

How We Built a

\$423,003

Growth Engine

For a Manufacturing

Digital Transformation Partner

From disconnected marketing activity
to a complete inbound revenue system.



Visibility



Buyer
Education



Positioning



Conversion



Sales



Revenue

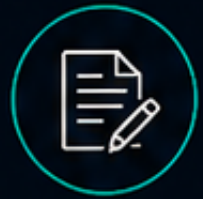


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The Company Had Expertise. But No Inbound Engine.



Small, underdeveloped website



Approximately 20 blog posts



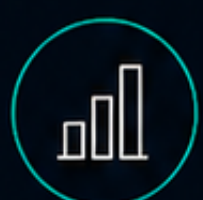
Only 4 solution pages



No resource hub

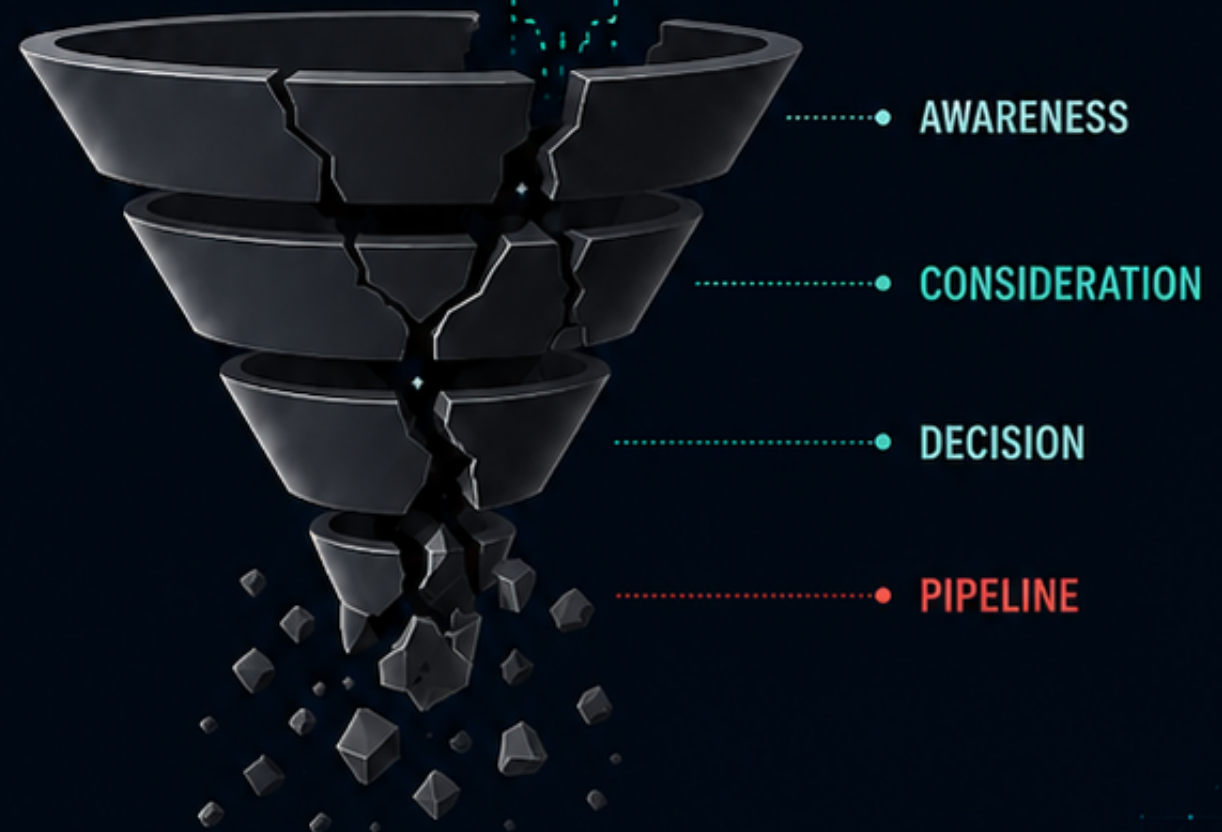
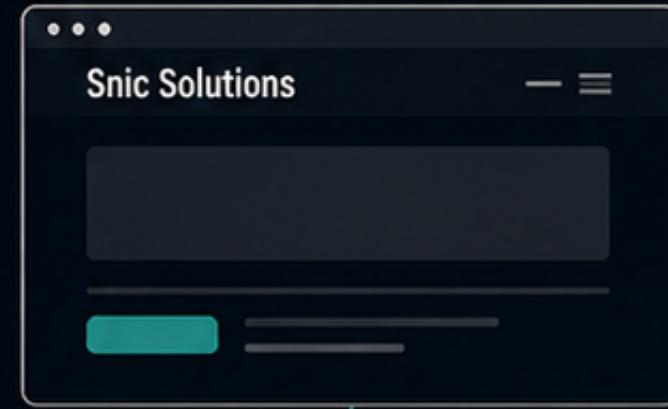


