MANUFACTURING CHATS

ROLLER Die + Forming

HOW MANUFACTURING CHATS HELPED ROLLER DIE BOOST B2B LEAD GENERATION?

Optimized Digital Strategy | Increased Trade Show Visibility | High-Quality Leads

KEY RESULTS

- **Increased High-Quality Leads**
  Strong website-driven inquiries
- **Expanded Trade Show Visibility**
  More impressions & engagement
- **PPC Adaptation & SEO Growth**
  Strategic adjustments to maintain competitiveness
- **Proactive Digital Strategy & Quick Response Times**

CAROLINE CHAMBERS

Marketing Lead – Roller Die

"Manufacturing Chats understands B2B manufacturing like no one else. Their proactive approach keeps us ahead of digital changes."

THE CHALLENGE

Roller-Die's Digital Growth Struggle

Before Manufacturing Chats

- No clear connection between digital marketing & trade show success.
- Strong Facebook & LinkedIn presence, but no structured lead funnel.
- Needed a stable SEO & PPC strategy to adapt to increasing competition.

"I wasn't initially involved in setting this up, but I quickly saw the value in having a strong online lead generation system. It's been a game-changer for how we approach trade show marketing."

WHY ROLLER DIE CHOOSE MANUFACTURING CHATS

A Trusted Partner for B2B Manufacturing

- Expertise in B2B Manufacturing Marketing
- Focus on lead generation & conversion.
- Proven track record with data - driven strategies.

WHAT MADE THE DIFFERENCE

(Key Features & Benefits)

- Proactive SEO & Website Optimization
- Monday Check-Ins for Strategy Alignment
- Fast PPC Adjustments to Stay Competitive
- Strong Collaboration & Data-Driven Decisions

"When we started, the website generated tons of high-quality leads. PPC competition has increased, but Manufacturing Chats keeps us ahead with continuous refinements."

"The most surprising part? Manufacturing Chats is proactive, not reactive. They monitor search engine algorithm changes before they impact our business."

Caroline Chambers, Marketing Lead – RollerDie

TANGIBLE RESULTS & DATA-DRIVEN GROWTH

Measurable Impact of Manufacturing Chats' Strategy

- **Trade Show Impact**
  More booth engagement & brand recall.
- **Consistent High-Quality Leads**
  Even as PPC competition increased.
- **SEO & PPC Adjustments**
  Continuous refinements keep lead quality high.

MANUFACTURING CHATS

UNEXPECTED BENEFITS & CONTINUOUS GROWTH

Measurable Impact of Manufacturing Chats' Strategy

A PROVEN DIGITAL STRATEGY FOR B2B SUCCESS

Trade Show Geo-Targeting → EO & PPC Mastery → Consistent High-Quality Leads

See how Manufacturing Chats can optimize your B2B digital strategy —just like we did for Roller-Die!