



CASE STUDY

E-Fab is a precision manufacturing company based in California's Silicon Valley, which we helped through strategic branding and digital marketing

THE CLIENT

E-Fab delivers precision thin metal parts and components to industry leaders in the aerospace, defense, medical, semiconductor, and energy sectors. The company began building its legacy of innovation upon opening its doors in 1982 and continues to deliver on its promise of solving big challenges through engineering, manufacturing, and quality assurance services.

THE CHALLENGE

“We know this isn't working.”

After decades of growth, E-Fab was struggling to find new opportunities in a hyper-competitive marketplace.

The company was facing

- **Outdated brand identity** that did not reflect the company's long history of precision and its innovative approach
- **Ineffective marketing efforts** that were generating poor-quality leads
- **Dated website presence** that didn't engage or inform visitors
- **Missed opportunities** to showcase E-Fab's expertise in engineering, manufacturing, and quality assurance that benefit industry leaders

In today's B2B environment, 67% of buyers complete most of their research online before contacting suppliers. E-Fab's outdated approach was invisibly costing them qualified opportunities.

THE SOLUTION

We took a strategic approach to building a new E-Fab.

The Farinella team interviewed clients, management, and company personnel to understand what set them apart. We developed E-Fab's core narrative, one story at a time, and then used those truths to craft a new brand and logo that reflected precision and innovation, with a nod to the company's history.

We developed a series of logo concepts to begin the process and worked with the client to select a mark inspired by a part manufactured at E-Fab. Our design team developed a color and typography palette that evoked precision. The copywriting and creative direction team built a tone and voice document tailored to engineering decision-makers. We brought them together in a Brand Style Guide to ensure consistency across all touch points.

We utilized our learnings and the new look to develop an informative and engaging website, where we prioritized the information we knew engineers needed to pick E-Fab:

- Capabilities showcase detailing the company's expertise and experience working in several industries with demanding technical specifications
- Material expertise and information are readily available for engineers
- Industry-specific solutions to speak directly to information seekers

Our team also visited E-Fab's facility to photograph and video the process and people for added authenticity and realism.

The entire website was optimized for mobile devices, speed, and security.

Once launched, our digital marketing team strategized and optimized content, pay-per-click, and traditional SEO campaigns.

Specifically, we:

- Researched keywords for manufacturing-specific terms
- ICP and audience development for cost-effective spends
- Built campaigns across Google and Bing for pay-per-click advertising
- Executed technical SEO to ensure speed
- RFQ form optimization
- Directory, back-links, and guest posts for national and local SEO
- Continuously monitored and optimized campaigns for cost-per-conversion

The results from our work show consistent improvement –



[Google Ad Leads (RFQ + Contact Us submissions) from October 2022 to October 2025]

In addition to ongoing digital marketing work, we create and execute content marketing and authority-building campaigns that feature technical blog posts on E-Fab's manufacturing expertise, education content for engineers, and content written for search everywhere optimization (both search and LLM traffic). Our social media team produced informative and engaging LinkedIn posts, built relationships through community management, and grew E-Fab's followers.

Throughout our engagement, we've partnered with E-Fab management to uncover new opportunities through outbound marketing campaigns such as Account-Based Marketing, Trade Show Creative, Collateral, and Follow-up Email Campaigns, as well as LinkedIn advertising efforts.

Our ABM strategy includes:

- Ideal customer profile definition
- Target account identification and research
- Multi-channel engagement strategy
- Lead magnet content and design for lead nurturing

- Programmatic advertising to target accounts
- LinkedIn advertising with custom audiences
- Email marketing sequences
- Sales enablement materials

To deliver the best possible results, we optimized E-Fab's marketing tech-stack using HubSpot and Apollo IO.

THE CLIENT SAYS

“We felt the whole time that they were invested in the successful outcome of this project and treated us as if we were their most important client. They kept the project moving forward at all times, and all deliverables were completed on or before schedule. This effort has resulted in a definable increase in web traffic, conversions, and overall front-end success.”

– Rocky Gernhardt, Sales Manager

THE RESULTS

The E-Fab and Farinella relationship kicked off in 2022 and continues to this day.

Key Performance Indicators over this period:

60%

boost in organic
website traffic

30%

increase in qualified
RFQ submissions

140%

improvement in leads
from Google Ads

59%

reduction in
cost per lead

Specifically, comparing October 2025 versus October 2022:

METRIC	BEFORE PARTNERSHIP	CURRENT PERFORMANCE	PERCENT IMPROVEMENT
Monthly Qualified Leads	25	63	152%
Website Traffic	1306	4845	270%
Cost Per Lead	\$279	\$113	59%
Conversion Rate	1.8%	3.1%	72%

The benefits of a long-term partnership include:

- **Consistent growth** year-over-year since 2022
- **Expanded market reach** into new industry verticals
- **Improved sales efficiency** through better-qualified leads
- **Enhanced brand positioning** in a competitive manufacturing landscape
- **Optimized tech-stack** for efficient marketing programs and reporting

WHY IT MATTERS TO MANUFACTURING COMPANIES

Our work with E-Fab shows the importance of deep industry and company research to develop educational and informative technical content to convert engineers and purchasing managers. Consistent marketing, advertising, and communications continue to put E-Fab at the forefront of the marketplace. Multi-channel efforts ensure we meet buyers where they are, rather than relying on them to find us. A regular cadence of optimization, reporting, and meetings improves outcomes and mutual satisfaction.

We invite you to learn more about our work at farinella.com.