

Grow Your Business With Paperless Parts Marketing Solutions

Trust the team that knows buyers and job shops inside and out to help market your business, attract new customers, and diversify your customer base.

Increase RFQ Volume

Paperless Parts' quoting platform helps increase turnaround time and deliver fast, accurate quotes. But what if the volume simply isn't there? Our marketing solutions team can help you:

- Increase your top line
- Nurture lasting relationships with existing customers
- Ensure your brand is built to last

Build Credibility With Content From People That Know Manufacturing

Today's buyers are more digitally savvy than ever before, which means if your online presence – from your website and digital content, to your SEO strategy and social media profiles – aren't current and compelling, you're losing to competition. But most marketing services teams simply don't understand manufacturing the way Paperless Parts does. It's in our DNA.



Build Your Brand on Social Media

Stay relevant and build focused audiences on powerful social networks like Facebook, and more importantly, LinkedIn. Our experts will help you find your voice and stay top-of-mind with your ecosystem.



Ameritex Increases Web RFQs 27%

After multiple attempts to get in-house marketing off the ground, Ameritex turned to Paperless Parts in early 2021 to spearhead an integrated marketing program that combined content marketing, email marketing, social media, and SEO.

In the first year of the program, Ameritex:

- ✔ Increased organic website visitors by 35%
- ✔ Grew page views by 21%
- ✔ Increased web RFQs by 27%

[Read the complete case study here.](#)

“Our goals were twofold. Number one was to get fresh content on our website that leveraged search engine optimization to get our name in front of more customers. And number two was to gain new customers from industries we'd never done business with before”

ZACK FENNELL, COO



Paperless Parts Marketing Solutions Capabilities & Plans

Paperless Parts Marketing Solutions plans are tailored to meet your shop's specific needs. Whether you're just getting started and looking to build foundational marketing assets on a budget, or you're looking to take your shop to the next level with a programmatic marketing engine to drive consistent growth, **Paperless Parts has the expertise to help you succeed.**

Marketing Solutions Plans Include:

- ✓ **Dedicated Project Manager**
Regular content planning calls with our marketing experts to identify topics, define priorities and ensure results are being delivered and goals are being met.
- ✓ **SEO Optimized Blog Content**
All content is written by a team that exclusively writes for the manufacturing industry and your customer base.
- ✓ **Monthly Email Marketing Newsletter to Existing Prospect / Customer Base**
Stay top-of-mind with your prospects and customer base by sending thoughtful, well prepared emails to them every month.
- ✓ **Regular Social Media Posting**
Whether it's posting twice a week for our entry level tier or daily+ for our enterprise customers, our team will help you stay relevant and build focused audiences on powerful social networks like LinkedIn, Facebook, and Google Business.
- ✓ **Monthly Keyword / Website Audit Reporting**
64% of buyers turn to Google first when looking for a new shop. Having an SEO optimized website is critical for buyers that want to be found.
- ✓ **Marketing Database Management**
Paperless Parts quoting customers can automatically grow their marketing database by syncing all new contacts over to your email marketing platform or CRM.
- ✓ **Optional Add-On Services**
Trust our team of talented and creative marketing experts for special projects like redesigning your website, adding new pages, creating branded downloadable marketing materials, case studies, white papers, slide decks, and more.



Focused on Machining Grows RFQs 42%

Focused on Machining had shop capacity for 2x more business, but they lacked the search engine results necessary to bring in new customers.

Since working with Paperless Parts:

- ✓ 90% of website RFQs come from organic traffic
- ✓ Growth-oriented keyword strategy has resulted in a 53% increase in organic traffic
- ✓ Overall increase RFQs by 42.7%

[Read the complete case study here.](#)

"I just wanted everybody to be able to find us online. I'm a younger guy in the industry, and if I need to learn anything, I don't ask; I don't call; I just go straight to Google. And that's the presence I wanted to have for our company"

JUSTIN QUINN, PRESIDENT

