

# Hardworking websites + marketing programs for family-owned industrial manufacturers

## Your tradeshow is canceled. Now what?

Companies exhibit at tradeshow because they are a “see and be seen” event. Unforeseen circumstances can cause events to be canceled or your company personnel not to be able to attend. What do you do if you’ve relied on events to build your business?

**Reallocate your event budget to your website.**

“Within the first year of hiring Huff Industrial Marketing to redesign our website, we saw a 25% increase in sales (with Google Ads, that number was 50%). Dianna and her team continue to work with us to revise and add content that helps customers determine what they need prior to contacting us – saving us and the customer time on the phone. The Huff team thoroughly understands manufacturing, marketing, and how the inquiry and sales process works online. Hiring Huff Industrial Marketing is one of the best business decisions I’ve ever made.”

–BRANDON ACKER, CEO, TITAN ABRASIVE

## Benefits of a new website versus a trade show booth:

	Website by Huff Industrial Marketing	Trade Show Booth
Duration	✓ 24/7, 365 days of the year	✗ Only for a few days, once-off
Location	✓ Anywhere in the world	✗ Fixed single location, must travel to it
Accessibility	✓ Anyone on any device	✗ In person only
Noise	✗ None	✓ Extremely noisy
Crowds	✗ Visitors unaware of others	✓ Busy, difficult to access information
Marketing Integration	✓ Paid search, newsletter, content marketing	✗ Show provided add-ons not tailored to your business
Travel	✗ None	✓ Yes
Distraction	✓ Stay focused on your business while someone else does the work	✗ Time away from business
Costs	✓ One project fee that includes marketing, copywriting, SEO, design, and development	✗ Booth fee, booth design, banners, back walls, screens, giveaways, logistics, shipping, set up, travel, lodging, payroll, entertainment and hospitality
Leads	✓ <b>Steady stream of sales-ready leads month after month</b>	✗ Dozens of neglected leads due to lack of follow up, “fake” leads from badge scans

**Take your business to the next level with a website by Huff Industrial Marketing.**  
Hands down, the best value and ROI for the price.

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