

# 5 WAYS TO MAKE MARKETING THE STRENGTH OF YOUR MANUFACTURING BUSINESS



## MARKETING IS JUST AS CRITICAL TO YOUR SUCCESS AS SALES

In fact, you don't have to choose one over the other. An effective sales and marketing alignment is one of the best strategies for seeing ROI from your marketing efforts, yet so few manufacturers seize the opportunity to leverage marketing as a foundational tool to drive growth.



## 01 INVEST IN A COMPETITIVE ADVANTAGE

According to a 2018 CMO survey, manufacturing companies allocate only 6.4% of their annual budgets to marketing (vs. the 11% across all industries). Considering the lack of investment, a strategic marketing approach is an opportunity for your business to differentiate from competitors and establish market dominance.



of annual corporate budgets in manufacturing are allocated to marketing

## 02 ALIGN MARKETING AND SALES

Technology and market forces have changed B2B buying, with fewer opportunities to engage and influence buyers before they contact your business. It's critical for sales and marketing to be completely aligned on how you prioritize channels, timing, and communicate value at every step of what is increasingly a non-linear buying process.



of the industrial buying process is completed before a prospective customer reaches out to your business

## 03 EMBRACE DIGITAL MARKETING

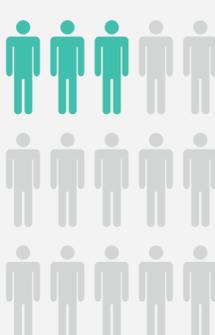
According to the Industrial Sales & Marketing Insights Report, many manufacturers still view trade shows as their #1 marketing tactic despite a decline in leads. While digital marketing can help your sales team better engage and nurture trade show prospects, it's critical to refocus your marketing investment on channels that deliver measurable ROI.



of manufacturers have seen a decline in trade show leads over the past few years

## 04 DEFINE YOUR CONTENT STRATEGY

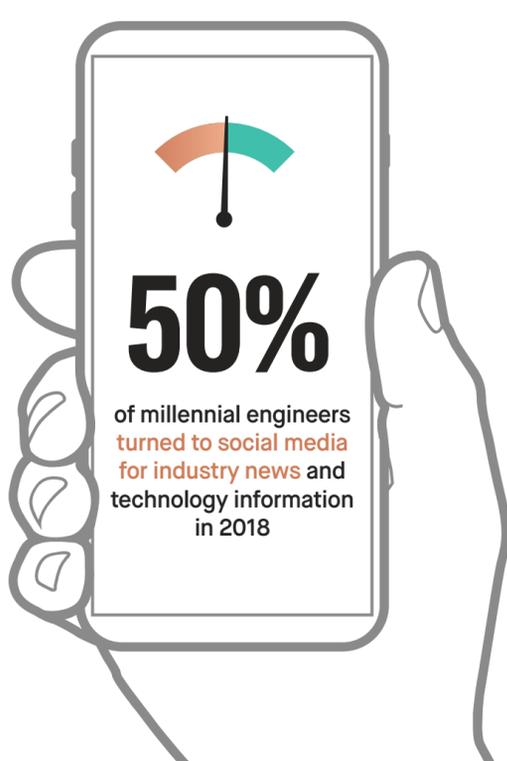
Defining and documenting your content strategy is an important step in understanding and communicating effectively to customer needs. It also aligns your teams around a common set of goals and streamlines content planning, execution, and measurement



of manufacturing marketers report that they have a documented content strategy

## 05 BE STRATEGIC ON SOCIAL MEDIA

Social media use reached an all-time high in 2018 with 3.48 billion people logging into conduct research and consume industry news, which means you need to help them cut through the noise by delivering content that is relevant, fresh, and useful.



### SOURCES

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