

DIGITAL MARKETINGby Kathy Levy | www.info-prose.com

Profile Industries Separates Itself From the Crowd

WHILE MANY MANUFACTURERS are still using traditional marketing methods, Profile Industries has developed a strong digital and social media presence. Their online marketing efforts are geared to engineers, which isn't surprising, but the age group is: 20-35 years old.

"Google Analytics showed us that 50% of the visitors to our website are 18-35 years of age, 25% are 35-45 and the rest are 45+," said Steve DeJong, Vice President of Profile Industries. This youthful age group validated their decision to make the website visually engaging rather than filled with lots of text. "I think people would rather watch a short video than read," said Mr. DeJong. "That's why we developed a YouTube page and we release a new video every month." Mr. DeJong is also committed to Facebook, LinkedIn, Google+, Vimeo and Twitter as a way to share information with his customers and prospects.

The website was developed in responsive web design, meaning that it provides an optimal viewing experience across most devices, including computer monitors, smartphones and tablets. Based on a quote by Rebecca Murtagh, a technical marketer, Profile Industries' website is right on trend. "In early 2014, the landscape in which businesses operate changed forever when Internet usage on mobile devices exceeded PC usage," wrote Ms. Murtagh in a recent blog.

Mr. DeJong is able to gather critical data including contact information and consumer trends through three call-to-action points: A newsletter sign-up, a pop-up contact window and a Request for Estimate contact form. All three methods are delivered in a friendly format. These techniques are providing impressive results: "We get 25 hits a day from the website and 25% of our annual sales come from it," said Mr. DeJong. We'd say these stats classify Profile Industries as a successful online marketer. ●



Profile Industries manufactures spiral separators and shape classification products for surface metal finishing and agriculture. Even though their markets are very different, the Profile Industries' home page lets visitors know they're in the right place in a matter of seconds.

Eight Reasons Why Profile Industries' Website Is Successful

From a design and marketing viewpoint, Profile Industries' website has several successful attributes.

- 1 A prominent call-to-action on every page makes it quick and easy to contact the company.
- 2 The home page is clean, inviting and attractive.
- 3 Even though Profile Industries serves two different markets, surface metal finishing and agriculture, the distinctions are handled well and even made into an asset: "Shape Sorting Solutions No Matter the Field."
- 4 The benefits of doing business with Profile Industries are clearly defined on the home page.
- 5 Testimonials on the home page—with photos of the customers—provide trustworthiness.
- 6 A blog provides keywords for search engine optimization and adds credibility as a leader in their industry.
- 7 A professionally produced video on how spiral separators work is available on all product pages.
- 8 The site has high-end photography that enhances the products and professionalism of the company.

