



Digital Lead Generation



- Are you looking to drive qualified leads for your sales force?
- Are you tired of trying random marketing tactics that don't produce results?
- Do you want to shorten your sales cycle?
- Are you looking to increase sales and see measurable results?
- Are you ready to commit to a long-term strategy that will produce results month-over-month and year-over-year?

WMEP's Digital Lead Generation service helps you and your organization drive qualified business leads for your sales team.

Digital marketing in today's world requires using innovative, evidence-based strategies that your competitors aren't using. Imagināsium, a strategic partner of WMEP, provides content and inbound marketing services that generate leads and assist B2B clients in manufacturing fill their sales funnel with qualified, excited leads who are ready to talk.

The Digital Lead Generation Process

Our strategic partner, Imagināsium, will start by conducting a Discovery, Research and Strategy session. The goal of this session is to facilitate a discussion with your leaders to gain a complete understanding of what you want to achieve as well as the challenges facing your organization.

This first phase of the process takes four to six weeks to complete and includes: the discovery session, digital ad recommendations and target persona development.

After completion of this first phase, your organization will complete the remaining program steps and choose a service level: Customized Basic, Level 1, Level 2, or Level 3. The 12-month service commitment is billed monthly as part of your overall inbound lead generation system.

Digital Lead Generation benefits:

- Drive marketing qualified leads for your sales force
- Drive traffic to your website
- Increase brand awareness
- Shorten your sales cycle
- Increase sales
- Provide measurable results
- Ongoing monitoring and optimization for continuous improvement



WHO WE ARE

As a private non-profit corporation, we focus fully on generating positive results for our clients.

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

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