



# Inbound Marketing & the Manufacturing Industry

A Perfect Fit



WATERMARK

# Reinventing Manufacturing Sales & Marketing

**65%**  
of industry  
leaders are  
planning capital  
spending on  
new equipment  
and technology  
in 2023.<sup>1</sup>

## Redefining Success with Advanced Marketing Strategies

As a professional in the manufacturing industry, whether you're an owner, manager, sales or marketing professional, you are no stranger to hard work and innovation.

You've weathered the storms, adapting quickly to meet client demands in the face of unprecedented challenges such as the global pandemic, economic downturns, supply chain hurdles, and the shift from manual labor to technology, machine learning, and AI.

Manufacturing companies are investing in digital transformation and automation, with 65%<sup>1</sup> of industry leaders planning capital spending on new equipment and technology in 2023, despite expectations of declining demand.

However, as the marketing landscape rapidly evolves in the digital era, it's crucial to harness your creativity and innovativeness in navigating new marketing techniques for a digitally savvy audience. The reliance on digital technology has never been greater, and you can't afford to be left behind.

Inbound and omnichannel marketing, combined with the full capabilities of CRM technology, hold the key to staying ahead and surpassing your competition.

By embracing these strategies, you can keep pace with evolving marketing technologies and effectively reach your target audience.

**Source:**

<sup>1</sup> NAM Manufacturers' Outlook Survey Fourth Quarter 2022 - 25th Anniversary Release



# Breaking the Mold:

## From Traditional to Transformative Strategies in Manufacturing Marketing

### Driving Lead Generation, Workflow Efficiency, and Future-Ready Marketing with Inbound, Omnichannel, and CRM

Inbound marketing, omnichannel marketing, and digital CRM tools revolutionize manufacturing marketing by attracting and engaging customers through valuable content, providing a seamless customer experience across multiple channels, and enabling personalized interactions to enhance relationships with clients, potential clients, and stakeholders.

The key strategies to consider are:

#### INBOUND MARKETING

Attract customers through valuable content and interactions.

#### OMNICHANNEL MARKETING

Create a seamless customer experience across all channels and touchpoints.

#### CRM FOR SALES AND MARKETING

Manage interactions with customers and prospects to drive revenue.

By adopting these strategies, you can stay ahead of the competition and meet your customers' needs.



# Driving Growth in the Manufacturing Sector with Inbound Marketing

**70%**  
of viewers have  
purchased after  
seeing a brand  
on YouTube.<sup>1</sup>

Brands advertised  
on LinkedIn  
have seen a  
**33%**  
increase in  
purchase intent.<sup>1</sup>

Source:  
<sup>1</sup> [StreamCreative](#)

By adopting a fresh and customer-centric approach, manufacturing businesses can stand out from the crowd, address pain points effectively, demonstrate expertise, and position themselves as industry thought leaders leveraging various mediums such as blogs, videos, social media, and more.

Inbound marketing allows manufacturing companies to showcase their expertise and establish thought leadership within the industry by:

## **Publishing Credible Content**

As a trusted authority within your industry, you need to build credibility and foster a strong reputation among your audience by delivering valuable content through blogs, white papers, and case studies. Address their pain points, provide solutions, and showcase their expertise.

## **Maximizing Engagement with Multimedia**

Manufacturing companies can significantly enhance audience engagement by leveraging a wide range of multimedia content. By utilizing videos, social media platforms, and audio, businesses can effectively share informative and educational content such as visually appealing infographics, captivating images, and engaging “How-to” videos that showcase products in action.

These multimedia channels allow manufacturing companies to effectively convey complex information and captivate their audience, resulting in increased engagement and better communication of critical messages.



# The Power of Omnichannel Marketing in the Manufacturing Industry

Businesses retain an average of **89%** of their customers with strong omnichannel customer engagement.<sup>1</sup>

**85%** of manufacturing marketers believe an omnichannel approach is critical to their success.<sup>2</sup>

Source:

<sup>1</sup> [Forbes.com](#)

<sup>2</sup> [Salesforce and IndustryWeek. 'The Future of Manufacturing is All About the Customer Experience](#)

## Creating a Seamless, Integrated Customer Experience for Manufacturing Success in 2023

Omnichannel marketing enables seamless customer experiences across multiple channels and touchpoints.

