

MARKETING FOR MANUFACTURERS

PLANNING FOR SUCCESS AND SALES

WEBINAR • APRIL 25, 2019 • 10-11AM

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FuzeHub provides New York State manufacturers with guided access to our extensive network of industry experts, programs and assets to solve productivity, commercialization, research and development issues, and other challenges to growth.

- **FuzeHub is New York's Statewide Manufacturing Extension Partnership**
- **FuzeHub leverages expertise in-house or through partnerships to assist companies**
- **FuzeHub coordinates statewide projects and other strategic initiatives**
- **FuzeHub is a gateway to manufacturing news, trends, and programs.**

Have questions?



Q&A Session

Submit questions at any time via the [GoToWebinar Control Panel](#)

Presenters



Steve Melito

Host
FuzeHub



Kim Lloyd

Panelist
FuzeHub



James Soto

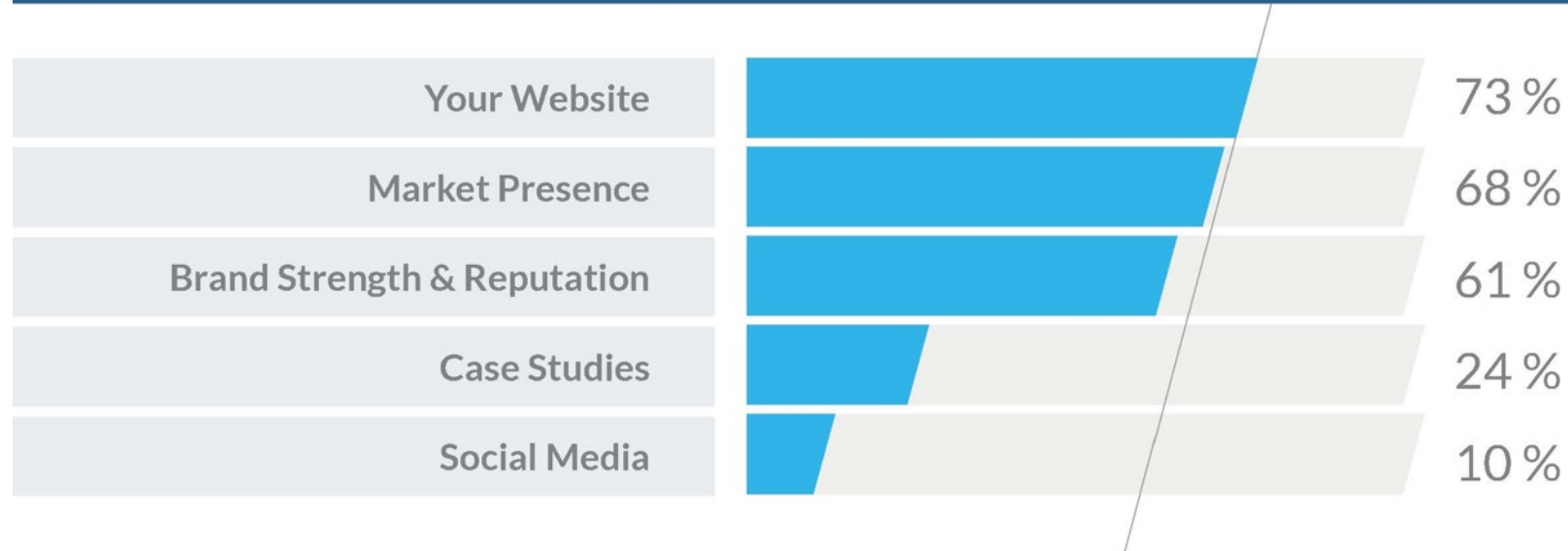
Panelist
Industrial Strength
Marketing



Kim Lloyd
Director, Special Projects

What They Look At

When sourcing new suppliers, industrial buyers pay attention to:



