

# WeldingDesign.com White Papers/Case Studies

## Identifying hand-raisers on specific topics

A free white paper or case study is a powerful B2B offer that can stimulate high click-through rates, result in successful lead generation, and influence purchases. According to stats compiled by eMarketer, white papers are the second most-consulted source of information by corporate end users.

As a result, decision makers look to white papers or case studies in order to answer one fundamental question that is on their minds: "How will your product or service solve my business needs right now?"

Professional welders and fabricators often use white papers or case studies as the first source of information when conducting research about a particular product or service.

- Business leaders will usually pass along a white paper or case study that they can understand to other decision makers that are involved in the purchase process.
- Decision makers will read a white paper or case study first before ever contacting a "live" sales representative.
- White papers and case studies account for a significant portion of the input criteria that goes into determining the solution providers that will make it to the final selection stage. A sales representative's role in the decision making process is to confirm the facts and negotiate the terms of the sale.

**Welding Design's Sponsored White Paper/Case Study Collection allows machine shop owners to download a sponsor's white paper or case study from the WeldingDesign.com site.** Documents are listed along with the company's name, URL, and a 50-word description.

White papers and case studies appear within their own section of the Welding Design website at [www.WeldingDesign.com/Whitepapers](http://www.WeldingDesign.com/Whitepapers). This system helps site users find relevant papers when they are searching for content.

## Actionable sales leads delivered in real time

Whenever a WeldingDesign.com visitor downloads a white paper or case study, Welding Design will email the person's name, address, company name, job title, etc. to the sponsoring company. This service allows the sponsor to quickly pass the lead to its sales team or enter it into its prospect database within minutes.

**Investment:** \$495/net per month

### Case Studies

#### Welding Robot Sparks Production Increase, Improves Quality

With the need to increase production and lower costs in the automotive component and power sports industries, Dayton, Ohio-based AFC Stamping and Production, Inc., needed to find a solution to help the company stay competitive.

#### Protecting Sensors in Weld Cells - White Paper

Learn how to dramatically increase weld cell productivity, reduce unplanned downtime and lower cost. Improving sensor survivability in weld cells is one of the easiest and fastest ways to reduce unplanned downtime and lower cost. See how you can:

- Convert mean time between planned maintenance from days to months – or longer
- Decrease unplanned downtime maintenance hours
- Vastly increase overall weld cell productivity and profitability
- Significantly decrease weld cell maintenance cost

#### Veite Cryogenics' Experience and Advice Adds Value To Miller Welding Supply Grand Rapids Facility

Innovations suggested by Veite have allowed Miller Welding Supply to handle about 35% more business. Miller's Patrick Clay says Miller chose Veite Cryogenics for the new facility because of their experience. "We've worked with Veite before." "We often use Veite's work as a selling point when we bring new customers in to show them the plant. Our facility is something of a showplace, thanks to Veite."

#### OEM Fabricators Reduce Welding Costs By Up To \$2,000 Per Day

Streamlining to one wire, one gas and one welding system is saving OEM Fabricators up to \$2,000 per day. Benefits are derived from .045 ER70S-6 wire, 90/10 argon/CO2 shielding gas and the Accu-Pulse™ (GMAW-P) welding process provided by Miller Electric's Axxess™ multi-MIG welding systems.