

# How to Take a Proactive Approach to Marketing Your Machine Shop

written by Lauri Moon | May 30, 2019

Does most of your business stem from less than 10 customers? If so does it keep you up at night wondering what would happen to your business if one or more of those customers took their orders elsewhere? It's incredibly important to develop a proactive approach to diversifying your customer base. By looking at the top traits of your clients, identifying additional companies that look like them and turning your website into a lead generation tool, you will be able to expand your reach and grow your business.

By attending this webinar you will be able to:

- Identify top similarities within your current customer base
- Find new, comparable customers to grow your business
- Develop a marketing plan to reach these customers
- Turn your website from a passive tool to a lead generation tool

IMC sister-center, Georgia Manufacturing Extension Partnership (GaMEP) was recently awarded a grant to assess machine shops. One of the top needs that came out of the more than 50 assessments over the past year was the need to improve their websites to drive new business. This webinar will help you learn to identify new customers based on your existing clients and turn your website from a reactive to proactive tool.

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