No clear buyer journey



No scalable demand system

FRAGMENTED DIGITAL PRESENCE



Strong delivery capabilities were not translating into **pipeline**.



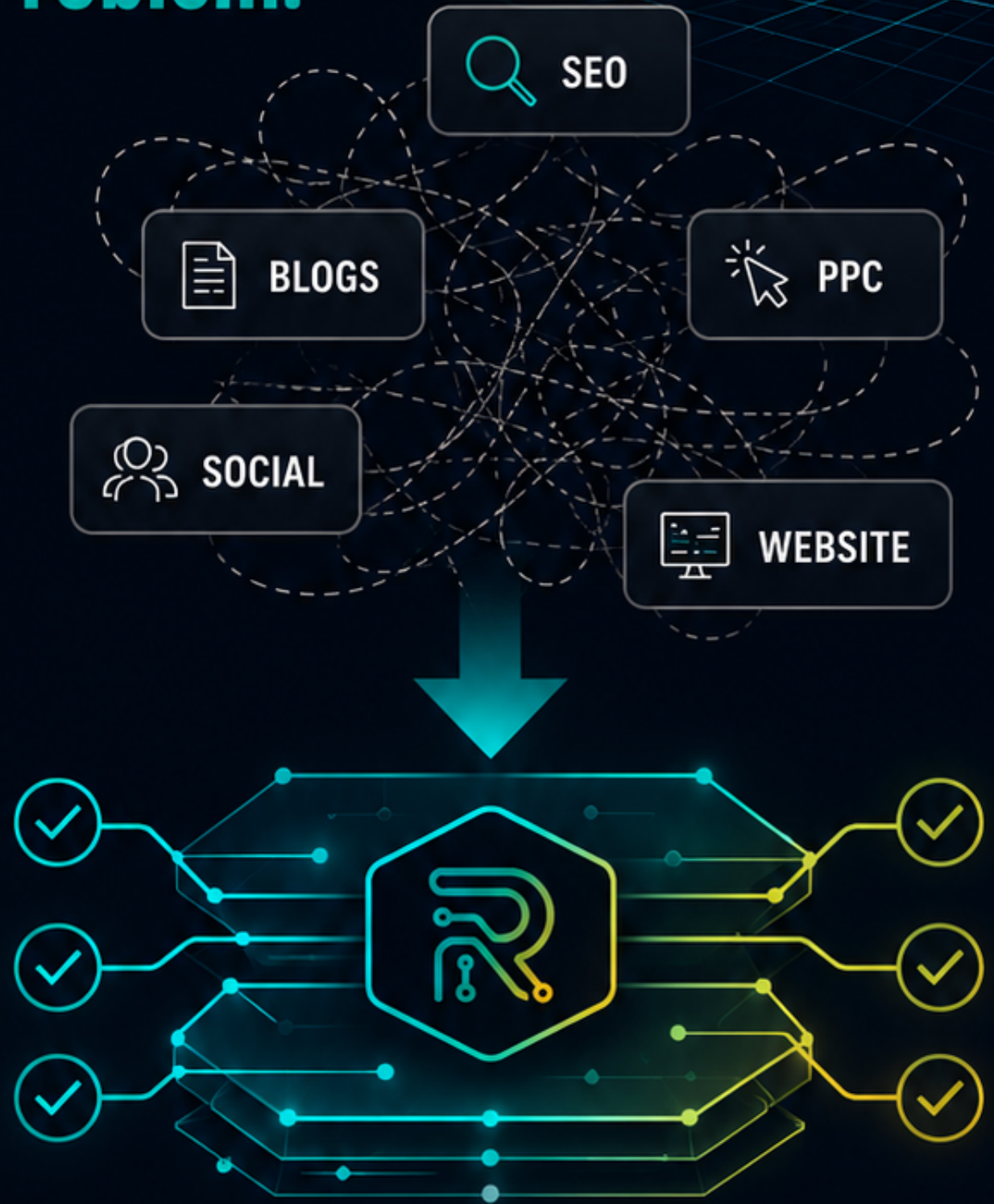
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This Was Not a Traffic Problem.

