

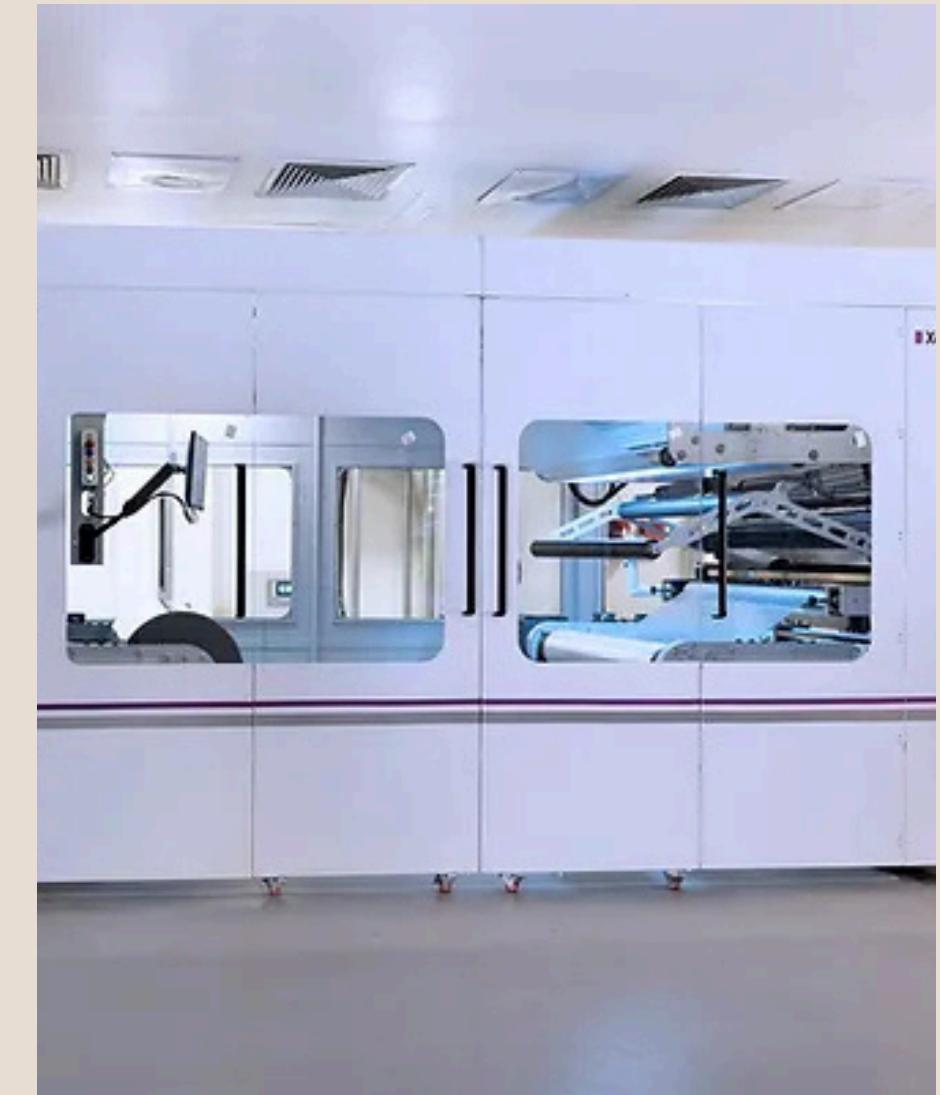
# Case Study: Web Development & Digital Strategy for XRD Nano



# COMPANY OVERVIEW:

XRD Nano is a British deep tech firm founded in February 2021, based in Coventry. It specializes in high-precision UV casting and replication systems for micro and nanoscale structures, particularly for packaging, security, and optical technologies. Key areas of expertise include:

- UV Casting Units: Equipment for copying holograms and light-reflection structures onto substrates.
- Nano Inks & UV Resins: Formulations for metallisation effects and high-speed replication.
- Seamless Cylinder Technology: Systems that eliminate nickel shims for optimized production.
- Custom Solutions: Tailored machines and materials for specific industry needs.



# PROBLEM STATEMENT:

XRD Nano faced challenges in establishing a strong brand identity and digital presence despite its innovative products and global expansion. Key issues included:

- Outdated website lacking dynamic content and online functionalities.
- Low visibility on industry platforms and directories.
- Reliance on manual lead generation without conversion data.

Limited social media engagement with sporadic content and no influencer strategy.





# Evaluation

## STRENGTHS

- Innovative global patented UV casting technology
- Diverse product portfolio for various industries
- Experienced team with precision engineering expertise

## OPPORTUNITIES

- Increased demand for higher packaging and security solutions.
- Potential alliances with international manufacturers and distributors.
- Entry into emerging markets with growing industrialization.

## WEAKNESS

- Undeveloped digital marketing strategy.
- Brand name with limited global recognition.
- Relevance of conventional sales routes.

## THREATS

- Severe competition from the traditional players in the UV casting field.
- Accelerating technological innovations necessitating ongoing innovation.
- Economic cycles impacting capital spending within target markets.

