

WE'RE A FULL-SERVICE MARKETING AGENCY DEDICATED TO INDUSTRIAL MARKETING.

INDUSTRIAL is an integrated marketing agency specializing in turnkey, innovative solutions for manufactures, distributors, and service providers. Founded in 2005, 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 250 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

VF WORKWEAR
COATS/AMMCO
MFG DAY
PAM TRANSPORT
LANDAIR
BALDOR MOTORS
MOTION INDUSTRIES
ITW DYNATEC
WEARWELL

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 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.

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

STRATEGY

Brand Strategy	Market Research
Content Strategy	Public Relations
Digital Strategy	Social Media

TECHNOLOGY

E-Commerce Websites	App Development
Industrial Websites	Product Data Services
Marketing Analytics	Responsive Websites

EXECUTION

Industrial Advertising	Trade Show Marketing
Print & Web Design	User Experience Design
SEO & SEM	Video Production

