



# Grow Your Business

The New Marketing Playbook for  
Manufacturing and Industrial Companies

**redjavelin**  
communications



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**THE TRANSFORMATION STARTS NOW:**

# Industry 4.0 is a Game Changer

If you are like most manufacturers, you probably have already made some investments in the Internet of Things (IoT) and Industry 4.0 technologies. It is still in the early days but it is only a matter of time when smart automation powered by data and artificial intelligence are prevalent throughout the business.

Even though you may view these technology investments as internal operational advancements, it has a significant impact on your marketing and sales strategies. What does this mean for your marketing and sales teams?

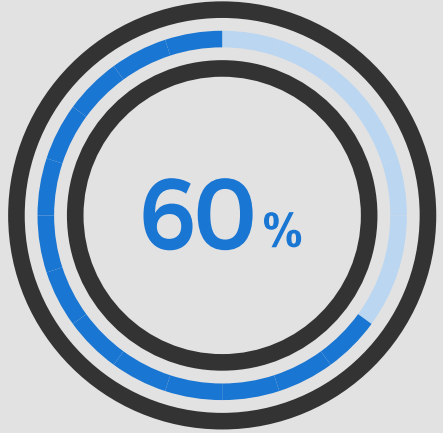
- **Digitally connected customers don't wait for laggards** - Consumer buying behavior has changed the way people buy in B2B. If it is hard to get information or buy from you, the buyer will move on to another vendor.
- **New players enter the buying cycle** - Since everything is now connected, CIOs, IT Director, IT Tech become decision makers in the buying journey.
- **The new players behave differently than traditional engineering buyers** - They look for different types of content. Engineers care about technical specifications, quality, and performance while IT looks at cost, partnering capabilities, reputation and security.
- **New Players Require a Shift in Marketing and Sales Strategy** - Marketing to IT organizations is very different than marketing to engineers. You will need to shift your strategies and tactics, and educate your sales force to include these new buyers. **This playbook will help you grow your business by identifying the tactics you need in your marketing strategy to generate more leads and reduce time to revenue.**

# The Buyer is Now in Charge

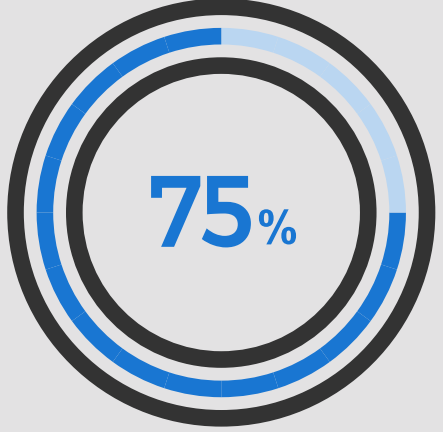
B2B buyers are following in consumer's footsteps. They educate themselves – thoroughly – online before even thinking about making a purchase. They have access to more information than ever before ... and the amount of information they have access to continues to increase every day. Buyers are in control, and they're aware of it.

B2B buyers are more connected to each other today ... and the information flows two ways. Your buyers are both learning about your brand and sharing their own experiences about your brand with a growing network of your customers. Social media, online forums, review sites, even industry ecosystems are connecting your buyers together.

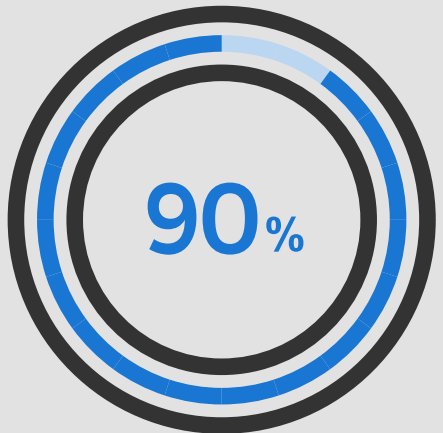
Most executives in the manufacturing industry have been slower to adjust to the new buyer's habits and how they apply to go-to-market strategy and tactics. It's time to get started.