### Benefits of Omnichannel Marketing

#### Enhanced Customer Engagement:

Omnichannel marketing allows manufacturers to engage with their target audience through multiple channels, including websites, social media, email, and offline touchpoints.

#### Increased Brand Loyalty:

Manufacturers can build stronger customer relationships by delivering a consistent and personalized experience across channels, leading to higher brand loyalty.

#### Improved Customer Satisfaction:

Providing a seamless experience throughout the customer journey contributes to higher customer satisfaction. When customers can easily navigate online and offline channels and have consistent access to product information, support, and purchasing options, their overall satisfaction and perception of the brand improve.

#### Higher Conversion Rates:

Omnichannel marketing enables manufacturers to optimize their customer touchpoints and deliver targeted messaging at each stage of the buyer's journey. This tailored approach enhances the likelihood of conversion and drives higher conversion rates across channels.

#### Data-Driven Insights:

By integrating data from various channels and touchpoints, manufacturers can gain valuable insights into customer behavior, preferences, and purchasing patterns. These insights enable data-driven decision-making and help refine marketing strategies to meet customer needs better.

# Maximizing Revenue Potential:

## Leveraging CRM for Sales and Marketing in the Manufacturing Industry

**60%**  
of manufacturers  
prioritize data  
analytics with  
CRM tools  
to increase  
operational  
efficiencies.<sup>1</sup>

Source:

<sup>1</sup> [Deloitte's 2023 Manufacturing Industry Outlook](#)

### Enhancing Customer Interactions and Driving Revenue Growth

In today's highly competitive manufacturing industry, businesses are constantly seeking ways to optimize their sales and marketing efforts to drive revenue growth and stay ahead of the competition. One powerful solution that has gained significant traction is Customer Relationship Management (CRM) systems.

According to Deloitte's [2023 Manufacturing Industry Outlook](#), 60% of manufacturers prioritize data analytics with CRM tools to increase operational efficiencies, with rising investments in IoT (39%) and AI/ML (26%). These technologies enable manufacturers to unlock valuable insights, streamline processes, and make data-driven decisions for improved efficiency and competitiveness in the market.

## Exploring the Advantages of Powerful CRM Tools in Manufacturing

### Streamlined Customer Data:

Centralize customer data for easy access and comprehensive information on prospects and existing customers.

### Improved Lead Management:

Efficiently track and manage leads throughout the sales pipeline for timely follow-ups and nurturing opportunities.

### Personalized Marketing Campaigns:

Segment customers based on preferences, behaviors, and purchase history for targeted and personalized marketing campaigns.

### Enhanced Customer Engagement:

Facilitate proactive and consistent communication to address customer needs and build stronger relationships promptly.

### Sales Process Optimization:

Gain insights and analytics to optimize the sales process, identify bottlenecks, and improve overall efficiency and productivity.

### Sales Forecasting and Reporting:

Generate accurate sales forecasts, track performance metrics, and generate insightful reports for strategic decision-making.

### Collaboration and Alignment:

Drive collaboration between marketing and sales teams with a centralized platform for customer information and goal alignment.

### Customer Retention and Loyalty:

Implement effective customer retention strategies, identify upselling and cross-selling opportunities, and cultivate customer loyalty.

### Data-Driven Insights:

Gain valuable data and analytics on customer behavior, preferences, and trends for data-driven decision-making.

### Integration with Marketing Automation:

Seamlessly integrate CRM with marketing automation tools for a unified and cohesive approach to customer engagement.

## Are you ready to harness the full power of your CRM?

Register now for our comprehensive CRM video series. In this series, we'll guide you step-by-step on how to utilize your CRM effectively.

[Learn More](#)

# Real-World Success Stories:

## Harnessing the Power of Omnichannel and Inbound Marketing and CRM in the Manufacturing Sector



[View Case Study](#)

### Pepper Equipment Co.

This leading North American equipment distributor—providing high-quality machinery, automation, and innovative solutions for the agriculture industry—implemented inbound and omnichannel marketing strategies with impressive results.

