



Manufacturing marketers: how to work smarter to surpass competitors

From getting to know your buyer to real-time communication, discover how to level-up your manufacturing marketing efforts and results.



Introduction



The B2B landscape is a competitive one. And, the manufacturing industry is no exception. A quick Google search will show you hundreds, or thousands even, of businesses like yours. **Standing out among these competitors becomes more difficult as their presence increases.**

So, how can you ensure your organization is the obvious choice for potential buyers? To win new business and keep current clients engaged, there are a few things you need. First, you'll need a clear understanding of who your buyers are. Then, you'll need to **include advanced technology** in your strategy. And finally, you'll need to find a way to reach prospects while they're still in 'buying mode'. **It's time to start working smarter, not harder.**

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1. Understand buyer journey and customer lifecycle

Gaining a detailed understanding of your buyers is critical. Identify what a typical buyer journey looks like for your business.

What is the average time it takes to convert a lead?

How many digital touch points will they engage with?

What kind of content are they exploring before they buy?



This insight is critical to making revenue predictions and setting achievable goals.

Knowing your customer lifecycle is also key to increasing retention and identifying upselling and cross-selling opportunities. Together, they'll help you establish when to reach out with nurturing content, **personalized recommendations** and reminders to repurchase — before your competitors get the chance.

CUSTOMER JOURNEY



2. Empower your team with technology

Your manufacturing organization needs to work seamlessly — moving leads efficiently through the pipeline to conversion, ready to be retained and nurtured. The best way to align multiple departments and offices to work as one, with a singular view of the customer in mind, is through the power of innovative and advanced technology.

More than half of B2B marketers are using some form of marketing automation — and **63% of businesses** are more successful than their competitors, thanks to the sustainability that automation provides. In fact, just a few of its key benefits include an increase in **qualified leads**, more **actionable data and better quality operations**, and an increase in sales pipeline, to name a few.

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3. Website visitor automation: How does it work?

To stay ahead of your competition, you need a transparent view of every opportunity that could drive revenue and win new business. That's where website visitor automation comes in — helping to increase the **number of leads generated by as much as 80%**.



Website visitor automation is an intelligent SaaS that empowers marketers to achieve the best results. The **advanced technology** works seamlessly behind the scenes of your business website — identifying and tracking website visitors, revealing previously anonymous, high-value visitor data; and routing that information, instantly and automatically, to the most relevant team member. **Use analytics to make data-driven decisions and segment your audience for personalization, secure stronger ROI and accurately attribute revenue.**

“Engage instantly with leads, automatically add prospects to your workflow for nurture and prioritize high-intent opportunities.”

4. Utilize data to do more than your competitors

“Segment your visitors into groups that share similarities — based on their industry, size, decision-maker level, the touch point that attracted them to your business, location and more”

With powerful website visitor data at your fingertips, you're able to deliver the most **relevant, engaging and human content** directly to your audiences. Use data and insight to identify your best performing on-site content, your highest converting referrer channels; and see what most engages your visitors.

Segment your visitors into groups that share similarities — based on their industry, size, decision-maker level, touch point that attracted them to your business, location and more. **Then, use personalized marketing tactics to build emotional connections with your buyers and foster loyalty among existing customers** — helping to keep your competitors at bay.



5. Real-time follow-ups for instant connections

When a visitor lands on your website, how easy is it for them to ask a simple question? Once they've made their inquiry, how long does it take your marketing team to reach out? And, when they've been added to your pipeline ready to be nurtured and converted, **how often are you reaching out to share content, updates and communications?**

To be the very best in your field, you need to develop a customer-obsessed strategy, centered around **instant communications and immediate responses**. Use real-time alerts to your advantage — and use your visitors' on-site behavior to tailor your messages and follow-ups.



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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