



INBOUND MARKETING POWERS LONG- TERM GROWTH

A MARKETING MACHINE FOR
MILLER WELDING & MACHINE CO.





MANUFACTURING MOMENTUM

Miller Welding & Machine Co., located in Western Pennsylvania, is a metal manufacturing supplier focused on keeping OEMs' production lines running. It offers comprehensive manufacturing services, including fabrication, welding, machining, finishing and assembly. The supplier helps OEMs save money by streamlining manufacturing processes, identifying logistics efficiencies and delivering quality parts on time.

The family-owned company has an impressive 50-plus-year track record of success, but its growth had plateaued and the owners realized it was time to rethink their marketing.

Eric Miller, vice president of sales and marketing, knew that a new approach to marketing would be necessary to grow and diversify the company. He also knew he didn't want just a list of marketing tactics (a "line card," as it's called in his industry) — anyone can provide a list of marketing assets. He needed an expert inbound marketing partner with a proven track record of expertise in strategy and inbound marketing results, with a focus on sustained growth.

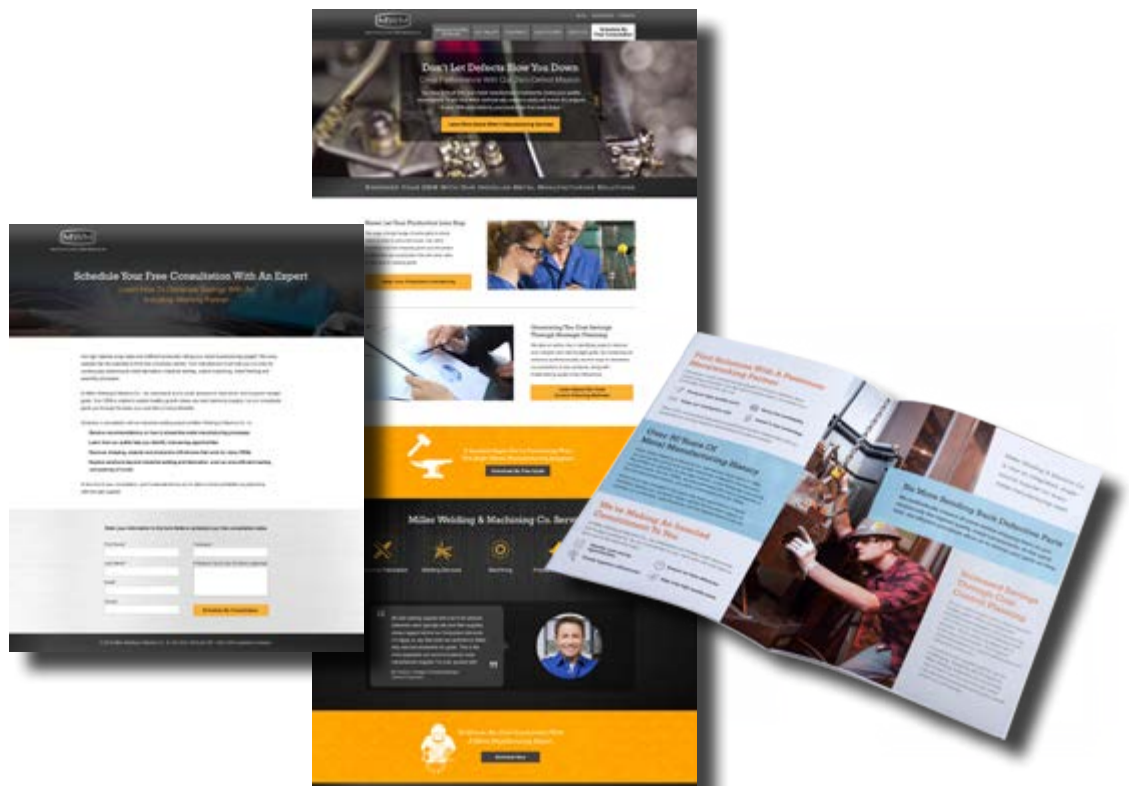
*"Square 2 Marketing has demonstrated the unique ability to look ahead at long-term goals and execute strategies that have helped us move through this new phase."
- Eric Miller, Vice President of Sales and Marketing*