**60%** of all buyers don't want to engage with a vendor until they have already made a shortlist *(Hubspot)*



**75%** of the buying decision is made by the time you get the first call *(Sirius Decisions)*



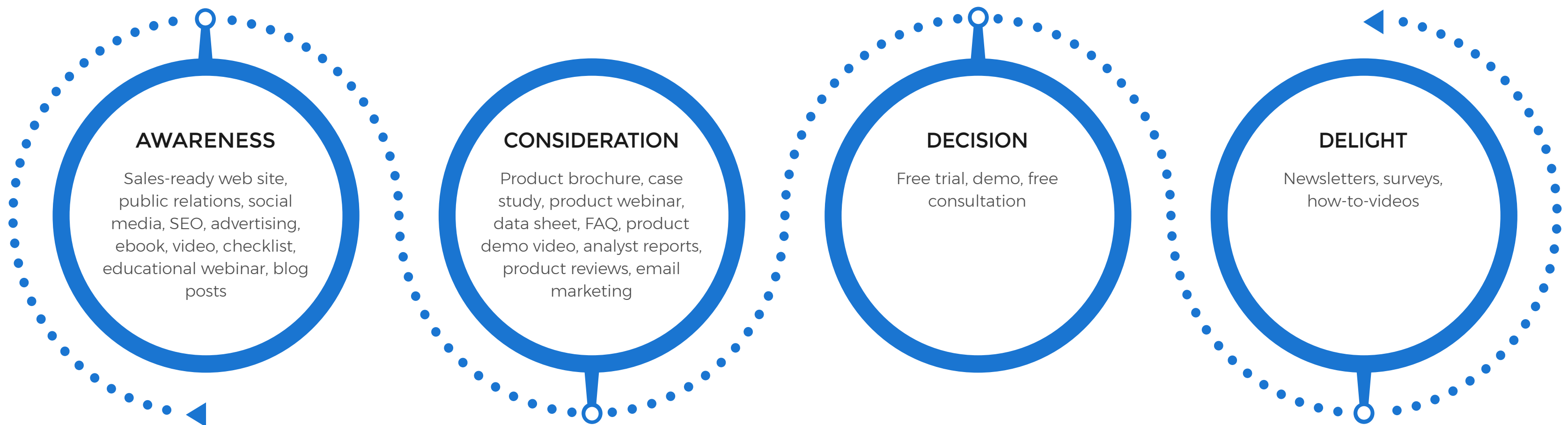
**90%** of business buyers say when they're ready to buy, they'll find you *(DemandGen Report)*



# What is Inbound Marketing?

Inbound marketing is a holistic, data-driven strategy that attracts buyers to your brand and converts them into lasting customers. It uses many marketing tactics to attract and nurture prospects by providing them with educational information at each stage of their buyer's journey. The inbound methodology delivers the answers prospects are looking for at the precise point that they need it building trust, reputation, and authority in your market. This results in shorter sales cycles, more qualified leads and an easier sale for your sales team.

There are four stages in the buyer's journey; Awareness, Consideration, Decision, and Delight. Different kinds of content and tactics are used to appeal to prospects at different stages of the buyer's journey. Tactics include everything from a sales-ready website, public relations, content marketing, social media, technical SEO, email marketing, video, to even digital advertising. Whatever the specific methods, the point is to provide value to your potential customers and develop a relationship with them long before they've made a purchase, then continue that relationship long after.



# The State of Inbound Marketing in Manufacturing

According to new research from the Content Marketing Institute, Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends, manufacturers are behind their peers in other industries when it comes to inbound marketing. Here are some of the key findings.

- **Audience is not always being put front-and-center** - While manufacturing companies certainly need to explain how their products or services work, 51% of respondents said they always/frequently prioritize their sales/ promotional message over the audience's informational needs while creating content.
- **Creating content that appeals to multi-level roles is a challenge** - Manufacturers face long sales cycles full of multiple decision makers, and our survey confirmed that creating content for multilevel roles is a top challenge for respondents (68%). Fifty-six percent of those who increased content marketing spending over the last 12 months did so on content creation.
- **66% expect to be using personas by the end of 2018** - 39% of respondents said they use personas for content marketing purposes, and another 27% said they planned to begin doing so in 2018, bringing the figure to an estimated 66% by the end of 2018. This brings manufacturers closer to their peers in other industries on this practice (for example, 73% of B2B North America content marketers we surveyed plan to be using personas in 2018\*).
- **Only 21% have a documented content marketing strategy** - B2B marketers in other industries that have a written strategy report the top benefits as "aligns the team around common mission/goals" and "makes it easier to determine which types of content to develop"\*.
- **Social Media is on the rise** - When asked which types of technologies they use to help manage their content marketing efforts, 81% of manufacturing marketers said social media publishing/ analytics tools (their top answer). In addition, 70% said they increased their use of social media for content marketing purposes compared with one year ago.

*\*As reported in B2B Content Marketing 2019: Benchmarks, Budgets, and Trends—North America.*







# Inbound Takes an Integrated Approach to Marketing

Buyers no longer learn about products and services through a single channel or follow a defined path through the sales funnel. Because of this, it is more important than ever to develop an integrated approach to marketing as the foundation of any B2B strategy.

Inbound marketing is a proven integrated approach that enables a company to speak with a unified voice regardless of channel or device. By using a variety of tactics, it creates a surround-sound effect that amplifies your brand in an increasingly chaotic marketplace. The integration of marketing channels has never been more important or more challenging.

