



EXPERT
INTERNET
MARKETING

“They are genuine and truly care about taking your business to the next level.”

JOSH W.
Cleveland Punch & Die

Case Study

CLEVELAND PUNCH & DIE COMPANY

About Cleveland

Cleveland Punch & Die manufactures punches, dies, shear blades, and special application tooling for all machines across the industry.

With over 140 years of experience in the industry, the team at Cleveland Punch & Die is dedicated to supporting customer's needs. They have the industry's largest stock inventory and are the OEM recommended supplier for machines across the industry.

Their Engineering team designs the highest quality punches, dies, shear blades, and custom tooling. Cleveland Punch & Die provides their customers with tooling manufactured from their own proprietary tool steel.

The Challenges

OUTDATED WEBSITE

The design and functionality of their website did not reflect the professionalism and high quality products that were being delivered to customers.

NO PRODUCT ADVERTISING

They have the industry's largest stock inventory yet it was difficult to find products they were selling with no online store or related advertising.

NO COMPANY BRANDING

Cleveland had no online presence to remind customers of their offering or for new prospects to discover products and services.

The Solution



PROFESSIONAL WEBSITE

A newly designed website brought Cleveland into the modern age. The website includes a full offering of their products, as well as an online store to make purchasing easier for the customer.



SHOW ADS ON GOOGLE

The Cleveland Punch & Die brand is now found on Google and its network of websites. Cleveland stays top of mind with customers and prospects alike by following them with image and video ads.



BEAT THEIR COMPETITORS

They are able to compete with other companies in the industry by advertising against their competitor's brand names. This allows them to even the playing field and for new prospects to discover them.



SELL PRODUCTS ONLINE

Linked to their online store, Cleveland is promoting their individual products to those searching for them on Google. The ads lead the user directly back to the online store where they can purchase quickly and easily.

The Results

10M+

Google Ad Views

Between beating their competitors, showing ads on Google and selling their products online, Cleveland has shown their ad over 10 million times.

3,000+

Conversions

Between form submissions and online purchases, the advertising has brought Cleveland over 3,000 leads and sales combined.

Grow Your Manufacturing Business Online

702-570-8100

Call to speak to an expert about bringing your manufacturing business into the digital age.