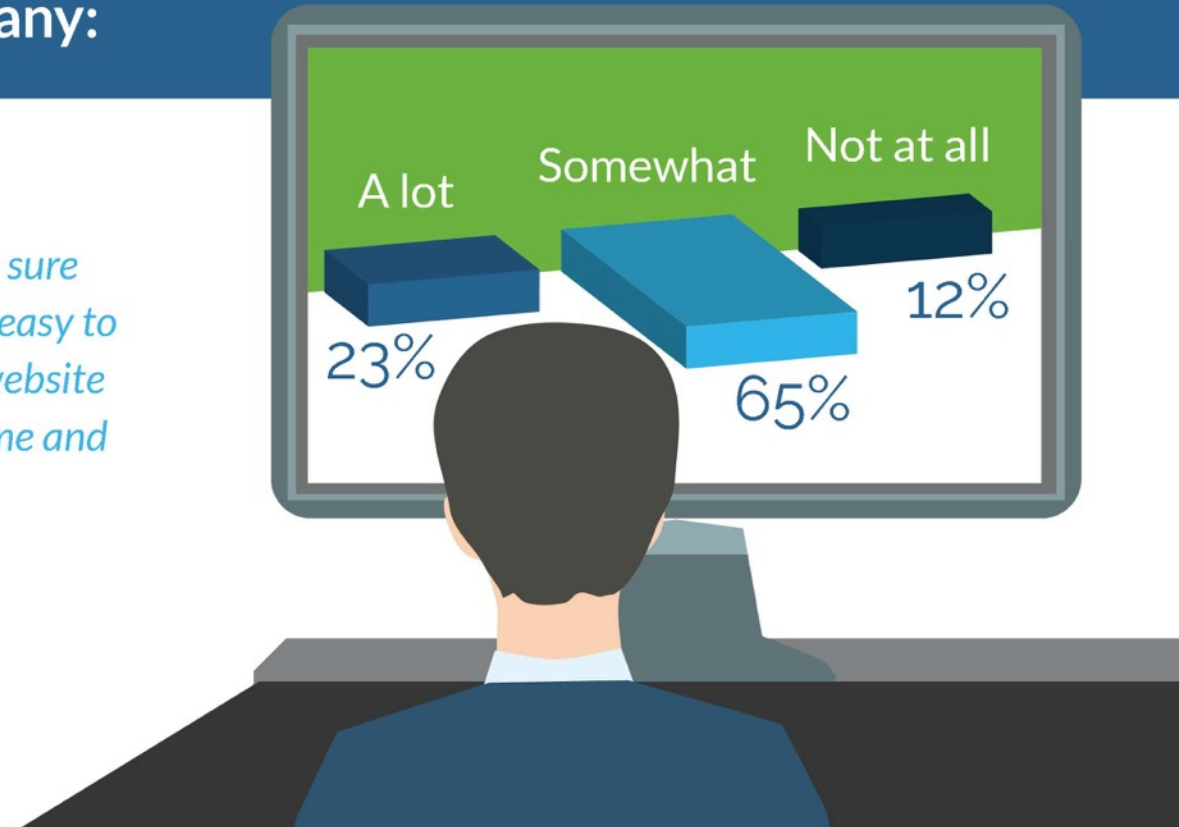
"You MUST have a website. On it, be very clear and detailed about your supply capabilities and lower limits. Include all public contact and social media channels, locations and areas served, your business structure, history, and mission/vision."

Source: Thomas 2019 Industrial Buying Habits – Thomasnet.com

The Importance Of Your Website

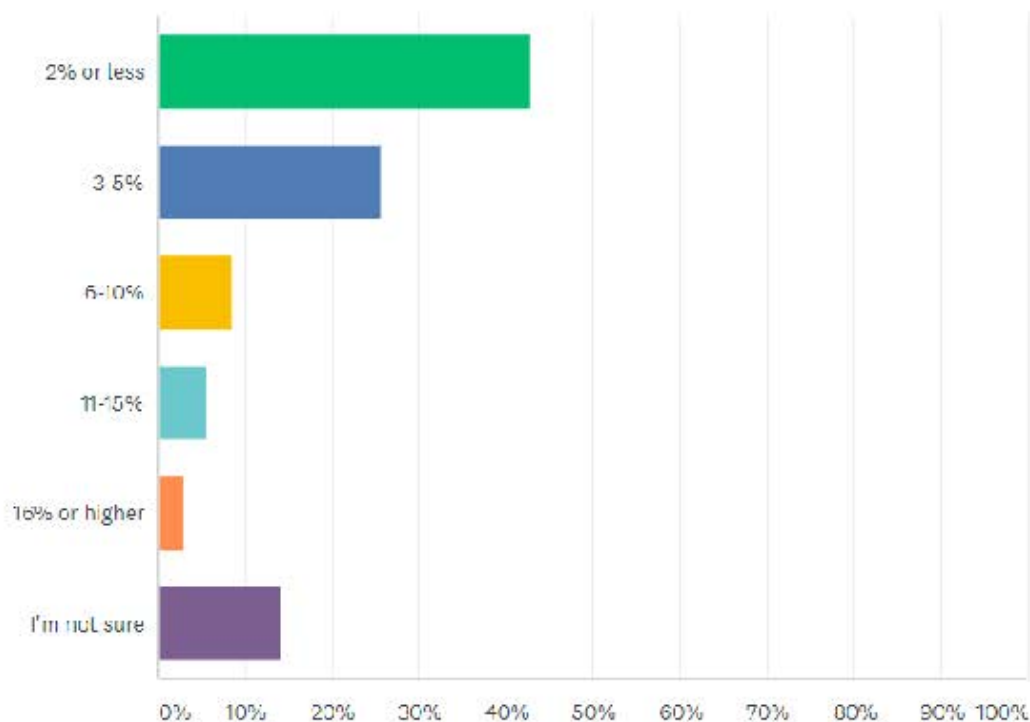
The quality of your website impacts industrial buyers' decision to partner with your company:

"When designing your website make sure that it is informative and most of all easy to navigate, if I struggle to navigate a website you have about 30 seconds of my time and then I am gone."



Source: Thomas 2019 Industrial Buying Habits – Thomasnet.com

What percentage of your annual revenue do you budget for marketing?



To calculate a recommended marketing budget for your manufacturing company, you can use our free [marketing budget calculator for manufacturers](#).

These results are in line with a trend among manufacturers—while the average B2B product company spends an average of 6.4% of revenue on marketing, manufacturers average 3.2%.

Source: Webstrategies – Manufacturing Marketing Survey - <https://www.webstrategiesinc.com/manufacturing-marketing-survey-lp>

Who Should Your Website Cater to?

- Buyers
- Salespeople
- Your sales and distribution channels
- Google
- Competitors
- Investors/owners
- Industry followers
- Social media audiences

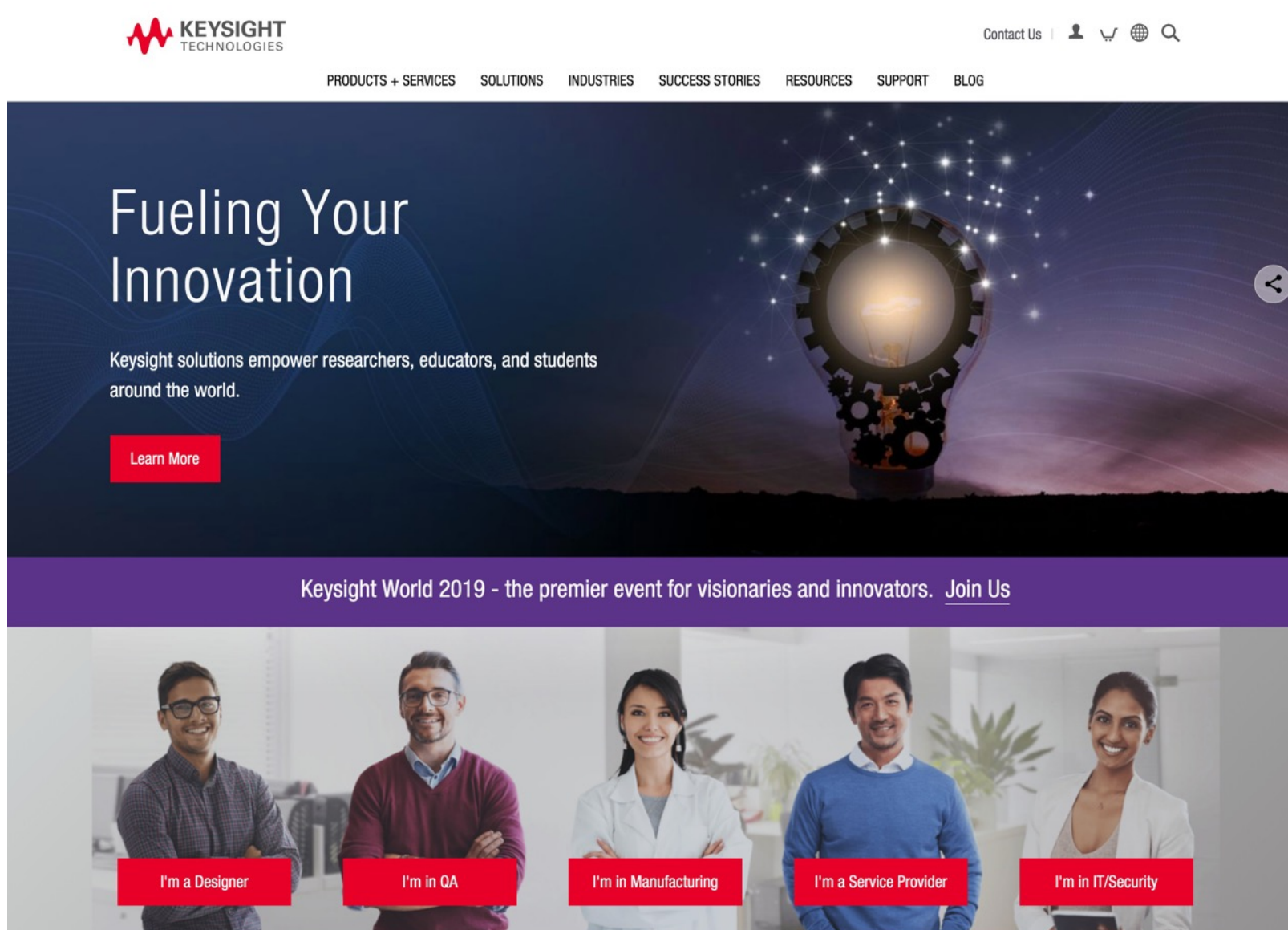


Segment Your Audiences

- Who?
- Why?
- What? (calls to action)

Customer Journey

- Understand each stage of the buying process
- What needs/objections do they have & how can you overcome those?



The image shows the homepage of the Keysight Technologies website. At the top, the Keysight Technologies logo is on the left, and navigation links for 'Contact Us', user profile, shopping cart, globe, and search are on the right. Below the header is a horizontal menu with links: 'PRODUCTS + SERVICES', 'SOLUTIONS', 'INDUSTRIES', 'SUCCESS STORIES', 'RESOURCES', 'SUPPORT', and 'BLOG'. The main hero section features a dark blue background with a glowing lightbulb whose base is composed of interlocking gears. The text 'Fueling Your Innovation' is prominently displayed on the left. Below it, a sub-headline reads 'Keysight solutions empower researchers, educators, and students around the world.' with a red 'Learn More' button. A purple banner below the hero section contains the text 'Keysight World 2019 - the premier event for visionaries and innovators. [Join Us](#)'. The bottom section shows five diverse professionals standing in an office, each with a red button below them: 'I'm a Designer', 'I'm in QA', 'I'm in Manufacturing', 'I'm a Service Provider', and 'I'm in IT/Security'.