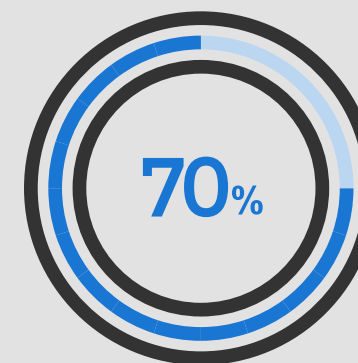
Let's take a closer look at all of the tactics you need to consider to rise to a leadership position.

# Make a Great First Impression With Your Web Site

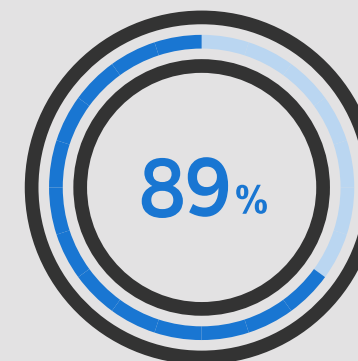
The majority (89%) B2B Buyers are doing their online research before they ever contact you. The take here, is that your website is your biggest sales tool. This means, it must shine and stand out among your competitors.

Your site has to be lightning fast and super easy for users to find crucial, relevant information about product and services along with targeted content such as success stories and case studies. It needs to speak to your buyer.

A website that focuses on usability and architecture is the key to exposing the right content, at the right time, to your target audience.



Customers are 70% through the decision-making process before ever engaging a sales representative. That means you don't know the customers you could be losing before the sales process even begins. *(DemandGen Report)*



An overwhelming majority (89%) of B2B buyers use the internet in their research process and they conduct 12 searches prior to engaging on a specific brand's site *(ThinkGoogle)*



# Why You Need a Sales-Ready Web Site

## B2B Buying Journey



# 12 Must Haves for a Sales-Ready Web Site

01

Cohesive Branding  
& Messaging

02

Easy-to-Use  
Navigation

03

Strategically  
Organized Content

04

Fast Load Time

05

Relevant  
Calls-to-Action

06

Easy-to-Use Content  
Management Platform

07

Marketing  
Automation

08

Sales Automation

09

Relevant Targeted  
Buyer Content

10

Clean, SEO-  
Friendly Code

11

Clean, SEO-  
Friendly Code

12

Visual Graphics



# Employer Branding is More Important than Ever

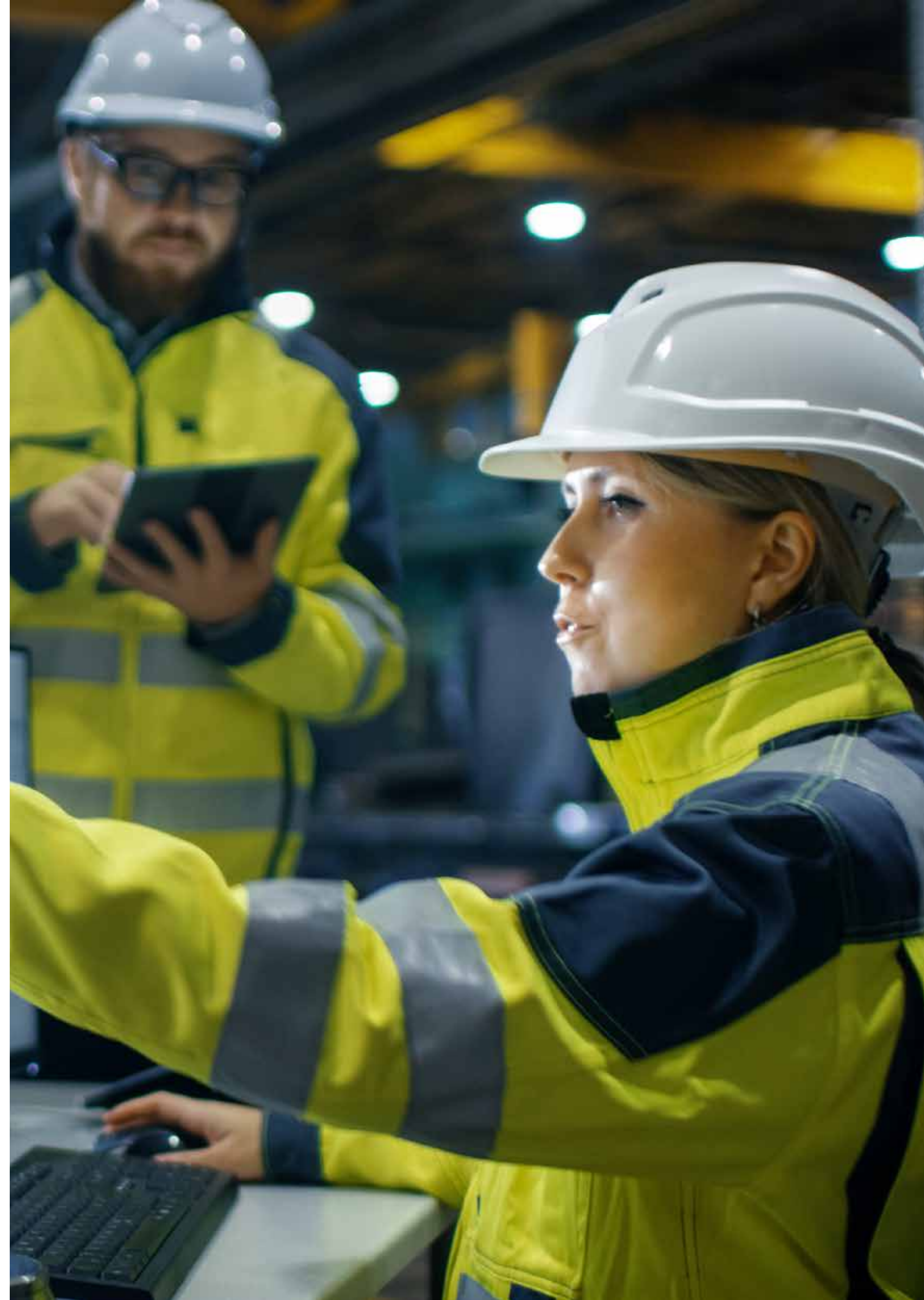
**You only get one chance to make a good first impression. Online, it takes 0.05 seconds for users to form an opinion about your brand. Your website is only the first step.**

