

MANUFACTURING OUTLOOK

THEMANUFACTURINGOUTLOOK.COM

ISSN 2689-8047

INDUSTRIAL MARKETING

E D I T I O N



Recognized by

MANUFACTURING
OUTLOOK



IDEA MARKETING GROUP WEBSITES THAT ENGAGE AND RETAIN CUSTOMERS



Darren Fox,
President

Our high school yearbook description might have captured a brief moment in our lives, but it does not define who we are today. Similarly, an outdated, static website does not reflect a company's growing identity. Manufacturers need a website that keeps pace with the evolving sentiments of the market and actively engages its audience.

This is what Idea Marketing Group helps manufacturers achieve. The boutique web agency transforms the dynamic between manufacturers and their customers through a customer-focused website design and marketing approach.

"We dive deep into the needs and wants of the target audience and help clients align their content with customer expectations, leading to a smooth and satisfying user experience," says Darren Fox, president of Idea Marketing Group.

In contrast to agencies that develop a website and let manufacturers run it for years, even after the content is outdated, Idea Marketing Group helps clients create the most relevant website and keep the content updated for years. It offers a new way of looking at things, showing how well

their marketing efforts are progressing and where they can make it better.

Idea Marketing Group provides comprehensive support for a client's marketing efforts by analyzing their website and providing customized recommendations for improvement. Its services include adding new pages, enhancing call-to-actions, and optimizing content for search engines and readers. The team expertly manages all aspects of content creation, including blog writing, email marketing, and pay-per-click advertising, to drive engagement and fulfill marketing goals.



We dive deep into the needs and wants of the target audience and help manufacturers align their content with customer expectations, leading to a smooth and satisfying user experience

The websites are created with features designed to showcase a manufacturer's values and work culture to potential employees. Full-time employees do all the work in-house for seamless communication and a personalized experience. Customers work directly with the team, including developers, designers, and writers, through frequent meetings and calls.

Idea Marketing Group adheres to a structured process to provide clients with the best results. In the first two stages of the process, it interviews key members of their team, including marketing, sales, operations, and staffing. This gives it a comprehensive understanding of their organization and challenges.

The firm is an expert in managing Google Ads and LinkedIn Ads campaigns

on behalf of clients, providing a full-service solution for their marketing needs. It offers a comprehensive and cost-effective Google Ads audit service with existing campaigns, delivering a thorough analysis and in-depth insights into their website or account performance.

Its strategic marketing approach sets Idea Marketing Group apart. Instead of prioritizing design and development, it starts by mapping out a comprehensive strategy and ensuring the content aligns with it. It reviews client website data, including Google Analytics and heat mapping, to gather insights on website usage patterns. This data-driven approach allows it to provide informed recommendations and solutions, ensuring its marketing strategies are backed by relevant data.

Idea Marketing Group's expertise in digital marketing strategies is evident in a case where a telecommunications company approached it for support in search engine marketing and ongoing website content optimization. The team effectively tracked the results of SEO efforts through a submission tag, which contributed to the successful transformation of their website into a sales tool. This resulted in a 200 percent increase in lead generation on the website, leading to the closure of a \$2 million job initiated through a form submission.

Due to its wide range of offerings, Idea Marketing Group has become a leading authority in digital marketing solutions for businesses. As the significance of digital marketing continues to grow, it strives to provide clients with practical solutions that drive their business forward.

Idea Marketing Group will unleash your brand's full potential and help you achieve your goals with a website designed to inspire, engage, and grow with you. 