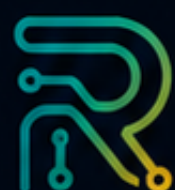
It Was a Systems Problem.

Manufacturing buyers need to understand:

-  The technical solution
-  Platform architecture
-  Integrations
-  Implementation
-  Business outcomes
-  Why one vendor is different



No amount of isolated marketing activity could fix a **broken foundation**.



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We Rebuilt the Entire Growth Engine



This was not a campaign.
It was a complete digital infrastructure rebuild.



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The New System Included:



200+

Content assets



30+

Platform and
solution pages



12

Platform pages



20+

Solution pages



Plus demo pages, event pages, podcast pages, case studies, landing pages, and a fully developed **resource hub**.



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Every Asset Had a Job



01

SEARCH

Buyers discover Snic Solutions.



02

EDUCATION

Content explains the problem and solution.



03

EVALUATION

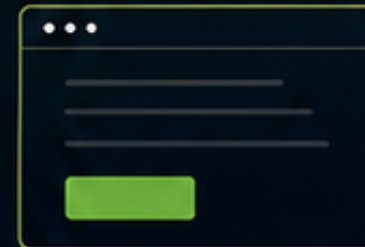
Platform and solution pages establish fit.



04

CONVERSION

Landing pages and demo pathways capture demand.



05

SALES

Qualified buyers enter the CRM.



Content became **infrastructure**—not decoration.



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The First Complete Inbound Revenue Cycle



JANUARY 1, 2024

Growth-engine
rebuild begins



APRIL 12, 2024

First marketing-
influenced SQL



NOVEMBER 13, 2024

First inbound
opportunity



SEPTEMBER 30, 2025

First closed-won
customer



Complex B2B growth takes time.
But the progression became **measurable**.



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Marketing Finally Started Filling the CRM

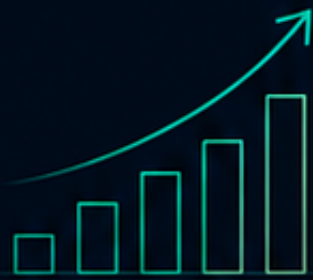
2 → 53

Marketing-generated organizations added to the CRM



BEFORE THE REBUILD
2 organizations

NOVEMBER 2025
53 organizations



26.5× growth
in marketing-attributed organizations



The rebuild did not generate more activity.
It created a repeatable source of qualified demand.



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The Pipeline Turned Into Revenue



01

53

Marketing-generated organizations entered the CRM



02



The first complete marketing-to-sales lifecycle

03

\$423,003.60

Closed-won revenue



\$38,000

Marketing investment



11.1×

Revenue-to-investment multiple



1,013%

Calculated ROI



The goal was never to fill the CRM with names. It was to build a system capable of **turning demand into revenue.**



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Predictable Inbound Is Built. Not Discovered.

Snic Solutions did not need
another marketing tactic.

It needed a system that connected:

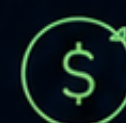
- ✓ — Visibility
- ✓ — Buyer education
- ✓ — Positioning
- ✓ — Conversion
- ✓ — Sales
- ✓ — **Revenue**



CRM GROWTH
53 organizations
entered the CRM



PIPELINE BUILT
Leads → Customers
Lifecycle activated



REVENUE IMPACT
Closed-won customer
\$423,003.60



Need a growth engine—
not another campaign?

Let's Talk →



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