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ways manufacturers can increase leads from their website

A common misconception is that prospective manufacturing customers don't enquire through websites, and will instead use more traditional methods of enquiry. This doesn't have to be true!

Manufacturers can overcome these challenges and drive more leads to their websites, converting more prospects into customers. We've seen lead generation from websites increase up to 400% after making improvements to a manufacturer's website, so we know it can be done!

Use keyword research to identify relevant keywords that users will search for, and then build high-quality content based on those keywords. This can include product guides, how-to articles, case studies, and industry-specific news and insights.

1

Search Engine Optimisation

Paid advertising, such as Google Ads, can help manufacturers target a broader audience and drive more traffic to their website. It helps manufacturers target specific demographics and interests to increase the chances of converting leads into customers.

2

Paid adverts

Modernise your website

3

Modernising an outdated website can make it more user-friendly and engaging, making it easier for visitors to find the information they need and interact with the manufacturer. It can also improve the manufacturer's credibility and make it more attractive to potential customers.

4

Website chat option

Chat systems provide quick and efficient customer service, answer frequently asked questions, and gather information from website visitors.

5

Lead magnets

Publishing regular updates and creating lead magnets can increase the chance of converting visitors into leads and customers. Content such as e-books, webinars, or free trials to incentivise visitors to provide their contact info and become a lead.



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