



# Five simple ways manufacturing marketers can elevate success

Discover how to transform your marketing results  
with data, personalization, automation and more.

# Introduction



Event marketing, advertising and referrals have done a great job of propelling your manufacturing organization to where it is today. And, **there's still very much a place for traditional marketing in the manufacturing space** — trade press appearances, networking, and brand awareness are all vital tactics for your business.

But, if the current climate has taught us anything, it's that traditional practices don't always hold up in an era of digital transformation. Your customers are online — **so that's where you need to be**, first and foremost. To truly elevate marketing success for your manufacturing business, **you must take a digital-first approach**.

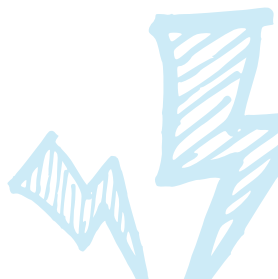
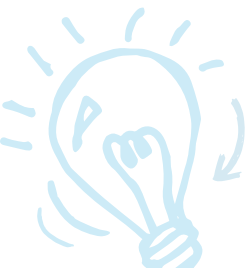
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# 1. Recognize that data is fundamental

**Data-driven marketing isn't just the future of B2B success** — it's the present. If your marketing team isn't already harnessing powerful insight from your customer base, website visitors and marketing activity, you're missing out on instantly enhanced results. As digital marketing becomes hypercompetitive, as many as **64% of marketers** believe data-driven marketing is critical to success.

Use valuable insight to spot trends, make predictions, and **implement strategies that support your buyers' needs**. With accurate data, your team will be armed with the information they need to build deeper connections with prospects, **turn them quickly into customers**, increase loyalty and grow revenue.

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## 2. Optimize and innovate your business website

“As many as **46%** of manufacturing marketers are using conversion-rates as a metric for content marketing success.”

Before you see marketing success of any kind, you need to change the way you see your **business website**. What was once a static catalogue used to display your products, should now be viewed as a lead generation engine; **a hub of engaging content providing dynamic visitor experiences**. Invest time, budget, and resources into developing a website optimization strategy and enable on-site purchases where possible.

As many as **46%** of manufacturing marketers are using conversion-rates as a metric for content marketing success. **So, create high-value content, embrace conversion-rate optimization technology** such as live chat, banners and pop-ups, and prioritize opportunity generation throughout your site.



### 3. Identify specific audience needs

In the manufacturing industry, your products and services often serve a multitude of markets, industries and businesses. While they all share the similarity of requiring your services, it's their differences you should be focusing on. **More than half of marketers state that a demand to deliver relevant communications and become more customer-centric are among the biggest factors driving them to invest in data-driven marketing.** To achieve a stronger ROI and engage your prospects from the outset, a **personalized and human approach** is powerful.



Make use of valuable data, conduct research and tailor your content, campaigns and communications to meet the needs of specific **audience segments**. And, **consider running account-based marketing (ABM) campaigns to get in front of dream clients**. Remember, **80% of customers** are more likely to buy from a brand delivering personalized experiences. The more bespoke your approach to digital marketing, the better.

# 80%

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## 4. Intensify ROI and revenue with automation

If you haven't embraced automation software to support your digital marketing strategy, you're already missing out on amplified results. As many as **71% of businesses** were using automation back in 2016, with 23% planning to do so in the future. And, the rest of your business is likely **adapting to the online world**.

Since marketing often operates as a standalone function, it's easy to get left behind. By opting to include **automation in your strategy**, you're also opting for amplified marketing results and ROI; a more seamless lead to customer journey; enhanced customer experience; greater conversions; the benefits of instant communication, and a whole new world of business data to utilize.

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## 5. Effective opportunity management and nurture

Marketing is no longer an add-on or an afterthought. It's so much more than that. To succeed, you have to synchronize your marketing strategy and content output with the wider buyer journey. Three quarters of your leads are **not ready to buy**. And as marketers, it's up to us to make them want to. Use data and analytics to gain an understanding of what makes a website visitor convert and what a qualified lead looks like. **Work alongside your sales division to develop a single view of the customer, and design a seamless technology stack to help you keep on top of every opportunity in your pipeline**



**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.



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accelerate business success with **Web Insights**.

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