Square 2 Marketing delivered a strong, results-focused inbound marketing strategy to provide a stable foundation for the company's marketing program. Some core components of the initial strategy work included:

- Target persona research, including top pains, solutions and questions asked throughout each persona's buyer's journey
- Messaging recommendations, including an updated look and feel for the brand
- A comprehensive content and search strategy, including keyword recommendations, SEO priorities, an editorial calendar and a set of new inbound marketing offers mapped to Miller Welding & Machine Co.'s target personas at every stage of their respective buyer's journey
- A website redesign plan and concept, including a page-by-page website blueprint, new messaging, and sleek graphics and video used on the home page

The Square 2 Marketing team got to work implementing its strategic recommendations. The new Miller Welding & Machine Co. website was built and launched complete with new messaging, an eye-appealing new design, a new blog, an educational resources center and inbound marketing offers written, designed and built into the site for each target persona at each stage of their respective buyer's journey.



With a solid foundation in place, the Square 2 Marketing team now focuses on optimization and continuous improvement.

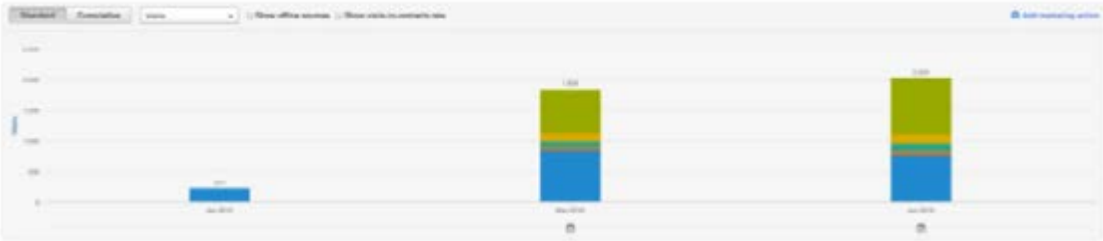
Eric Miller and his team are very pleased.

“It’s easy to work with Square 2 Marketing. It’s very straightforward, and they are extraordinarily responsive, which is not typical in business. This has been lived up to throughout our entire relationship with Square 2. One of the biggest things we’ve seen is responsiveness. For any question I have, it’s responded to remarkably fast.”

Results

The new Miller Welding & Machine Co. website doesn’t just look great – **it gets results!** Since launching its new inbound marketing website, Miller Welding has seen significant, sustained growth. “Using HubSpot, we’ve seen some big players on our site,” Eric Miller says. “Visits and leads and contacts are all going up.”

Website visits have jumped from about 200 visits a month in April 2016 to over 2,000 visits a month in June 2016 — **a 1,000% increase in just two months!**



In addition, monthly visits from organic search have increased from zero to nearly 1,000 in a span of six months. Miller Welding now ranks in the top three Google search results for 32 keywords, and over 125 target keywords are ranked on the first page of Google.

32 Keywords Ranked In Top 3 **128 Keywords Ranked In Top 10**

*“The team is extremely talented. They have generated interesting, compelling content and are extremely responsive. The team at **Square 2 Marketing is a reliable partner and experts in their field.** We are well pleased.”*
- Eric Miller, Vice President of Sales and Marketing

We look forward to working together for a long time to come.





MANUFACTURING MOMENTUM

About Miller Welding & Machine Co.:

Miller Welding & Machine Co., the leading metal manufacturing supplier in Western Pennsylvania, helps OEMs meet production demand with a full range of manufacturing services. The company is committed to identifying cost-saving opportunities, creating logistics efficiencies and delivering parts on time, with no defects. For more information on Miller Welding & Machine Co.,

www.millerwelding.com.



About Square 2 Marketing:

Square 2 Marketing is a full-service inbound marketing agency designed to do one thing: get our clients results. We offer marketing strategy along with inbound marketing techniques including website design, SEO, social media marketing, content marketing, email marketing and other digital marketing tactics. These tactics help our clients get found, get leads and close deals. We take a scientific approach to help clients exceed their marketing and revenue goals. With an international client base, we help clients in all industries, but offer specialized expertise in technology, software, professional services, manufacturing, distribution, healthcare, business services and financial services. For more information on Square 2 Marketing, visit **www.square2marketing.com**.