

# Four Steps to Online Dominance for Industrial Marketers

Two amazing gifts have been bestowed on industrial marketers by the internet gods.

**FIRST**, your B2B competitors are probably behind when it comes to digital intelligence, says GlobalSpec's **2015 Digital Media Use in the Industrial Sector**.

**SECOND, CONTENT SATURATION** for specialized, technical keyword phrases is extremely low, leaving gaping opportunities for industrial marketers to dominant their online competitors

## The Brand

Chances are your ol' brand needs some...industrial strength...vitality. In the age of search, mobile & social...it is critical to have a strong, consistent, brand throughout all your digital channels

STEP  
01



## SEO Research

- List all our critical keywords for your business
- Select a minimum, top-level, keywords to act as your "topic tags"
- Prioritize your topic tags by your most profitable product/service segments
- Use Google's **allintitle: command** to determine how much content there is for each topic tag

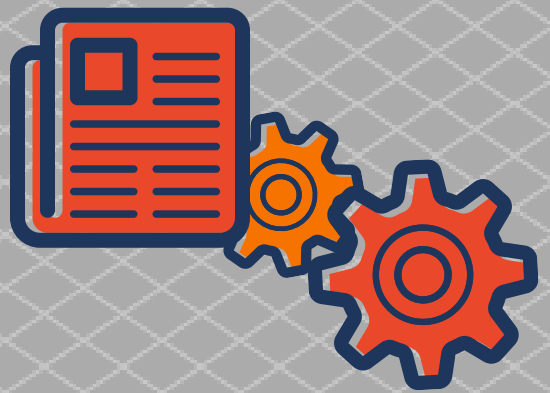
STEP  
02



## Flood the Zone

- Combine your most profitable products & topic tags with topic tags that have the lowest content saturation on the web
- Start filling the top of the marketing funnel with content focused on your selected topic tags with blog posts, webinars & SlideShare.
- Promote your content via LinkedIn Groups & use LinkedIn's Sponsored Content for more focus

STEP  
03



## The Mathematics

- Deploy your fantastic, helpful content on a marketing automation platform that allows ease of deployment & measurement
- A good marketing automation platform allows you to see which content format and associated topic tags, converts into the most leads. Measure & adjust, Measure & adjust.

STEP  
04