KEYSIGHT TECHNOLOGIES

Contact Us | [User Icon] [Cart Icon] [Globe Icon] [Search Icon]

PRODUCTS + SERVICES SOLUTIONS INDUSTRIES SUCCESS STORIES RESOURCES SUPPORT BLOG

Fueling Your Innovation

Keysight solutions empower researchers, educators, and students around the world.

[Learn More](#)

Keysight World 2019 - the premier event for visionaries and innovators. [Join Us](#)

I'm a Designer I'm in QA I'm in Manufacturing I'm a Service Provider I'm in IT/Security

<https://www.keysight.com/us/en/home.html>

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Advantage & Benefit as a EYELA distributor & dealer

✓ Plenty product Line-up

50 evaporators have been in line-up. Those cover from pre-analysis to production wide-extensively. EYELA is only one manufacture who can fill broad needs of customers.

✓ All surrounding machines supplied by one single EYELA

The best machine combination can be proposed among EYELA Circulators, Vacuum pumps, Solvent collectors, Cold traps. All the machines receive as one bundled order.

✓ No 1 installation record in Asia

EYELA evaporators have been hired by many scientists in the world for more than half century and have received good reputation of reliability and security. We are proud of No. 1 installation record in Asia.

✓ Developing, Manufacturing, Selling as all EYELA's important belongings

Under EYELA's product development which has been built up by precious voices from as many as 1 million scientists for long time, manufacturing and selling take place by EYELA. It delivers EYELA's high quality and service to customers.

✓ Rapid customer service

Rapid customer service is always ready. It has maintained machines under good shape and has satisfied EYELA users.

