

A BEGINNER'S GUIDE TO

Industrial Content Marketing.



A collaboration of The Repp Group and Maxwell+Miller



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branding | advertising | interactive

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CHAPTER 1

Industrial marketing isn't what it used to be.

“The time is now for industrial & B2B marketers to understand what must be done to remain competitive. In 5 years, it will be too late”

-Jarad Fabac, The Industrial (Marketing) Revolution

In the past few years, as Google and the internet have become ever more powerful, the way your buyers get information to make purchasing decisions has changed at warp speed.

It seems like yesterday that interruptive media such as print ads, trade journals and direct mail were the way to go for the industrial marketer. You'd push out your message to a wide audience, only a very few of whom were ready to respond and act. Then you'd wait and hope for leads and sales.

Or you would simply hire more sales folks. Typically only 20-30% would produce good results.

With the arrival of the digital age and online Content Marketing that's all changed in a heartbeat. And the industrial marketing world will never be the same.

If you'd like a little proof that traditional marketing isn't what it used to be, consider this:

- Industrial trade show attendance has dropped dramatically according to Tradeshow Week Quarterly.
- Many general trade journals and newspapers are slowly dying.
- Sales brochures, catalogs, direct mail have all given way to your company's web site for information.
- It was always difficult to track traditional media...not so with content deployed on the web.

“The industrial marketer that denies the other half of the marketing equation...technology, web, social media marketing...is the modern equivalent of driving a horse and buggy on the freeway”

-Jarad Fabac, The Industrial (Marketing) Revolution

CHAPTER 2

The Internet holds the key.

“Your buyers are sourcing without you!”

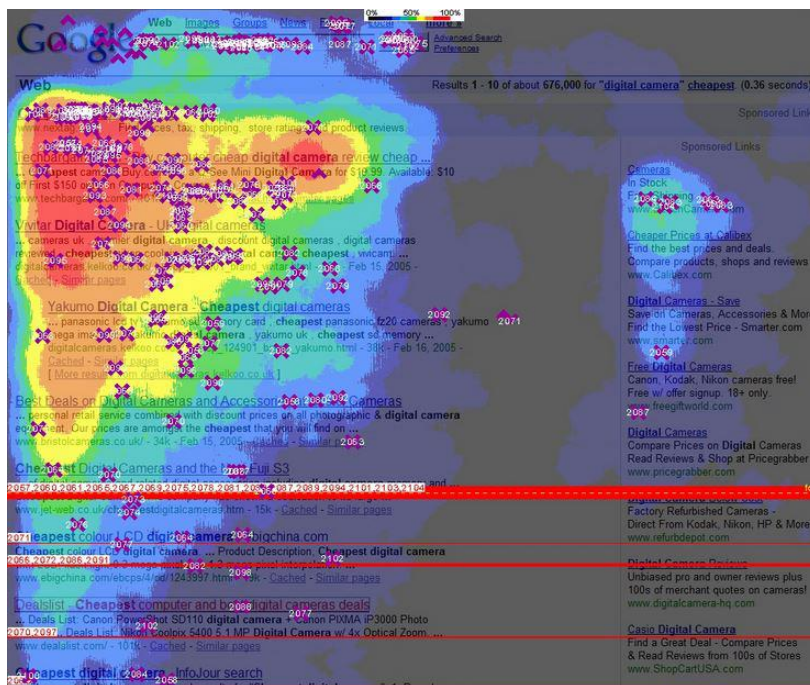
-Tom Repp, the Owner of The Repp Group at www.thereppgroup.com

Today's marketing begins with online search.

By far, more people go to Google as a first step to learn about your company and products than any other source. In fact, **98% of B2B buyers search online via Google**. Those potential customers are shopping without you even knowing it. So you need to constantly have an effective presence among the buyers who are interested in what you have to offer.

Almost isn't good enough.

It's not enough to simply be found online. You need to be found **FIRST**. Eye-tracking analysis shows a phenomenon called the Google Golden Triangle: people focus on the top organic results at the top left corner of their computer screens. Top organic search (not pay-per-click) translates into more web traffic.



The best way to get your industrial company among the top search listings? Yep. Content Marketing. The links you establish to your site through your blogs, videos, white papers, etc. are what Google likes to see. And are why your site will be seen more often.

It doesn't pay to pay.

88% of all web clicks are unpaid, organic results — the words or phrases someone puts in the Google search box. Here are some other important reasons why ranking high in organic search is so beneficial for industrial marketers:

- No cost
- More traffic (far more people click on organic search compared to paid)
- Greater credibility than paid results...especially for niche industrial markets.
- Longer-lasting rank and traffic (search engines record your ranking history, helping you rank highly in the future.
- Long-tail keywords: Most industrial companies use “long-tail keywords” that are less competitive than consumer-based keywords. It is much easier to be found for “centerless grinders” or “liquid handling equipment” than “ipads” or “coffee maker”.