#### Logo/Branding and Website:

A logo designed for visibility on their machinery, accompanied by a website promoting their manufacturing reselling business and AI food processing technology.

#### SEO and Blogging:

Targeting industry keywords, Pepper Equipment rose from 61<sup>st</sup> to the top search result within a year. Their blog effectively captivated a community of consistent monthly users and contributed to over 90% of all clicks coming from organic search.

#### Video Production:

Engaging videos showcasing machinery and technology increased website engagement, with 35% of YouTube views coming from their site.



[View Case Study](#)

### Ball Corporation

This global leader in sustainable packaging and aerospace technologies embraced the inbound methodology and effectively leveraged beautifully designed infographics to convey its brand and messaging.

Infographics allow Ball Corporation to present complex information in a visually appealing and easily digestible format, capturing the attention of their target audience.

By incorporating infographics into its marketing strategy, Ball Corporation reinforces its position as a pioneer in sustainable packaging solutions while showcasing its expertise in aerospace and other advanced technologies and services.

# Stay Ahead of the Curve

Surveyed manufacturing professionals say their priorities for 2023 are investing in technologies like automation, CRM platform, and real-time analytics for more accurate forecasting for sales performance increase. Omnichannel and inbound marketing can ignite these goals and propel marketing success.

Over

**50%**

of manufacturing leaders plan to invest in data analytics and dashboards in the coming year.

Another

**50%**

of manufacturing leaders have plans to invest in CRM systems.

**44%**

of manufacturers are looking to invest in ERP systems.

Manufacturers prioritize integration and data flow to improve strategic decision-making.

Analytics and dashboards are sought-after tools for real-time performance visibility and risk detection.

CRM apps can enhance customer service and field service management, helping with customer retention.

Source:  
¹ Alithya Manufacturing Survey 2023

# Outpace Your Competitors through Embracing Agility

By adopting a proactive and flexible approach, manufacturers can mitigate risks and unlock new opportunities.

## Manufacturers Harness Inbound and Omnichannel Marketing, Powered by Strategic SEO and a Robust CRM

Of course, you are no stranger to the challenges manufacturers face today.

From inflation and increased labor and supply costs to supply chain disruptions, leaders in this sector must navigate through turbulent waters to ensure their organizations remain competitive. To overcome these obstacles, embracing agility becomes paramount. By adopting a proactive and flexible approach, manufacturers can mitigate risks and unlock new opportunities.

Now is the time to redefine success through agility and embracing personalized marketing and sales tools can enable manufacturers to outpace their competitors in this dynamic environment.

### Learn More About the Power of SEO for Your Marketing Strategy

[3 Components of a Winning SEO Strategy](#)

[SEO Solutions: 4 Things You Need to Know](#)

[Affordable SEO: How to Optimize on a Budget](#)

[8 Things You Need to Know About Local SEO Solutions](#)



# Solving Challenges in the Marketing World

## #1

### THE CHALLENGE:

#### **Responding to Inflation and Rising Costs.**

Inflationary pressures and escalating labor and supply costs pose significant challenges to manufacturers.

### THE SOLUTION:

With inbound marketing in the driver's seat, fueled by strategic SEO, businesses leverage real-time data for informed decision-making and effectively adjust pricing models and cost structures.

Manufacturers attract and engage customers through inbound marketing, valuable content, and nurturing relationships while staying competitive. Implementing omnichannel marketing maximizes market reach and enhances the customer experience. Employing SEO strategies enhances marketing efforts, targeting and optimizing budgets.

## #2

### THE CHALLENGE:

#### **Managing Supply Chain Disruptions.**

Disruptions in the supply chain can cause significant setbacks for manufacturers. From raw material shortages to transportation delays, unforeseen challenges can disrupt production schedules and impact customer satisfaction.

### THE SOLUTION:

By embracing real-time data analytics and leveraging technology solutions like CRM, companies can gain greater visibility into their supply chains, enabling them to identify potential bottlenecks and mitigate risks swiftly.

Leaders in manufacturing are building resilient supply networks that can better withstand disruptions by fostering collaboration and communication with suppliers and partners through the multiple touchpoints inbound and omnichannel marketing creates.