✓ Consumables ready for shipping

Rapid shipping systems has been established for consumables and shipping will be effected within 24 hours.



<https://eyelaworld.com/dealerwanted/>

Determine What Really Matters

- Competitive differentiators
- Quality
- Credentials
- Delivery
- Expansive Offering
- Your People
- Experience
- Ease of doing business with you



Online
quoting/
buying

- Are you putting your catalog online?
- Can they buy online?
- Are you just providing quotes?
- Catalogs are great SEO food

Competitive/
Benchmark
Analysis

- What are your competitors doing?
- In similar industries identify a benchmark



QUALITY THROUGH TO THE FINISH!

COMPANY

PRODUCTS

FINISHES

ASME CERTIFICATIONS

ONSITE SERVICES

CONTACT



Quick Turnaround. Superior Quality.

<https://www.stainlessprocesssystems.com/>

<https://www.stainlessprocesssystems.com/company>

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ADG MOUNTAINSIDE
PROJECTS

ALL

FEATURED PROJECTS

FLOWRIDER

HOTELS/RESORTS

INDOOR
WATERPARKS

MOTION PICTURES

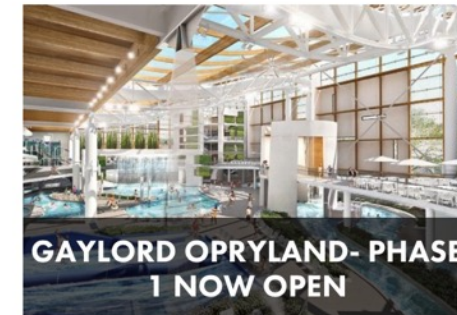
MOUNTAIN
WATERPARKS

MUNICIPAL/AQUATIC
CENTERS

OUTDOOR

Our work

Featured Projects



<https://www.aquaticgroup.com/our-work/>, Website by Mannix Marketing

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Markets▼

Resources

[Request a Quote](#)

CENTRIFUGAL PUMPS

	Manufacturer	Type	Markets	
 	Carver	Multi-Stage, Process, API Pumps	<ul style="list-style-type: none">• Industrial• Marine• Pulp and Paper• Power Generation	Request a Quote
 	Griswold	Centrifugal, ANSI Pumps	<ul style="list-style-type: none">• General industry• Power• Oil and Gas• Food and beverage• Wastewater	Request a Quote

<https://www.glauber.com/products/centrifugal-pumps/>

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Considerations Checklist

- ✓ Domain Name
- ✓ URLs Before and After impact SEO
- ✓ Squarespace vs Wordpress
- ✓ Mobile
- ✓ Load speed
- ✓ Integrated lead followup
- ✓ Marketing and sales automation?