We recently talked to the owner of specialty manufacturing company in PA that used content marketing to improve lead generation. The results:

- 119% in overall web traffic
- 600% in keyword rankings
- 500% increase in quote requests
- Resulted in 3.4 million in additional sales

CHAPTER 3

What is this thing called Content Marketing?

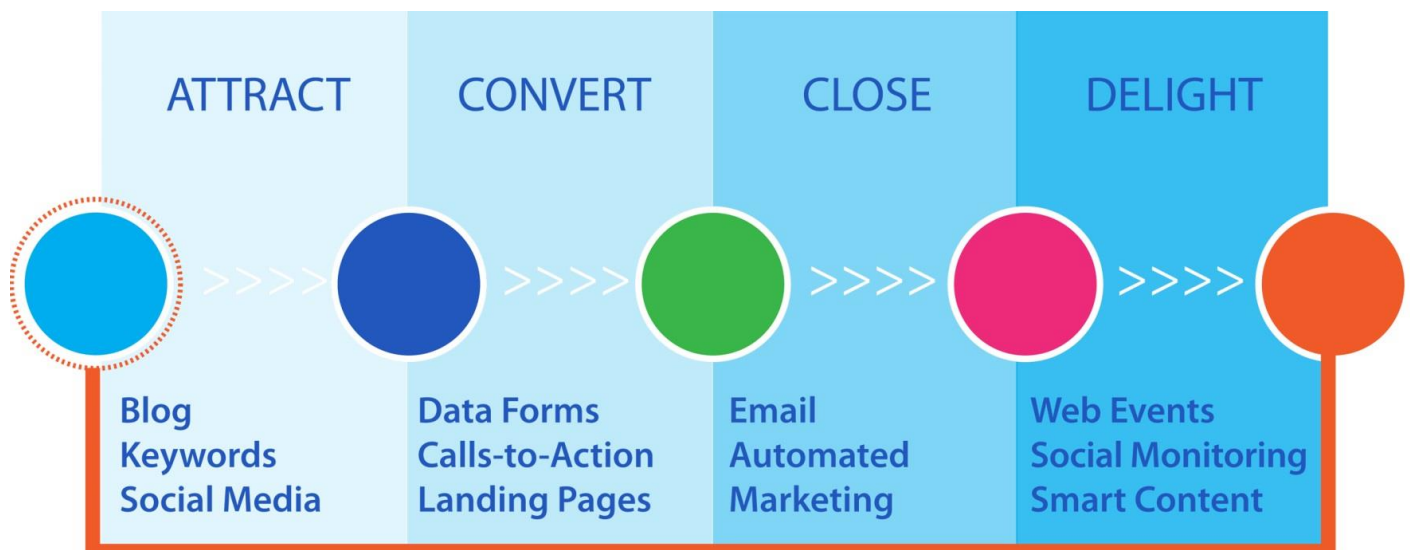
“Remember the best thing about the new rules [of content marketing] is that your competitors probably don’t know about them.”

- David Meeman Scott – The New Rules of Marketing & PR

Content Marketing attracts new customers by pulling them to your company through unique and educational information online. By creating and publishing content that mirrors your customer’s interests:

- Awareness of your brand will grow as your presence online grows
- You will become established as an expert in your field as you develop more content with your name connected to it
- Your audience will get to know your industrial company, trust you, and want to do business when you understand their challenges.

By aligning the content you publish online with your customer’s interests, you naturally attract inbound traffic that you can then convert and close. Content Marketing techniques include search engine optimization, blogging, targeted landing pages, conversion tools and analytics.



CHAPTER 4

Why search engines love Content Marketing.

“*Google weights off-page elements 3x greater than on-page.*”

-Moz.com, an authoritative web site for web marketing professionals.

Search engines need the right “clues” in order to understand what your website is about and what types of searchers should find it. SEO, or search engine optimization, is the process of making your site optimally visible to search crawlers...and, by extension, your industrial buyer.

There are two categories of SEO: On-page and Off-page. On-page SEO is vital and includes things such as page titles, the right keywords in text and section heads, and meta tags and descriptions. The technical aspect of SEO.

Off-page SEO is where the action is

Google weights off-page elements 3x greater than on-page.