Employer branding is your reputation as an employer and the value that you offer to your employees. Positive employer branding helps to attract and retain quality employees, who are crucial to the success of the business. However, employer branding can be neglected or even forgotten particularly in times when the company is not actively recruiting and is focused on other aspects of the business.

Industries such as industrial manufacturing, oil and gas, and telecommunications having a difficult time attracting millennials. There is a stigma around these industries - they are not “cool” place to work. However, that is about to change with Industry 4.0 – the digitization of manufacturing. Automation, IoT, robotics, data science, and artificial intelligence is transforming these industries.

As boomers age out, the existing jobs are not being filled fast enough. For these industries, it is time for an image overhaul and an employer brand refresh.

With the unemployment rate hovering between 3.5-4.0%, employer branding is more important than ever.





# Why is SEO Important to Manufacturers?

Thousands of manufacturing companies are vying for customers and 71% of buyers start their research with a generic web search. If you want to be found during the buying process, your website needs to rank at the top of the search engines for terms relevant to what your buyer is looking for.

If B2B buyers can't find your website or brand during their initial research process, you haven't even entered their research phase of their buying process. You won't even know that you missed out on an opportunity. Making SEO a priority is crucial to successful lead generation.







# Is Paid Digital Advertising Worth It?

B2B businesses that win on AdWords succeed by taking advantage of their customer lifetime value (LTV). For most B2B companies, the lifetime value of a customer far exceeds the cost of gaining that customer via paid advertising. Because the customer LTV for B2B businesses is so high, B2B companies can afford to rapidly test a variety of paid search campaigns, keywords, and ads.

Online lead generation requires a multifaceted marketing strategy that includes paid search such as Google AdWords and social advertising such as LinkedIn Ads.

SEO, and online brand development can take time. A targeted AdWords or LinkedIn Campaign puts you in front of your potential customers immediately, jumpstarting your overall online marketing strategy. It allows you to fail and succeed faster, until the right mix is found to gain your next lead.

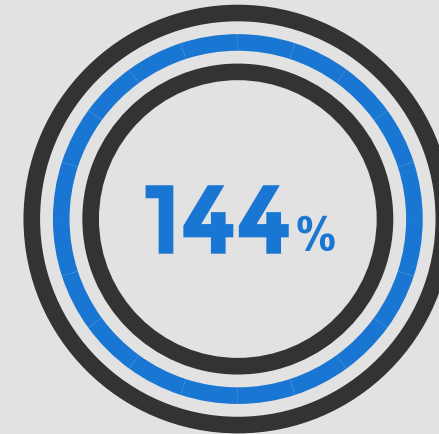
The trick is to leverage your profit margin and identify the keywords that matter the most. Ad copy needs to resonate with your target audience's search intent and use that search intent to qualify your clicks.

**So yes, it is worth it.**

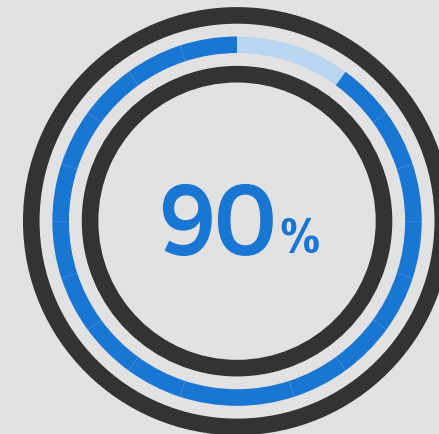
# Buyers Love Video

Leveraging video marketing is a powerful strategy to promote, brand, and grow your business online. More buyers are interacting with videos today than ever before. By 2019, video will account for 80% of global internet traffic, and 85% in the US (*Cisco*). It is vital to boost and ramp up your video marketing to connect with your audience.

