

We're a full-service marketing agency

dedicated to industrial marketing.

ABOUT US

Industrial is an integrated marketing agency specializing in turnkey, innovative solutions for manufactures, distributors, and service providers.

Founded in 2003, Industrial serves a wide range of clients across the automotive, food, healthcare, metal fabrication, and power industries, among others. In 2013, we were named one of Nashville's "Best Places to Work." The agency's own media and technology conference – Murmuration – won the "Best in Tech" award from the Nashville Technology Council.

We are a veteran of over 200 online and offline marketing projects, we recognize the importance of understanding a client's industry, visitor types, and user experience. More importantly, we're sticklers for on-time, under budget, and on-target client collaboration.

Our clients include:

WEARWELL

BALDOR MOTORS

MOTION INDUSTRIES

MFG DAY

PROCESSBARRON

SENTRY STEEL

NATIONAL CHIMNEY & STACK

DAVRON TECHNOLOGIES

LANDAIR

COATS/AMMCO

OUR LEADERSHIP:

JAMES SOTO

Founder and CEO

SHERI WOFFORD

Controller

OUR ADVISORY BOARD:

MITCH FREE

Founder, MFG.com

MARCUS WHITNEY

Co-founder, Moontoast

JON SHEARER

Exec. Dir., DaveRamsey.com

JERRY BOSTLEMAN

Founding Partner, VACO

WHAT WE DO

By combining industrial expertise with leading-edge technology, we plan, design, execute, and measure integrated marketing strategies that leverage marketing automation, business intelligence, media, and award-winning design to connect suppliers with buyers wherever, whenever, and however they live online.

Our total industrial marketing solutions range from strategic agency-of-record engagements to turnkey inbound lead generation programs to discrete projects such as class-leading industrial websites, e-commerce platforms, and integrated marketing campaigns.

STRATEGY

Brand Strategy

Content Strategy

Digital Strategy

Market Research

Public Relations

Social Media

EXECUTION

Industrial Advertising

Print & Web Design

SEO & SEM

Trade Show Marketing

User Experience Design

Video Production

TECHNOLOGY

E-Commerce Websites

Industrial Websites

Marketing Analytics

App Development

Product Data Services

Responsive Websites

CONTACT US

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