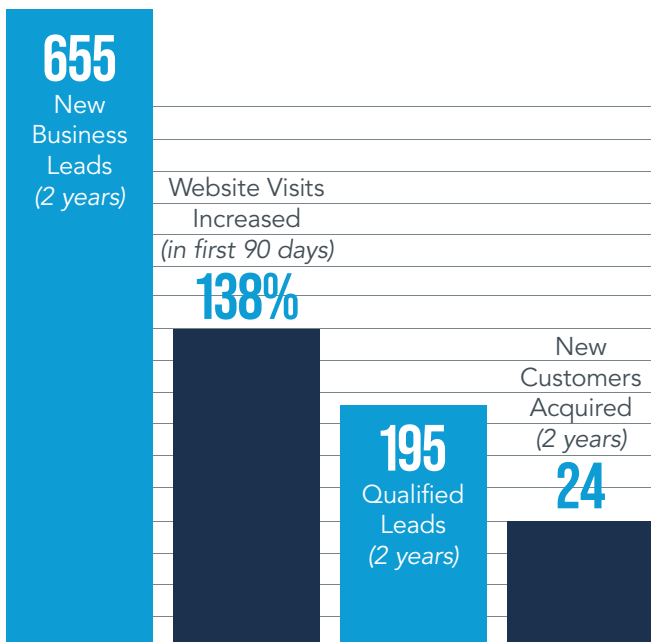


OBJECTIVE

With over 40 years in business, RBB Systems wanted to jump-start sales and improve brand awareness. They were looking to refine their unique selling proposition and improve market position.

KEY CHALLENGES

- Implement enterprise-level sales and marketing systems for enhanced tracking and automation
- Develop and execute defined processes to drive leads and convert new business opportunities
- Enhance their web presence, corporate messaging and value proposition
- Turn the website into their best source of new leads



DIGITAL MARKETING STRATEGIES TO INCREASE BRAND AWARENESS

RBB and SyncShow worked together to create a new website that would help with brand awareness and search engine optimization (SEO). Immediately after launch, RBB sought a more in-depth brand awareness digital marketing strategy to generate online leads through strategic inbound marketing campaigns.

SyncShow integrated the website with HubSpot (marketing automation software) and Sales Force CRM to link all of RBB’s blogging and lead generation tools. This provided the tracking needed to implement, measure and monitor lead generation and nurturing campaigns.

SyncShow identified and targeted two distinct customer segments through a comprehensive inbound marketing campaign. This included content generation, email marketing, social media, paid advertising and marketing automation. The work focused on helping new potential customers find RBB and increasing lead generation through the website.



SyncShow began with an in-depth strategy phase to clearly identify RBB’s unique selling proposition and brand position in the marketplace. We redefined RBB’s communication strategy and developed a website specifically geared for lead generation. Incorporating our proprietary customer-centric design process, our solutions meet their customers’ buyers’ needs, leading to enhanced brand awareness and lead generation. In addition to site design and development, SyncShow executed strong SEO tactics to drive organic traffic. Organic search accounts for 48% of leads since their new website launched.

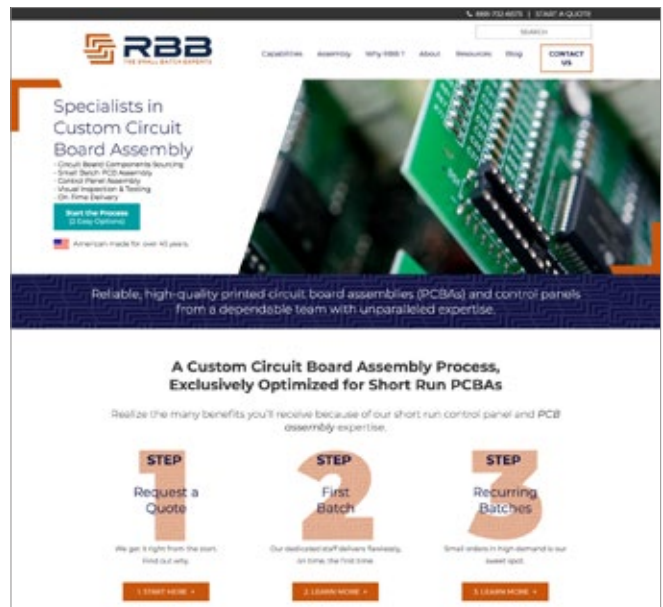
Marketing automation software (HubSpot) and CRM software (SalesForce) were implemented and integrated for an enhanced sales infrastructure.

Thought leadership content, including technical whitepapers, [videos](#), case studies and blog articles were developed to position RBB as the go-to expert in the industry. Social media, email marketing and search channels were used to promote awareness of this content and the RBB brand.

SyncShow supports their sales team with intelligence (lead data) to support pipeline management and improve new customer acquisition efforts.

MARKETING FOR MANUFACTURERS

Looking for a manufacturing marketing agency to help grow your company? As digital marketing experts, [SyncShow knows manufacturing](#) and the industrial buyer.



“ SyncShow has delivered on what they said they would do. They have delivered leads—real leads from people that need our product.

—Bruce Hendrick, CEO, RBB Systems



Call us today to learn more:
440.356.1903

1156 Linda Street
Rocky River, OH 44116