One of the things Google, and other search engines, like best is inbound links directed to your site. The more the merrier. Each link to your site is like a “vote” that tells search engines that your site is important and credible. It’s like a recommendation from a friend; links are online recommendations. It’s critical, though, that the links are legitimate and natural and come from trustworthy sites.

You get links by publishing remarkable content online:

- Articles
- Blog posts
- Interesting data
- Reviews
- Videos

Of all the above, pay particular attention to developing interesting blogs. Companies that blog get nearly **twice as many** links to their sites compared to those who don’t.

We recently interviewed a plastic manufacturing company in California that increased web traffic by 86% and increased sales leads by 92%...just by blogging.

CHAPTER 5

Where can you get your content?

“**Ideas for online content are all around you.**”

-Greg Miller, owner and Creative Director at Maxwell+Miller a Brand Building and Content Marketing agency

First of all, let's clear up what content is. Simply put, it is online information your customers want and need to know before they make a purchase decision. So it must be useful, differentiating, convincing, interesting and valuable.

That means remembering that what they want to hear may not be the same as what you want to say. For instance, you may think this is important: “Since my great-grandfather started the business in 1926, our family mission has always been...”

But do you really think that's going to move the needle for your customers?

Your industrial buyer wants more.

Some ideas of where to get ideas

Ideas for online content are all around you:

- Turn emails or forum postings into blogs.
- Interview your engineers. Many would love to contribute to your blog.
- Shoot videos at events or use videos for customer testimonials.
- Share lessons you've learned.
- Put together a tip sheet.
- Record a podcast.
- How your company solved an industry-old challenge.
- Publish your Top10 FAQs.
- Repurpose company data into whitepapers...there are lots in your file cabinets.



We have a customer who manufactures specialty carbide taps that has built an app that helps plant floor personnel determine the right specs and right product from a smartphone. Now...that is CONTENT...and very easy to promote.

Put your mind to it and you'll see that the list of opportunities is endless. And the more content you publish, the more quickly you'll be looked upon as the thought leader in your industry.

One more blogging factoid: Companies that blog get **55% more web visitors** than those who don't.

CHAPTER 6

How do you promote your content?

“*[Social media] sure beats traditional advertising to get the word out.*”

-David Meerman Scott – The New Rules of Marketing & PR

The best way to promote your content and spread the word is through the use of social networks. That's right. They're not just for kids anymore.

Today's social media, including LinkedIn, Facebook, Google+, Twitter and YouTube are powerful, highly effective drivers of leads and sales. They also allow you to distribute your content on a massive scale with the push of a button — and they give measureable results.

Of course, the more social networks you post to, the more likely it is that your content will be shared. So join any relevant groups and post regularly. Your posts will then be shared by others on their networks, who will share them with their networks, and so on. Before you know it, your content will be seen far and wide.

The piece of content you are now reading will be “published” to 200,000 interested, like-minded, folks that are interested in industrial marketing via 14 LinkedIn Groups related to industrial marketing. At no cost!

It's a two-way street.

Along with posting your content, be sure to be a participant. Join the discussions on forums, on LinkedIn Q&A, on Facebook discussions. People will appreciate your attention, and reciprocate by following you.

CHAPTER 7

Measure the effectiveness of every program.

“You measure ROI on your plant floor and your sales folks...now you can measure your industrial marketing efforts.”

-Tom Repp, the Owner of The Repp Group at www.thereppgroup.com

A major benefit of Content Marketing is that you can get measureable analytics every step of the way. Effectiveness can be evaluated and changes implemented regularly and quickly.

At Market Pipeline, we use software from HubSpot. It enables us to:

- Easily see the growth of your blog subscribers and which blogs they liked best.
- Track your offers of e-books, tip sheets, etc. to see which out-performed the others.
- Analyze web hits to see which pages got the most interest, which pages people spent the most time on, and even what time of day they visited.
- See how many site visitors actually turned into leads

Instead of guesswork, you'll have hard, fast data on which to make future decisions.

CHAPTER 8

Ready to get started?

“We can help you increase awareness, leads and sales through Content Marketing.”

-Tom Repp, the Owner of The Repp Group at www.thereppgroup.com

The Repp Group can assist you with all aspects of industrial Content Marketing. To help you attract more qualified visitors, convert them into leads, and close more sales our team will:

- Create valuable content such as web pages, blogs, e-books, videos, PR and social media accounts
- Make sure your content is attractive to search crawlers
- Develop landing pages with valuable calls-to-action
- Provide you with names, titles, and companies of qualified leads
- Promote your content through social media like Facebook, Google +, Twitter, and LinkedIn
- Continuously update, analyze, and report on the data

Give us a call at 269-375-0349. Ask for Tom Repp
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