



Case History

MDI

Client: MDI

Industry: Injection and Dip Molding Dies, Machinery, and Services

Markets: B2B manufacturing procurement, specifiers, engineers, designers

Marketing Objectives: Increase sales quote inquiries, website traffic, awareness

Marketing Tactics: Email marketing, business blogging, SEO, LinkedIn social media, videos, branding, photography, marketing communications

Marketing Objectives Met: SOS increased sales quote inquiries by 42% within 3 months of the program and increased website search engine and referral traffic by over 55% with SEO, business blogging, and LinkedIn social media.

Example: Email marketing to list of 12,521 prospects yielded 22% open rate



Injection molding is one of the most popular processes for making complex shapes from thermoplastic resin. It is an excellent choice for a variety of applications.

But dip molding should not be overlooked when tight tolerances aren't necessary and the part does not need to be rigid. To learn more click [here](#).

Free Dip Molding vs. Injection Molding Evaluation Of Your Project

[Click Here](#)



MDI - The Mold Standard

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