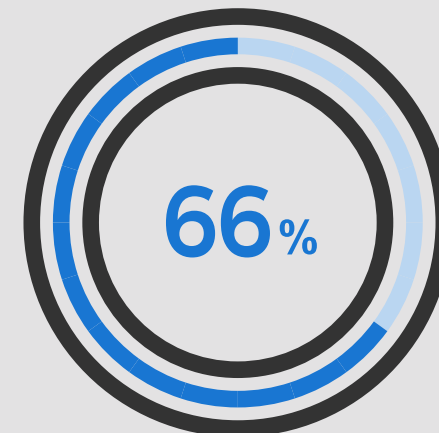
Videos have a compelling way of fostering engagement, increasing click-throughs, shares, lead generation, and sales. It is one of the best tactics to bring more exposure to your brand while helping you achieve your bottom-line.



**Product videos can increase purchases by 144%** (*Neil Patel, 2017*)



**90% of user say that seeing a video about a product is helpful in the decision** (*Hubspot*)



**Video marketers get 66% more qualified leads per year** (*Aberdeen Group*)



# The Power of Thought Leadership

96% of B2B buyers want content with more input from industry thought leaders. (Source: HubSpot). While your products and services may not be flashy or make for an interesting read, this stat shows where you can shine: education.

Thought leadership is a method of marketing, which establishes you as an expert and authority within your industry. The goal of thought leadership marketing is not generate sales-ready leads, but to provide an entry point for engagement by branding yourself as an expert.

To build thought leadership you need to be visible and forward thinking. By offering insight that is not readily available into topics and trends that are emerging in your industry, you become the “go to” person on that topic.

No single tactic will establish thought leadership. An ongoing program that consists of many tactics is needed to educate prospects, customers, and industry influencers. Speaking, blogging, public relations, and social media all play a role in establishing leadership.



# Content that Resonates

Forty-seven percent of buyers view at least 3–5 pieces of content before they contact a sales representative and ninety-six percent of B2B buyers look for more information from industry thought leaders before buying. (Source: Hubspot)

That is why at the core of all thought leadership programs is educational content. It can be in the form of an ebook, primer, data sheet, a how-to video, or a case study.

The challenge for marketing and industrial marketing teams is to deliver the right content at the right time during the buyer's journey.



BY THE NUMBERS	
Water Savings	83%
Hot Water Savings	99%
Carbon Per Day	95
Water Rate	\$19.24
Water Wastage at Day	9

"The Xeros system is a solution many businesses in California need, as it significantly reduces water consumption while also improving our customer experience by providing cleaner sheets. It's a win-win situation we neither knew was back at it."

# 8 Reasons Why You Need a Blog

Every industry should be blogging, especially ones not always considered glamorous like manufacturing. A blog is an excellent way to establish yourself as a thought leader in your market, increase brand awareness, gain new customers and educate existing customers. The Content Marketing Institute found that 95 percent of B2B marketers are using content marketing– so even if you're not blogging, your competitors are.

01

Exposes you to new audiences

02

Provides content for PR, social, and email programs

03

Increase brand awareness

04

Increases web traffic

05

Converts more leads

06

Is measurable

07

Improves search results


08


Increases brand awareness





# Of Course, You Need Social Media

70% of marketers in manufacturing have increased their use of social media compared with one year ago. When done right, social media can help you, expand your market reach, increase your website traffic, establish stronger connections with customers, and drive leads and revenues. There are many social media platforms out there. The four core networks – Facebook, LinkedIn, Instagram and Twitter – should form the foundation of your social media programs.

 **Facebook** - Facebook is the largest and most popular social media network in North America. Facebook is a highly personal platform, but you would be surprised at how industrial and manufacturing companies are leveraging it to enter new geographic markets in the Middle East, Africa, and South America.

 **LinkedIn** - Unlike Facebook, LinkedIn was made for business. Sharing content on your company and employee LinkedIn networks helps raise brand awareness and drive web traffic to highly qualified audiences.

 **Twitter** - Twitter is where people turn for news and where the media find thought leaders and experts. A robust hashtag strategy is key in order to connect with the right followers.

 **Instagram** - A picture is worth a thousand words. If your products are visual and appeal to a wide audience, then Instagram is a great platform for you.





# Businesses Run on eMail

The majority of visitors coming to your website aren't ready to buy right away. They are in the awareness stage, researching options and identifying resources. They may be in the evaluation stage, comparing products and deciding which one is a good fit for them.