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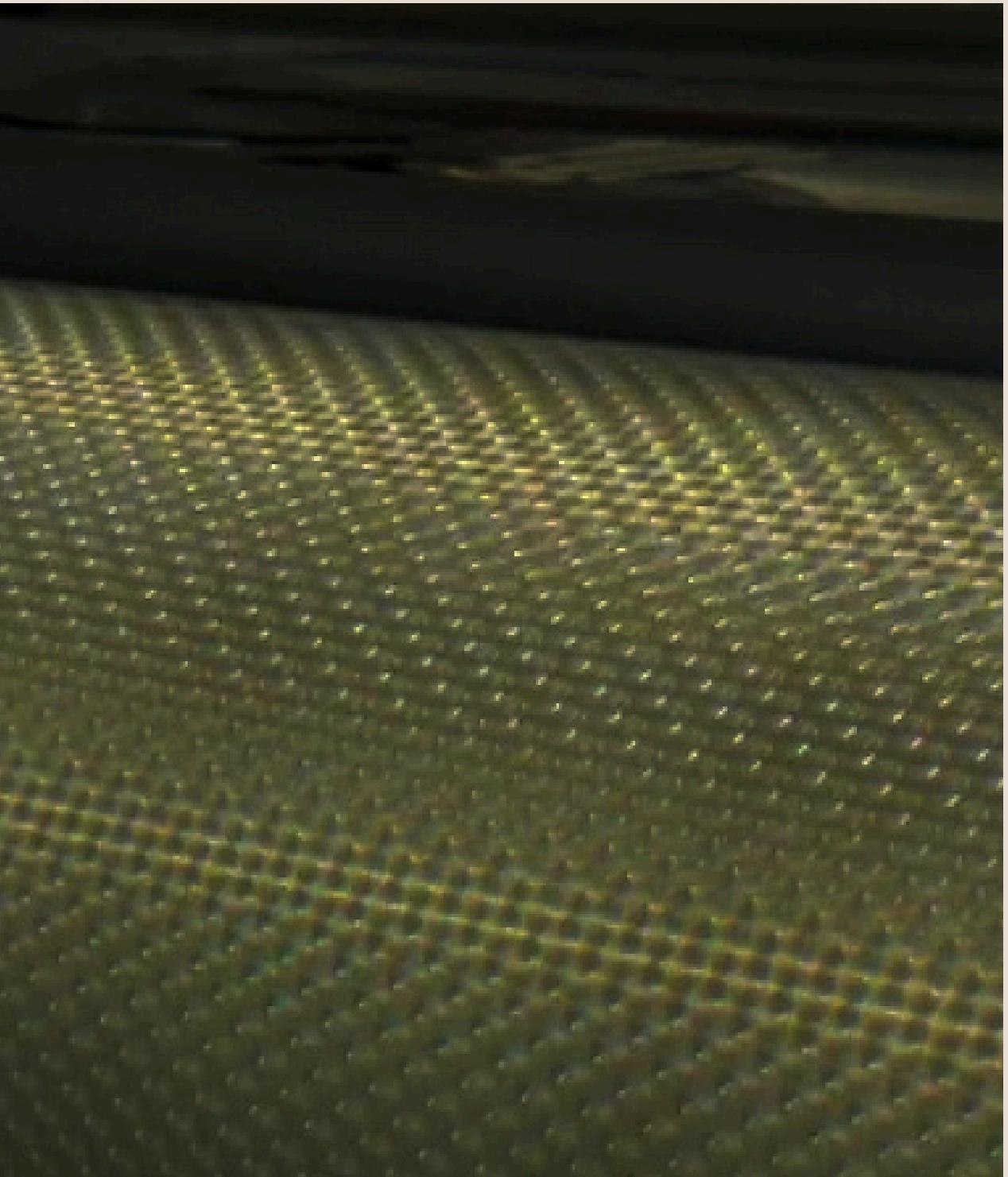




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# Our Approach:

We started by re-designing XRD Nano's website to match its innovation in UV nano-replication, with in-depth product pages, technical datasheets, and lead capture tools built in. Social media platforms such as LinkedIn and YouTube were engaged with expert interviews, factory tours, and campaigns like #NanoByDesign to increase exposure. Specialised SEO was used to enhance search rankings, and improved Google and trade platform listings raised credibility. QR-coded feedback questions were incorporated onto products for real-time interaction. Lastly, we deployed Zoho CRM to consolidate lead management, automate follow-ups, and power smarter, data-driven sales and marketing efforts.





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# Competitive Analysis:

XRD Nano positions itself as a leader in the precision engineering and nano-replication market through innovation-focused strategies and a strong digital presence, including advanced SEO and content marketing. Competitor A offers generic mid-range solutions with limited online presence, while Competitor B relies on PR and brand reputation in the premium segment. Competitor C targets younger consumers with middle-tier pricing and influencer marketing, but lacks technical expertise. XRD Nano's unique blend of innovation and digital agility sets it apart in a growing niche market.



# Outcomes After 90 Days:

In 90 days, the digital performance of XRD Nano drastically improved. Website traffic jumped from approximately 500 to over 9,200 monthly visits, while online product inquiries rose from zero to over 300. Social media followers increased from 1,200 to 6,800+, and the average industry rating raised from 3.9 to 4.5. The launch of a CRM system led to more than 1,050 new contacts and targeted webinars created £3.5 million in revenue from only two events—emphasizing the effect of an effective digital strategy.



# KEY RESULTS:

- Better Recall for Brand: XRD Nano now clearly conveys innovation, accuracy, and leadership in the industry.
- High Digital Discoverability: Places within the top 3 for "UV casting technology UK" with good SEO and platform visibility.
- Community-Led Growth: More interactions through industry collaborations, customer reviews, and sponsored content.
- Operational Efficiency: CRM and automated systems cut down on manual labor and increased lead conversion rates.



# Conclusion:

XRD Nano evolved from a niche technology provider to a worldwide leader in UV casting and replication systems. With the support of a robust digital platform and focused marketing, the company has increased its visibility, lead generation, and sector presence. In the future, XRD Nano seeks to venture into new emerging markets with customized solutions and collaborate with worldwide manufacturers and distributors to drive growth. Ongoing investment in R&D and leadership by ideas will further cement its reputation as an innovation-led market leader.

