Wevolver x Protolabs

Case study

Protolabs is a digital manufacturing source for custom prototypes and low-volume production parts.

Their services are being used by global organizations like Audi, HP, Intel, or NASA. The result is an unprecedented speed-to-market value for product designers and engineers worldwide.



700 +

Samsung Siemens TDK Capgemini Ford

800,000 + 700% increase LinkedIn followers impressions

32% downloads contact opt-in

Top 5 organisations reached



THE OBJECTIVE

Protolabs approached Wevolver with the goal of generating demand for Protolab's technologies and positioning the company as top of mind in robotics manufacturing.

Secondary, Protolabs was aiming for a consistent increase in their social media reach and high-quality lead generation for its specific target audience.





THE APPROACH 2023 Manufacturing Robotics Report

- 1. Analysis of Wevolver's community interest and data for concept creation.
- 2. Expert writers selected with deep expertise in both robotics and manufacturing fields.
- 3. Creation of the e-book and 5 long-read articles shared on Wevolver.com with a call to action to download the report.
- 4. Thoughtful social media posts creation with summaries of each article and sharing across all Wevolver's channels. A dedicated newsletter on top to boost results.



PROTOLABS

2023 Manufacturing Robotics Report

An engineer's guide to understanding the state of the art in hardware, materials, and the future of robotics manufacturing.





THE RESULTS

The campaign's success in the first 4 weeks:

- 800,000+ impressions via Wevolver & Protolabs channels.
- 15,000+ engagements.
- 700+ PDF downloads, 32% opted in to be contacted by Protolabs (lead-gen).
- Protolabs' average weekly new LinkedIn followers increased by 700% during the campaign.
- Protolabs' average monthly new Instagram followers increased by 537% during the campaign.
- The report got CPD accredited.



obotics & Al: I guide students, professionals, and tech enthusiasts on . 4mo - 🔇

The 2023 Manufacturing Robotics Report

The discussion and focus of the field of robotics have often been closely tied to its manufacturing application origins.

However, over the past decade, robotics has exploded to include devices that augment surgery, assist with elderly care, lead search and rescue missions and monitor waterways.

The importance of robotics is not lost on the engineering community robotics-related content is continually the most read on the Wevolver platform.

With that focus in mind, The 2023 Robotics Manufacturing Report enables you to be up-to-date and understand the complexity and depth of robotics and helps you gain specific insights into the current status of robotics manufacturing.

Over five chapters of the report, they will examine the core technologies that make up a robotics project and shed light on the trends and challenges in creating them.

Have a look at Wevolver and its fantastic content! Hi Richard Hulskes 👋

Link to report in comments.

External influencers shared the report on their channels, increasing the reach.



Ilir Aliu

Sharing insights on AI Tools & Robotics • @micropsi, ex-@Siemens • 26k on LinkedIn.



View full profile



DATA INSIGHTS

This is a small sample of the 200+ organizations that we identified who accessed the report.

Note that due to privacy settings and cookie restrictions, we can only identify a part of our visitors and that startups and smaller companies are generally harder to identify.

SAMSUNG

SIEMENS

maxon











Panasonic





Stay cutting edge