Both of these potential customers are looking for information, but neither is ready to engage with sales. What you need to focus on is engaging them and turning into customers. Using email marketing, you help nurture and guide prospects through the sales funnel.

Once a customer or prospect has shown interest in a product and provided you with their contact information, using email marketing you are able to keep the information flowing. As you help people conduct research and make buying decisions, you are also building trust and showing people that they can count on you for answers.

Although much of the email process can be automated, it's still an excellent tool for bringing in new customers while keeping the old ones happy and coming back for more. The key is to think of it as keeping in touch with current customers as well as prospects. It is not a one-and-done thing. Over time, if you provide relevant information, people will begin to trust you and your brand. When it is time to make a purchase, you are automatically on the short list.



# Don't Underestimate the Power of the Press

In B2B companies, earned media is still considered 88% more effective as a sales tool than owned media. Third-party validation is a critical element in building value for your company.

A programmatic PR effort reaches your target audience to:

- Educate: Public relations educates the audience about what your company does and why it matters.
- Build a favorable image and reputation: PR helps a company build a strong reputation through thought leadership and third party validation. It lends credibility to the brand.
- Increase awareness and visibility: It makes potential customers aware that your brand exists and with consistent effort, increases visibility and shows momentum.
- Generate interest: PR creates awareness and interest. It draws customers in to learn more and even helps with recruiting by attracting better job candidates.





# What Should You Look for in a PR Agency?

Hiring a public relations firm should not be taken on lightly. With the wrong team, it could end up being a big waste of money. Here are eight things to look for when hiring an agency.

- 1. Do they understand industry trends?** - A good agency is able spot trends because they are continually watching the market as well as talking to your customers and subject matter experts. They are able to spin your story in context of emerging trends, so that your marketing and earned media is continually relevant.
- 2. Can they pivot?** - Look for an agency that has a talent pool that can pivot quickly. Teams that secure earned media are very good at monitoring and scanning markets for a news hook and then pivoting a storyline to meet a journalist's point-of-view.
- 3. Retainer versus Project-based Fees** - Be prepared to pay a retainer because project work does not garner long term results. Project work tends to be more process oriented, not necessarily knowledge-based.
- 4. Check out their data tools** - Ask the agency to talk about their data tools and methodologies. Agencies that are used to spotting trends use a number of tools and are expert at conducting market research.



# What Should You Look for in a PR Agency?

- 5. Have broad experience across industries** – Agencies that have experience in many market segments can usually recognize how what you do may have implications or similarities in other industries. Sometimes specialists that only work in one market, are too narrowly focused or too busy with operational tasks to quickly see the broader implication of market changes.
- 6. Do they have experience conducting and analyzing surveys?** – With services like Survey Monkey, it is easy to conduct online surveys. The challenge comes in interpreting the data. Look for an agency that can think outside the box and interpret data in different ways.
- 7. Do they develop integrated programs?** – Many firms run PR and content programs in siloes. Combining PR with content marketing is a winning combination. Agencies that can leverage the work from one program to another get better results and better ROI from content investments.
- 8. Metrics** – Ask them how they measure their programs. If you have a mature program, the agency should be able to track revenue generated from the program. In many cases, one or two large sales derived from PR activity can pay for the program.







# Putting It All Together

IoT and Industry 4.0 also extend to your marketing and sales teams. Putting a data-driven sales and digital marketing infrastructure in place is a necessary if you want to compete in this new and evolving data and buyer driven environment. A sales-ready web site, digital marketing, marketing automation, and public relations will connect you to your customers, help you understand what they want, and help you deliver a customized, personalized experience. Digital marketing helps manufacturers understand what buyers are doing at every stage of the buying journey and gives you the tools to deliver the right information, at the right time during the buying cycle. All of your efforts are trackable and measurable, allowing you to make data-driven decisions and react faster to changes in the marketplace.

**In this new era of marketing, one size does not fit all. On the next several pages, learn how four companies leveraged different marketing strategies to boost sales and achieve their goals.**



