

How to Generate More Leads With Your Website

Web Design
Complimentary Webinar

May 21, 2025

Your website is the unsung workhorse of your business, quietly doing the heavy lifting to build trust, educate prospects, and support sales around the clock.

In this webinar, we'll break down how manufacturers can get more out of their websites by focusing on what today's buyers actually expect. Whether you're planning a full redesign or just looking for smarter updates, you'll leave with practical ideas you can use right away.

Webinar Highlights



- Understand how your website can better support sales, marketing, and customer trust
- Learn what today's buyers expect from a modern manufacturing website
- Explore simple ways to improve your site's content, structure, and calls to action
- See how interactive tools and technical resources can keep visitors engaged
- Get practical tips to make your website more useful, without needing a full redesign

Who Should Attend


This webinar is ideal for marketing managers, sales leaders, CEOs, and operations professionals who want their website to generate leads, build trust, and support the buying process. Attendees will learn how a strong digital presence can position their company as a credible partner and serve as a 24/7 resource for prospects and customers.


Presenter


Jeremy Jones | Vice President, Client Strategy, SWBR Marketing & Media


Jeremy Jones has over 17 years of experience working with manufacturers in industries like packaging, food and beverage, electronics, health and beauty, and building materials. As VP of Client Strategy at SWBR Marketing & Media, he focuses on creating strategies that match business goals and tackle industry challenges. Jeremy takes a hands-on, consultative approach and has expertise in digital marketing, creative, and web development, making him a go-to partner for manufacturers looking to boost their brand and see real results.


More information available at mrcpa.org/events or contact Nicole Pierce at nicole.pierce@mrcpa.org.

 **May 21, 2025**

 **10:00 AM – 11:30 AM**

 **Complimentary Webinar**

 **Virtual via Zoom**

 **Registration is required:**
mrcpa.org/events

*Fees and times subject to change. Visit mrcpa.org/events for current details.