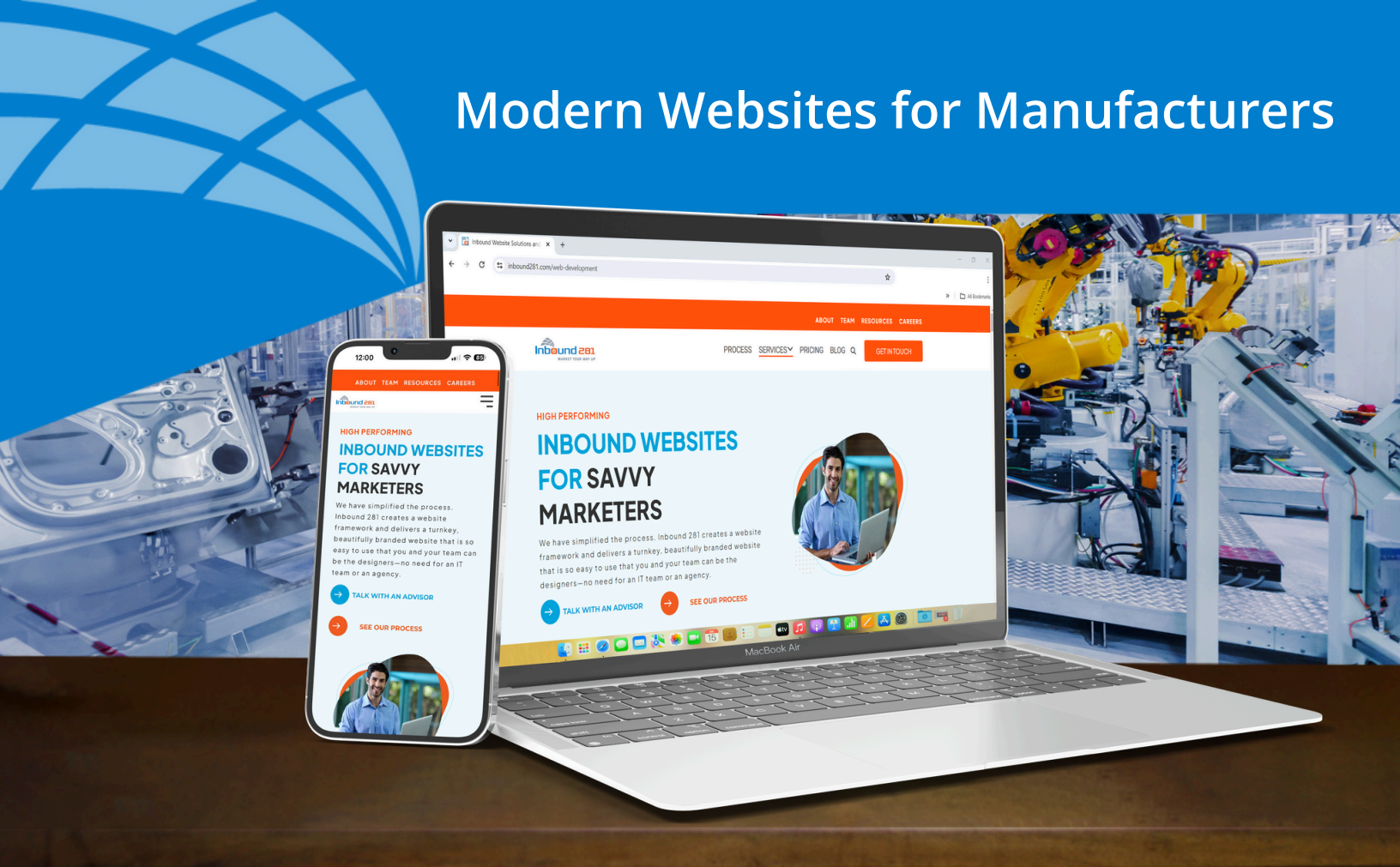


# Modern Websites for Manufacturers



Inbound 281 designs modern websites for manufacturers who want a competitive advantage, including SEO-optimized content to attract, engage, and convert more qualified visitors to support sales goals.

We provide easy-to-use (DIY) solutions, eliminating the need for an agency or IT department to oversee and manage your website.

## COMMON PAIN POINTS WE SOLVE:

- ✓ "Our website is old and outdated. It's hard to compete with competitor websites."
- ✓ "It's difficult to make changes to our website."
- ✓ "I feel like our website is not working hard enough to meet our organizational goals."
- ✓ "I feel like we struggle to capture qualified leads from our website to support sales."

## CHALLENGES WE SOLVE:

- ✓ Brand awareness
- ✓ Attract traffic
- ✓ Convert leads
- ✓ Competitive advantage



## Modern Inbound Websites for Savvy Manufacturers.

### Build a high performing modern website.

We have simplified the process that creates a website framework and delivers a turnkey, beautifully branded website that is so easy to use that you and your team can maintain and be the designers - no need for an IT team or an agency.

You can become the designer of your own professionally branded website. With various pre-formatted, styled templates at your disposal, editing and creating new pages is just a few clicks away.

## Create a Modern Website to Gain a Competitive Advantage.

**Elevate Your Online Presence With Our Responsive Design:** Ensure a seamless user experience across all devices, boosting search engine rankings and making your website mobile-friendly.

**Unlock Visibility With SEO Optimization:** Implement powerful SEO strategies, from keyword research to quality content creation, to enhance your website's visibility on search engines.

**Navigate With Ease:** Our user-friendly navigation ensures an intuitive structure, allowing visitors to find information effortlessly and encouraging prolonged engagement.

**Visual Impact:** Captivate your audience with high-resolution images and videos that showcase your products, enhancing brand perception and keeping visitors on your site longer.

**Unique Value Proposition:** Clearly communicate what sets you apart through a clear value proposition, guiding potential customers on why they should choose your offerings.

**Seamless Lead Generation:** Strategically place lead generation forms to collect contact information, empowering you to nurture leads and guide them through the sales funnel.

**Social Media Harmony:** Connect seamlessly with social media integration, broadening your online presence and enabling easy content sharing for visitors.

**Engage, Convert, Succeed:** Our goal is not just to attract but to engage and convert qualified visitors into customers. Stay ahead of competitors with regular updates to align your company with industry trends and enhance the overall user experience.





## Inbound Marketing Services We Provide



### TRAFFIC GENERATION

Blogging | SEO  
Social Publishing | Ad Development | Video  
Other Content Creation



### LEAD CONVERSION

Conversion Path Creation  
Social Selling Enablement | Social Prospecting  
A/B Testing | Ad Campaign Management



### LEAD NURTURING

Lead Nurturing & Automation | Email Marketing  
Automation | MOFU/BOFU Offer Creation  
Personalized Content | Lead Scoring  
Sales & Marketing Alignment | CRM Integration  
Closed Loop Reporting

Our mission is to pinpoint and address the underlying issues preventing manufacturers and various industries from attaining their growth objectives.