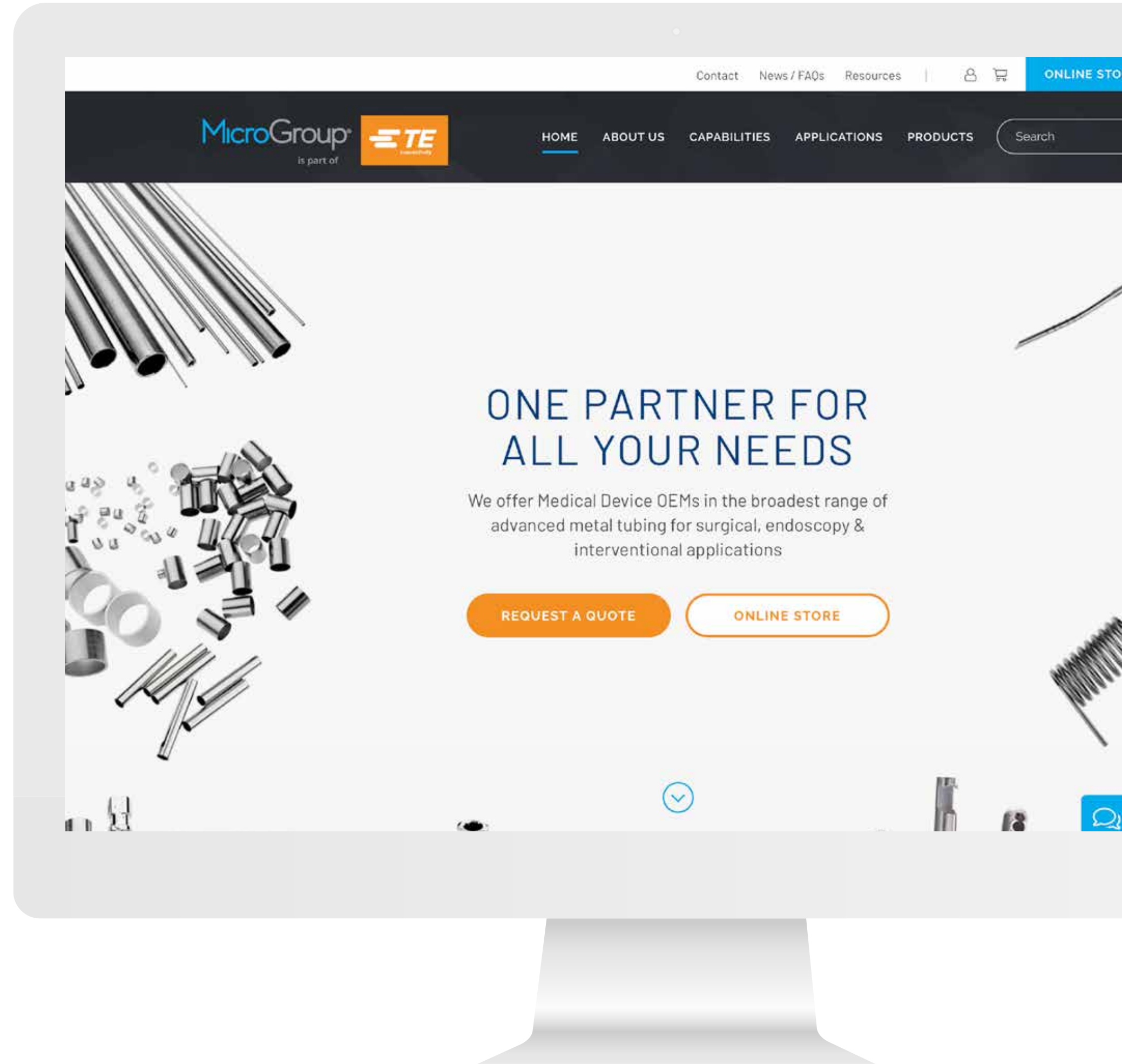
## CASE STUDY:

# An Effective Sales and Marketing Tool for an International Brand

**Challenge** – MicroGroup required a digital tool to help drive online sales and business growth.

**Solution** – A modern website to correspond with the company's reputation as an international leader in the micro-tubing field with an E-Commerce store to easily purchase over 800 complex tubing products supported by an online assistant feature.

**Result** – An E-Commerce enabled website to match a leading international brand and increase their online sales.





## CASE STUDY:

# Integrated Inbound Program Increases Web Site Traffic 12X and Monthly Leads by 45%

**Challenge** – A small manufacturer wanted to raise brand awareness, drive more web traffic and leads.

**Solution** – Developed an aggressive integrated program consisting of SEO-optimized blog posts, social media, public relations, and content including case studies and ebooks highlighting industry trends.

**Result** – Within 8 months, web site traffic increased 12X, 45% more monthly leads and the average conversion rate for content offers was 38% - twenty percentage points above the industry average.