## #3

### THE CHALLENGE:

#### **Achieving Enhanced Customer Experience through Personalization.**

In today's fiercely competitive marketplace, manufacturers face the daunting challenge of conquering the art of delivering genuinely personalized experiences to their customers. This pursuit is a crucial differentiating factor that can set industry leaders apart.

### THE SOLUTION:

By utilizing new marketing and sales tools, manufacturers can gather and analyze customer data to gain insights into preferences, behaviors, and buying patterns. With this knowledge, companies can tailor their offerings and communication strategies to meet customer needs. Manufacturers can enhance customer engagement, loyalty, and retention through personalized marketing campaigns and targeted messaging. Adopting agile practices in marketing and sales allows companies to quickly adjust their strategies based on real-time feedback, ensuring maximum effectiveness and customer satisfaction.

# Empower Your Manufacturing Marketing

## Discover the Power of Collaboration and Propel Your Manufacturing Marketing Forward

To achieve a successful inbound strategy, you need expertise and a committed team. It's important to acknowledge any skill gaps and reach out to an experienced agency for help.

Collaborating with an inbound agency provides advantages such as strategic alignment and improved efficiency.

## The Value of an Inbound Agency Partnership

# #1

### Expertise and Specialization

Inbound agencies possess specialized knowledge in inbound marketing, including content creation, SEO, lead generation, and nurturing. Partnering with an agency grants access to their knowledge and skills, allowing you to benefit from their deep understanding of these crucial aspects.

# #2

### Comprehensive Strategy Execution

Inbound marketing encompasses various moving parts that must work harmoniously to achieve optimal results. An inbound agency excels at connecting these components, ensuring the seamless execution of your strategy.

From crafting compelling content to leveraging the proper channels, an agency can guide you through the intricacies of inbound marketing implementation, boosting your chances of success.

# #3

### Resource Optimization

Limited resources can hamper your ability to capitalize on the potential of inbound marketing fully. By collaborating with an inbound agency, you can maximize your resource utilization. Agencies have dedicated teams and advanced tools, enabling efficient campaign management and resource allocation, freeing your internal teams to focus on other core activities. In contrast, the agency handles the intricacies of your inbound strategy.

# #4

### Continuous Improvement

To maintain agility, manufacturers must also embrace adaptability and recognize when course correction is necessary. Inbound agencies excel in monitoring and analyzing campaign performance, utilizing advanced analytics tools to track metrics, measure ROI, and identify areas for enhancement. By continuously refining strategies based on data-driven insights, agencies ensure staying ahead of market trends, driving sustainable growth, and remaining at the forefront of the industry.

# Ignite Real Results and Drive Unprecedented Growth

Now is the time to take action and harness the potential of inbound marketing to elevate your brand, attract qualified leads, and achieve sustainable growth.

## Are You Ready to Take Action?

Ready to revolutionize your marketing approach and unlock the transformative potential of inbound omnichannel marketing and CRM integration?

Discover the actionable steps that empower you to establish seamless customer experiences, enhance engagement, and drive remarkable growth.

### Step 1: Education

#### Explore Free Resources for Inbound Marketing and CRM Mastery

Get ahead with inbound marketing and CRM optimization. Prioritize education and dive deep into these realms. Access free resources like blogs, videos, and online courses to expand your knowledge.

Master strategies with invaluable insights at your fingertips:

[Informative Articles](#)

[Insightful Marketing Videos](#)

[FREE Inbound Marketing Beginner Course](#)

[FREE CRM Beginner Course](#)

Subscribe to our monthly newsletter to stay in the know about all things marketing:

[Join The Drip Newsletter](#)

### Step 2: Discovery

#### Explore Custom Marketing Solutions Tailored for the Manufacturing Industry

Visit our website to access a wealth of exclusive digital marketing solutions that we offer for free.

[Explore our Inbound Solutions](#)

### Step 3: Engagement

#### Test the Waters with Watermark

We understand that every business has unique needs. Schedule a free discovery call with our experts to identify customized solutions that address your company's sales funnel and workflow challenges.

[Schedule an Intro Meeting](#)