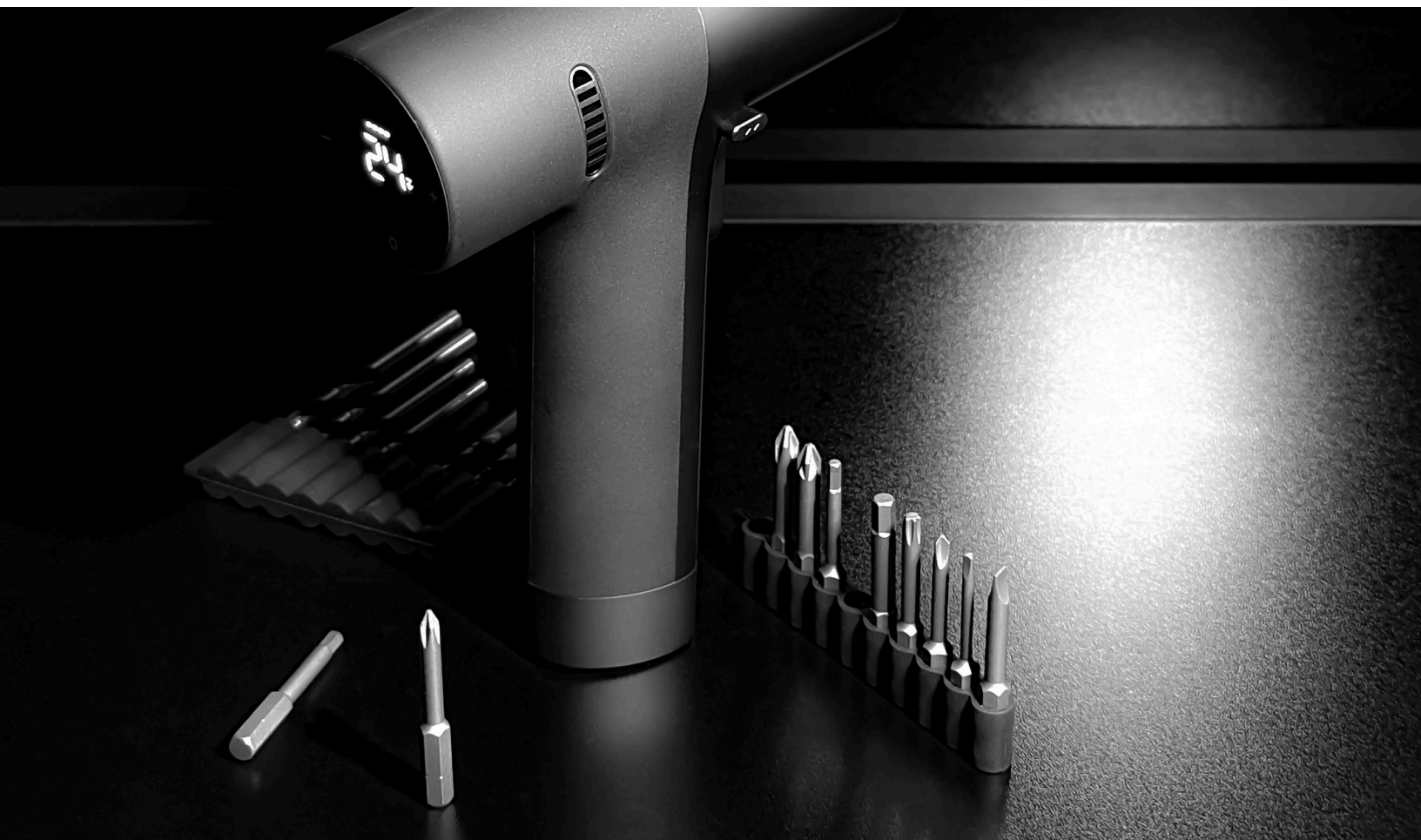


Achieving Success in B2B Manufacturing of Cutting Tools for Accusharp

A CASE STUDY

Background

Accusharp is a B2B manufacturing company specializing in cutting tools used across various industries. The company aimed to enhance its brand awareness and lead generation through a comprehensive digital marketing strategy. The targeted countries included India, Indonesia, South Africa, the US, and Canada.



Initial Challenges

Low Brand Awareness

Limited presence in the digital space.

Lead Generation

Struggling to generate high-quality leads and appointments.

Digital Presence

Needed a robust online presence with a well-built website and active social media profiles.

Results & Impacts

Leads Generated

5000 leads generated through comprehensive digital strategies.

Weekly Appointments

Achieved 4 to 5 weekly appointments.

Increased Brand Awareness

Significantly improved brand visibility across targeted countries.

High Intent Leads

Generated high intent leads through **Google search ads** and **SEO**.

Improved Rankings

Ranked on the first page for high intent keywords, driving **organic traffic**.

Inbound Leads

High closure rates on inbound leads from brand awareness campaigns.

Enhanced Digital Presence

Developed a professional website and **active social media profiles**.

Effective Retargeting

Successful retargeting campaigns across LinkedIn, Facebook, Meta, and YouTube.

Key Metrics

Total Leads

5000 leads generated.

Weekly Appointments

4 to 5 appointments per week.

Conversion Rate

High conversion rates on inbound leads.

SEO Rankings

First page rankings for high intent keywords.

Brand Awareness

Significant increase in brand visibility and recognition.

Website Traffic

Increased traffic from SEO and Google search ads.

Key Takeaways

Utilize LinkedIn for Brand Awareness

Effective in increasing visibility and retargeting potential leads.

Leverage Social Media Retargeting

Engages potential leads and drives conversions.

Implement Comprehensive SEO

Essential for ranking high and driving organic traffic.

Use YouTube for Lead Acquisition

Captures new leads through engaging video content.

Develop a Strong Website

A professional website is crucial for showcasing products and capturing leads.

Run Email Marketing Campaigns

Effective in nurturing leads and converting them into sales.

Strategize Marketing Funnels

Guides potential customers from awareness to conversion, increasing overall effectiveness.

Conclusion

Through targeted growth strategies and data-driven optimizations, Accusharp successfully enhanced its brand awareness and lead generation in the competitive B2B manufacturing market. The comprehensive digital marketing strategy significantly boosted lead volume, appointment setting, and conversions, positioning Accusharp as a leading player in the cutting tools industry.

Get In Touch With Us, if you would like to have

- 1 A 30-Day Pilot with us – **Assured Results** or **100% refund**.
- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

Sai Alekhya

Senior Consultant
Insightus Digital



9309915079



saialekhya.pogula@insightusdigital.com



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