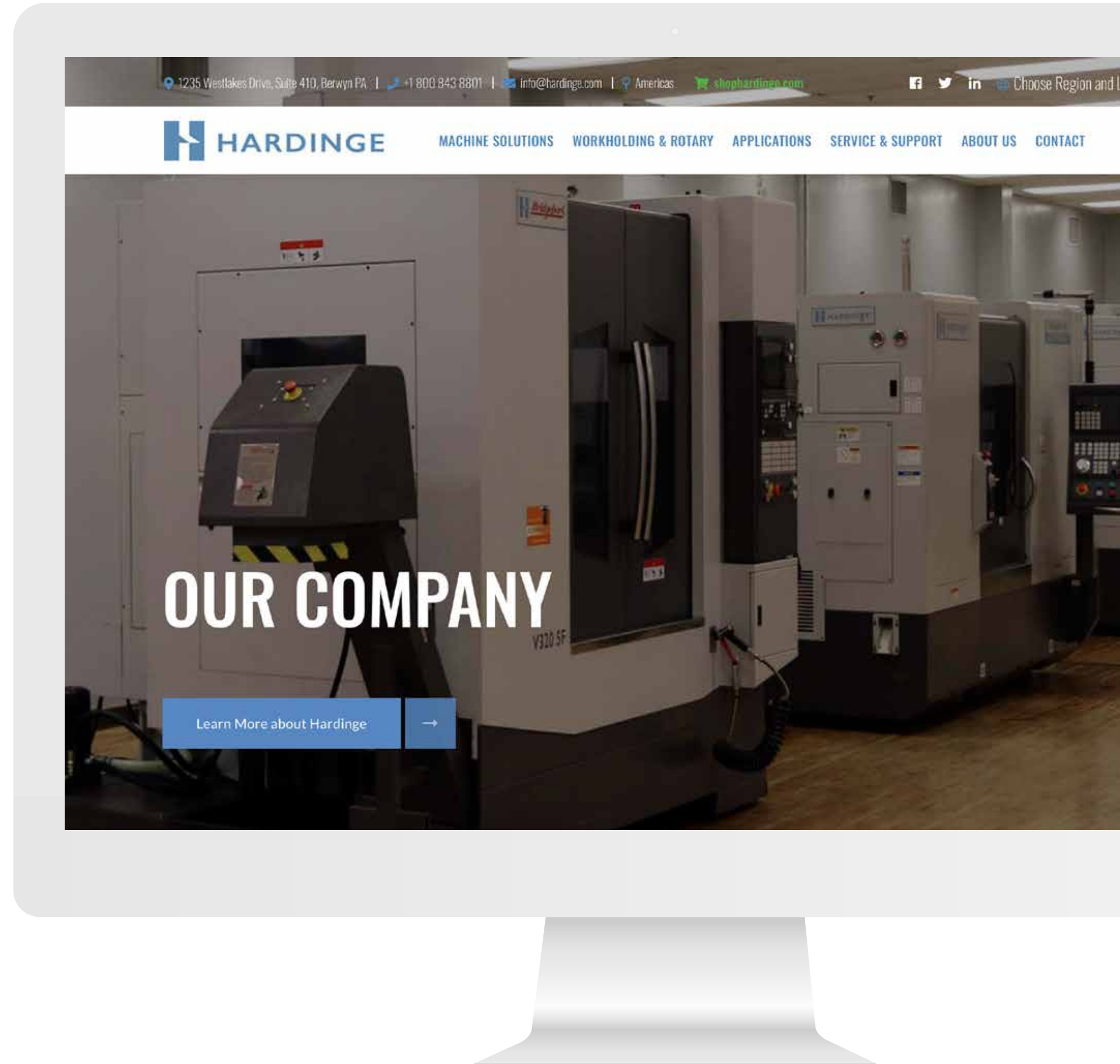
## CASE STUDY:

# A Scalable, Global Buying Solution for International Customers

**Challenge** – HARDINGE struggled with multiple outdated web assets and required a scalable solution for a product catalog and E-Commerce for international customers.

**Solution** – An scalable, modern updated web solution that serves an International customer-base.

**Result** – A consolidated E-commerce and product oriented web solution that serves International customers with an easy-to use (but technically advanced) language and region selector.



## CASE STUDY:

# PR Earns Global Attention for Manufacturing Start-Up at CES

**Challenge** – An innovative start-up with an OEM sales strategy wanted to secure meetings with twelve global brands and wasn't getting any traction.

**Solution** – Implemented an aggressive PR campaign targeted at securing syndicated coverage to rise above the noise of 4400 vendors and 7000 media attendees.

**Result** – 95 briefings, 600+ press mentions including USA Today, Washington Post, Entrepreneur, Mashable, and CNET, 2500+ social shares, 95% increase in web traffic, 12 strategic meetings with potential partners – 10 of which were on their targeted list and 2 new prospects.







**RED JAVELIN COMMUNICATIONS** is an integrated marketing firm focused on helping technology & industrial companies drive sales and build their brands. We combine high value storytelling with inbound marketing, smart PR, social media, and relevant content to fast track brand awareness, lead generation and business growth.

Red Javelin has developed a reputation for being smart and creative thinkers, with a no nonsense, proactive approach that gets results. Over the past 17 years, we have worked with some of the most promising and exciting innovations poised to change the way we work and live, from start-ups to publicly-held companies.

Contact Us: +1.978.340.2370 | [manufacturing@redjavelin.com](mailto:manufacturing@redjavelin.com)

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