



# The future of digital-first manufacturing marketing

Discover why now is the time to revolutionize  
your marketing with a powerful online brand and  
your website as your secret weapon.



# Introduction



The past year has seen disruption across a lot of industries — and the manufacturing sector is no exception. When it comes to **manufacturing marketing**, the absence of trade shows and events has, without a doubt, impacted the industry as a whole — especially when it comes to new customer acquisition.

This led to a hyperfast shift to digital marketing methods — an area that manufacturing marketers have been **falling behind** in for quite some time. With products and processes at the forefront of innovation, it's time for your marketing tactics to follow in those same footsteps. But, what will this new 'digital-first' approach mean for manufacturing marketers going forward?

03 **Your online brand perception matters**

04 **Your website as your 'secret weapon'**

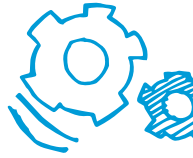
05 **Why now is time to get ahead**



**"Marketing is no longer about the stuff you make, but the story you tell."**

Seth Godin. Author and business executive

# 1. Your online brand perception matters



"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffet

Marketing Group, while all manufacturers are different — the public or, indeed, your audience, have a holistic view of the '**manufacturing industry**'. When you rely on word of mouth marketing and referrals, your online perception can feel insignificant. All that matters is that your **existing customers** love your products — and the people you meet at networking events and trade shows are impressed by what they see.

But, what happens in the absence of face-to-face meetings and events? With more competition than ever before and restricted buyer budgets, it's safe to say your reputation has never been so vital. And remember, this pivot to digital experiences isn't just being driven by the current climate: it's being driven by buyers that want to make fast, simple and seamless online transactions.

This is where identifying your ideal buyers and delivering **personalized experiences** come in. Marketers, sales people and **manufacturers** must work together to identify who their buyers are — and create the content and experiences they want to see. And data is at the very heart of this process.



## 2. Your website as your 'secret weapon'



Your website is a hub of untapped data, there to help you to generate leads, personalize experiences and provide you with the insight you need. But, unless your website visitors make an inquiry, share their contact details, or make a conversion, this data remains hidden.

When only

**2%**

of your website  
visitors inquire —

you're missing out on as  
much of

**98%**

of your traffic.



Intelligent **website visitor automation** is a game-changer for manufacturing marketers. The software identifies your website visitors and where they sit in your pipeline — whether they're a brand new opportunity, a lead-in-play, or an existing customer. **Web Insights**, for example, reveals the identity of previously anonymous visitors and, through intelligent integration, delivers the opportunity in real-time to the relevant person or place within your business.



**"Your website promotes you 24/7.  
No employee will do that."**

Paul Cookson, Author

### 3. Why now is time to get ahead



Think back to 2016: according to The CMI, only 19% of manufacturing companies had dedicated marketing teams. Just five years ago, more than 80% of the manufacturing industry didn't have a marketing function — and now, we operate entirely online and rely on our suite of digital content, tactics and platforms to stay afloat. The **digital world** moves fast — and if the current climate has taught us anything, it's what happens when you don't keep up. So, when designing your strategy, think digital-first, prioritize your website as the central hub of content, lead generation and engagement, and **invest in the technology** to help you maximize success.

According to The CMI, only

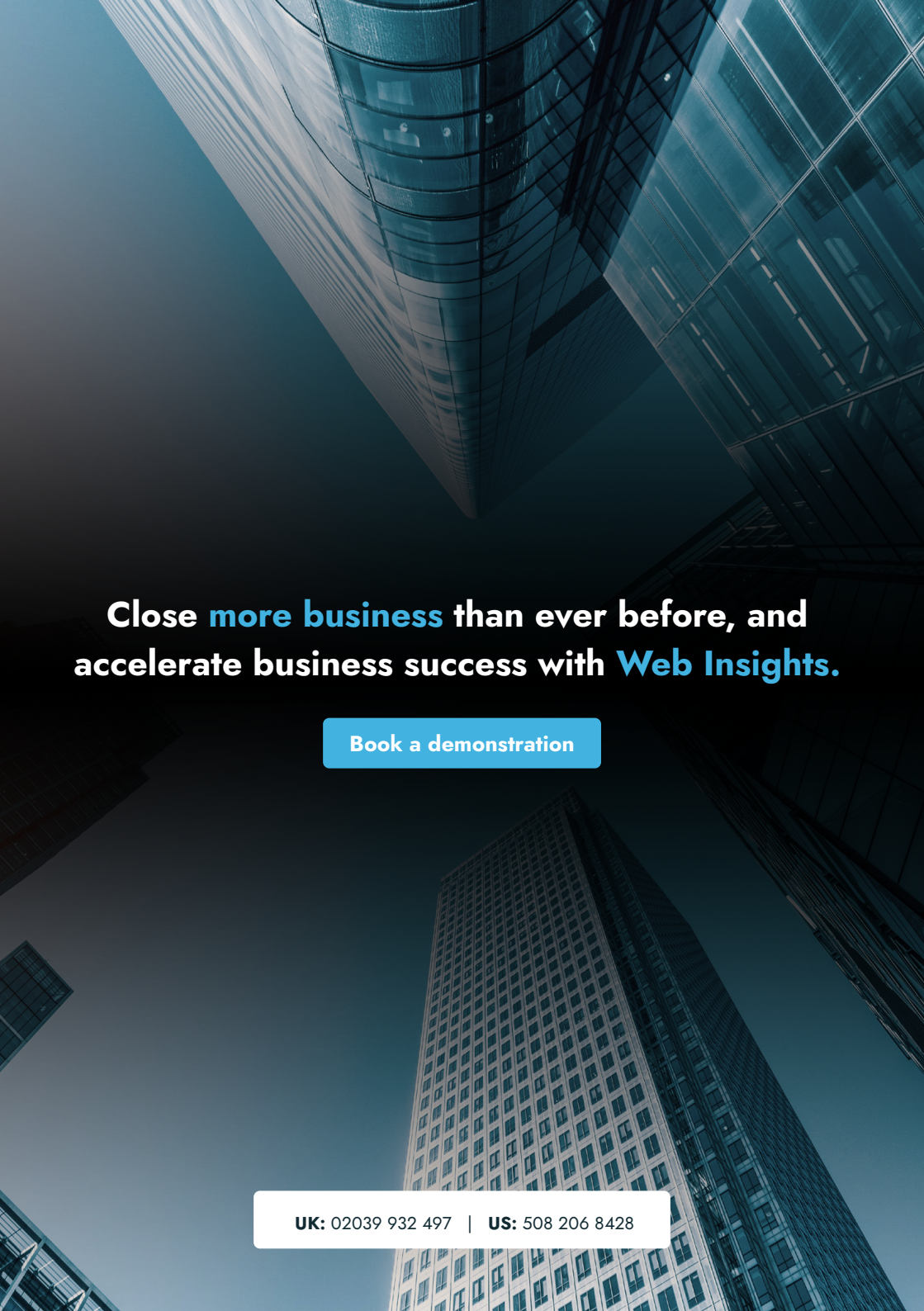
# 19%

of manufacturing companies had dedicated marketing teams.

**Web Insights** cuts out the noise to deliver insight to B2B organizations, precisely where and when it's required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective, capitalizing on every website opportunity in real-time.

The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business — the ultimate solution for marketers looking to optimize lead generation, embrace automation, and do so without disrupting busy, high-performing enterprise teams. Automated, intelligent lead generation, immediate website visitor insight and seamless integration — every time.





Close **more business** than ever before, and  
accelerate business success with **Web Insights**.

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