



PROJECT: ENGINEERING

Engineering a Scalable Growth System

How a mid-sized engineering firm achieved a 2× ROI and transformed its marketing and sales function.



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For more than four decades, a national forensic engineering firm had earned the trust of attorneys, insurers, industrial operators, and property owners by delivering objective, technically sound analysis across mechanical, civil, electrical, fire, and materials investigations. Their work was respected and widely relied upon.

As the firm looked ahead, leadership set ambitious growth goals:

1. Increase project volume
2. Expand into new geographic and industry markets
3. Increase utilization across disciplines
4. Attract the next generation of engineering talent

But several challenges made progress difficult:

- Project load had become **less predictable**.
- A few long-standing clients had **reduced the volume of work** they sent.
- New client **acquisition was slowing**, creating gaps in the demand pipeline.
- Key engineering groups experienced **underutilization**.
- The firm had **no visibility** into the effectiveness of its marketing and business development efforts.

Without centralized **CRM, attribution, or integrated reporting systems**, leadership lacked clarity on which activities were working, where opportunities originated, and how to scale what was producing results.

Entering new markets and differentiating the firm in a more competitive environment required a **stronger, more data-driven approach**.

After 40+ years in business, the firm sought a modern, methodical system to support growth—one that matched the rigor of its engineering practice.

They partnered with Marketri to build it.



The Challenge: High Expertise, Low Visibility

When Marketri began working with the firm, several issues were clear:

- **There was no CRM**, no unified reporting, and no visibility into which efforts drove project work.
- **Digital performance was underwhelming**; and there was no way of tracking advertising spend to actual new business.
- Follow-up on inbound leads was **inconsistent and unmeasured**.
- **High-value engineering disciplines were underutilized** because the market didn't understand their capabilities.
- Years of attending industry **events produced limited to no ROI**.
- **Messaging didn't reflect the confidence and credibility** the firm delivered daily.
- Engineers had **no system to guide outreach** or deepen relationships.

The firm didn't just need better marketing.
It needed an engineered system for generating and capturing demand.

Marketri approached the engagement the same way engineers approach complex problems:

- Establish a baseline
- Identify root causes
- Implement a system that can be measured and improved over time.

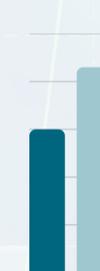
1. Build Visibility and Control Through a CRM Infrastructure

The first priority was giving leadership the ability to see what was happening across marketing and business development. Marketri implemented a modern CRM (HubSpot), connected every inbound path, structured the deal pipeline, and created reporting that showed where inquiries originated, how quickly they were followed up on, and where opportunities stalled.

For the first time, the firm gained:

- Clear attribution for which channels drove revenue
- Visibility into workload and utilization across each discipline
- Stage-level pipeline visibility
- Consistent follow-up across all projects
- Accurate reporting for leadership

43%



It also revealed that close rates increased from ~30% to 43% once structured follow-up and deal tracking were implemented.

Pipeline timing became measurable too:

