

B2B Aerospace Manufacturing Company Soars with B2B Marketing Strategy

In the competitive aerospace and defense manufacturing world, a long-established company struggled to keep pace with the digital transformation sweeping the industry. Despite a rich history spanning over 70 years and a reputation for high-quality products, the company was trailing in marketing strategy and execution.

The Challenge

The recently instated head of marketing needed solutions to these formidable challenges:

- An outdated website that did not support the B2B buyer journey
- Minimal online presence and brand awareness
- E-commerce sales account for less than 1% of total revenue
- Falling behind competitors who had embraced more comprehensive marketing strategies

The Solution

Partnering with Vende Digital, the company embarked on a comprehensive marketing transformation:

1. Developed a targeted marketing strategy
2. Identified ideal customers and analyzed their online behavior
3. Crafted key messages highlighting the company's unique selling points
4. Launched multi-channel digital campaigns
5. Optimized the website and e-commerce platform
6. Improved the overall user experience and streamlined the path to purchase

The Results

The partnership yielded impressive results within the first six months:



E-commerce sales soared from **\$301,500** in the previous year to **\$148,747** in the first quarter



Overall, website **traffic increased** dramatically from targeted customers



LinkedIn **following** and **engagement** saw substantial growth



Quality of **leads improved**, with more potential customers reaching out for quotes and information



Key Takeaways

- 1 Digital presence is crucial, even in traditional B2B industries:** The company learned that strategic use of digital tools is essential for connecting with customers and showcasing value.
- 2 A holistic approach yields the best results:** The company achieved comprehensive improvement by addressing all aspects of its digital presence, from its website to social media to e-commerce.
- 3 Personalization at scale is possible:** The company maintained its commitment to personalized service while significantly expanding its digital reach.
- 4 Expert partnerships accelerate growth:** Working with a specialized agency like Vende Digital allowed the company to quickly close the gap with competitors and position itself as a digital leader.



Are you ready to see what marketing-led growth looks like? Contact us today to start your journey.

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