



CASE STUDY

Grote Industries and Vanmark Update Website & Increase Sales

grotecompany.com
vanmarkequipment.com

FOCUS
B2B

SIZE
51-200

PRODUCT
Food Slicing/
Assembly
Equipment

INDUSTRY
Manufacturing

Grote Industries and Vanmark are trusted equipment suppliers, building easy-to-use equipment that optimizes food making processes to be faster, safer, more consistent and less expensive. With enduring commitment toward their customers and employees, Grote and Vanmark collaborate as one team to solve tough problems facing the food production industry.



INTEGRATIONS



DNN MODULES

- Form and List
- DigArticle



Our prospects can't believe it's a B2B manufacturing site. It looks so good, it makes sense, it's easy to read, and easy to look at. We're proud to show people the website now.

Jessica Gray, Director of Marketing

Get In Touch

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Challenges and Goals

- Update an outdated website that was untouched for 8+ years
- Optimize website for mobile use
- Deliver an easier user experience with improved navigation
- Increase sales inquiries and prospect visibility
- Inject the company's culture into the new website
- Provide the ability to easily update content

Our Solutions and Strategic Approach

- The site was built utilizing DotNetNuke (DNN) for improved and easy-to-update content management
- Update and modernize the website to improve user experience and infuse the company's unique culture
- Improve user experience by updating branding, technology, content and navigation
- Incorporate strong calls to action to increase prospect inquiries

Results

- Increased sales-based inquiries, resulting in \$500k+ in incremental revenue
- Increased overall usability with improved content access
- Increased focus on reporting and accountability through data visibility
- Increased visibility into inquiries and leads, moving prospects quickly into the sales cycle
- Increased monthly inquiries by 50%
- Improved customer experience, navigation and content quality
- Increased page views by 22%