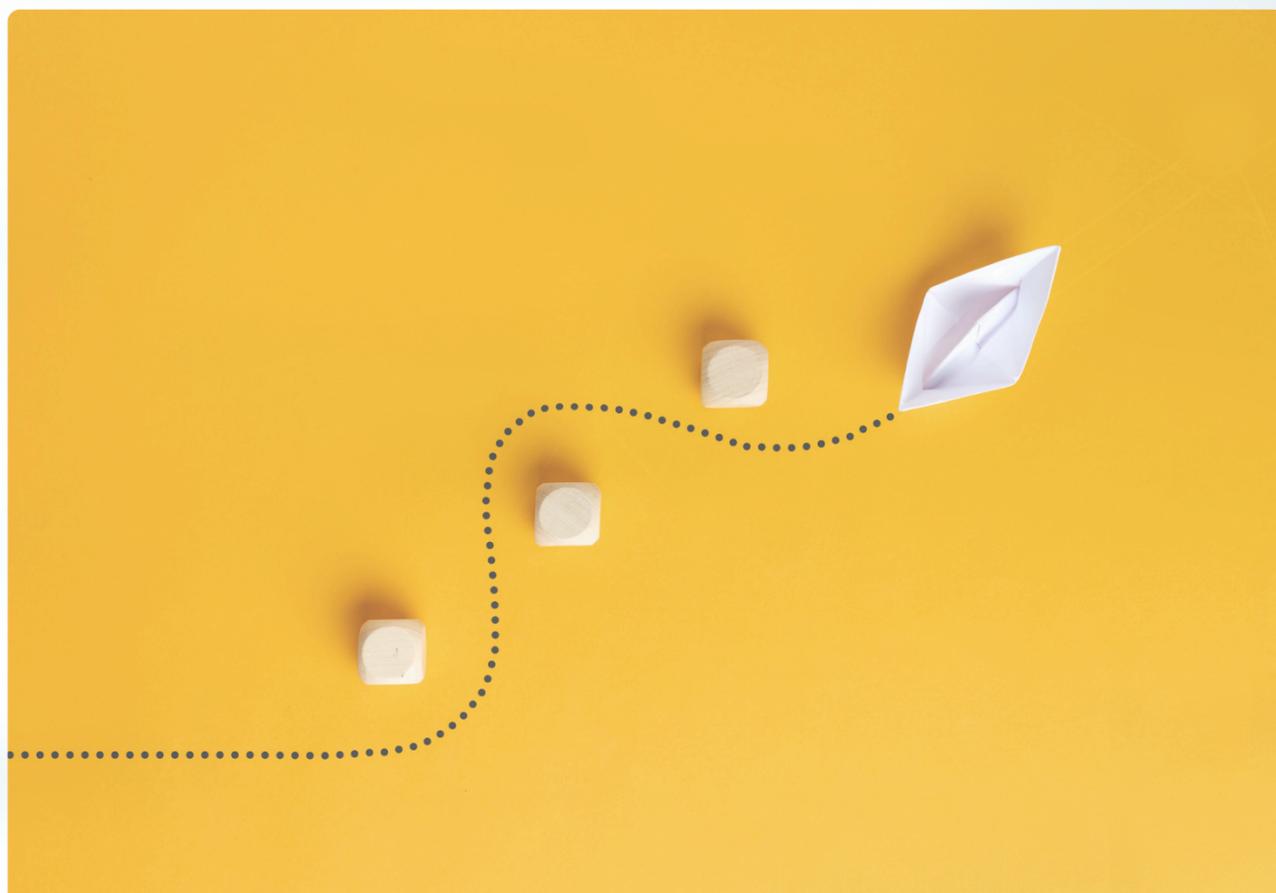
13 hours in New Opportunity

2.6 days in Opportunity Assessment

Before these systems, the firm lacked visibility. The new structure brought clarity to timing and movement across the pipeline.

2. Strengthen Positioning and Clarify the Firm's Value

Through interviews, client feedback, and market analysis, Marketri developed updated messaging and a unified brand voice. This helped the firm articulate its full range of capabilities, reduce perception gaps, and enter conversations in new markets with greater clarity and confidence.



3. Turning Engineers into Industry Educators Through Content

Engineers had deep knowledge, but it wasn't being shared at scale. Marketri built a content program that turned technical expertise into accessible insights for attorneys, insurers, industrial operators, and other decision makers. This increased the firm's visibility in search, improved organic traffic, and reinforced credibility.

19%

Website sessions increased by 19%

56k+

The firm's blog generated 56,000+ pageviews, accounting for ~25% of all website traffic

73%

of blog traffic came from organic search.

13%

Blog content produced 13% higher engagement than the rest of the site.

Search visibility for high intent services improved.

4. Optimizing Digital Channels for Reliable New Business Generation

Marketri rebuilt the firm's digital strategy—including paid media, website optimization, and conversion pathways—to create predictable inbound opportunities. The goal was not volume for its own sake, but qualified inquiries aligned to the firm's highest-value project types and underutilized disciplines.

The firm achieved a 35% close rate on web-generated deals, outperforming the industry's 20–30% benchmark. This clarity revealed how many qualified opportunities had previously gone unmeasured.



30%



Conversions from PPC increased 30%, with a higher share of inquiries matching the firm's priority project types and engineering disciplines.

5. Activating Engineers with Targeted Relationship Development

Engineers maintained strong relationships but needed support for systematic follow-up and account expansion. Marketri built **structured outreach** programs that made it easy for engineers to:

- Reconnect with dormant clients
- Strengthen relationships within complex accounts
- Position new capabilities and services
- Share timely content related to fires, failures, weather events, and industry changes

140%

Email performance validated the shift with open rates increasing 140%.

6. Modernize Event Participation

Marketri redesigned event processes—before, during, and after—so participation led to measurable conversations and follow-up, rather than untracked activity. This allowed the firm to focus on fewer, higher-impact events.

Each event now includes:

- Pre-event outreach to targeted accounts
- Updated booth materials and messaging
- Clear on-site workflows
- Structured follow-up sequences

7. Monitoring Brand Visibility Through AI Search Intelligence

To understand how the market discussed the firm across AI-driven search environments, Marketri introduced sentiment and visibility monitoring.

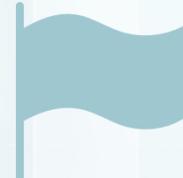
The analysis revealed:

- An AI sentiment score of 55/80
- 56% positive, 38% neutral, and only 6% negative sentiment

Weaknesses uncovered—like low national brand awareness—became areas of **strategic focus**.

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23 
Live Links (PR)

Over the course of the engagement, the firm achieved significant and measurable improvements across new business generation, visibility, client engagement, and operational predictability. What had previously been a fragmented set of marketing activities became a disciplined, data-driven commercial system.

Marketing became a quantifiable driver of brand awareness and new project volume for the first time.

For the first time, leadership had evidence connecting spend to project volume, pr type, and revenue contribution. After years of negative or unclear ROI, the firm **reported a 2x return** on its marketing and business development investment within the first full year of the new system.

2x ROI



Internal leadership captured it best:

"Their insights and expertise have driven very positive results for our business. The team is diligent, insightful, and patient when implementing new processes and tools."

— CFO



Strategic Marketing for Engineering Firms

Marketri has deep experience helping engineering firms **clarify their positioning, reach the right buyers, and drive growth.** Through a research-driven approach, the team understands complex services, long sales cycles, and technical decision-makers.

With senior-level fractional CMO leadership and integrated execution, Marketri supports engineering firms with the strategy and structure needed to **generate measurable results** over time.

Learn more about us at Marketri.com

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