Next Stage

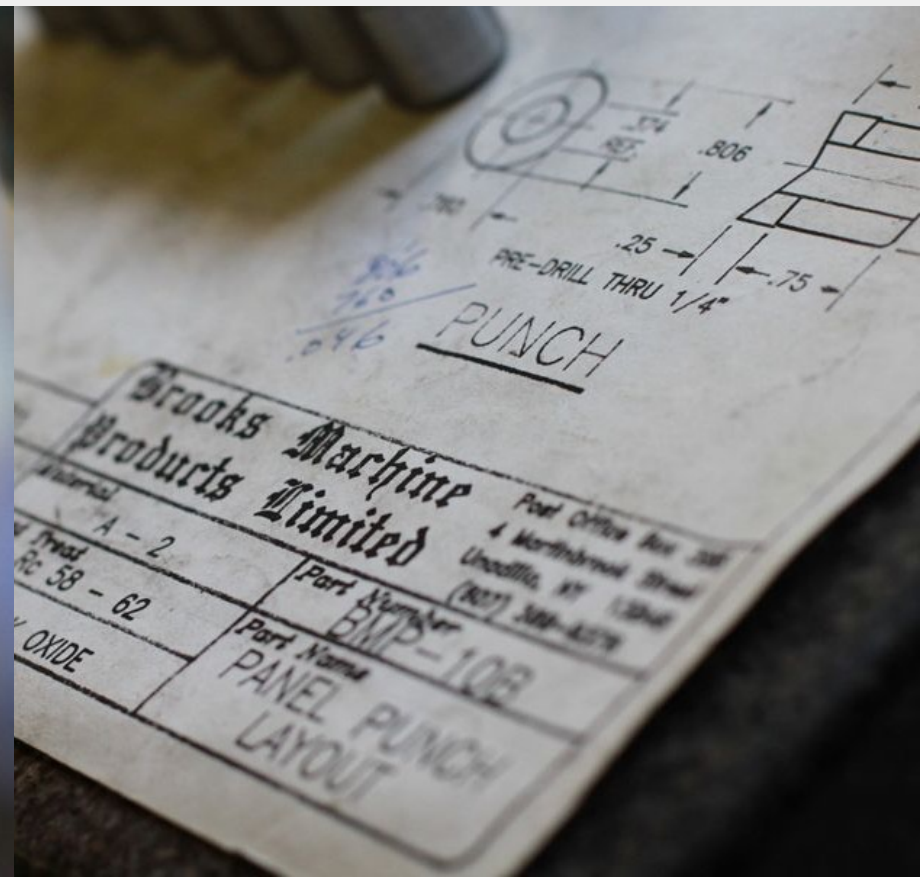
SEO Research & Planning

- What are you being found for today?
- What would you like to be found for?
- What are your competitors being found for?

Content Plan

- Developed from:
 - Buyer journey
 - SEO research
 - Catalog strategy
 - Audience calls to action

Case Study: Brooks' Machine

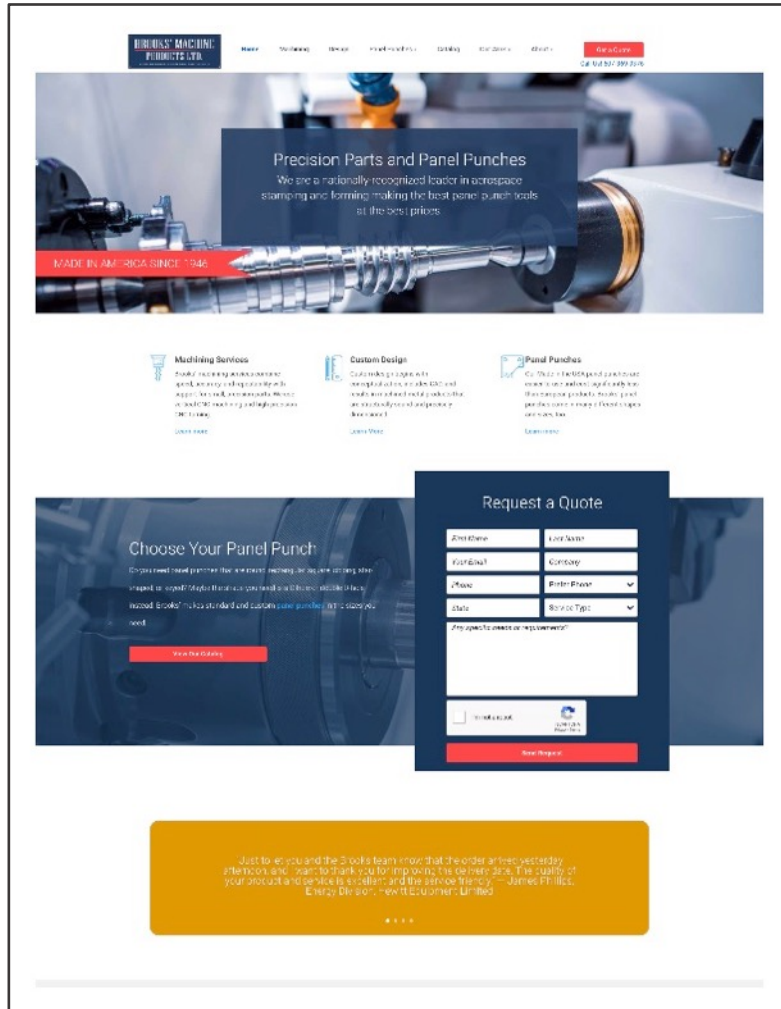


Case Study: Brooks' Machine



- Image load size issue
- Headers weren't clickable
- Header content is difficult to read, red text on gray
- In general putting a lot of busy texture behind text makes it more difficult to read (i.e. the text body)
- Ordering/buy now isn't clear
- Footer on all pages, and not just the home page
- Read more testimonials link is broken
- Contact us should be a form you fill out, same thing with the quote
- There's no content above and beyond the bare minimum to drive google and/or people to visit your website more
- SEO analysis be performed on the website
- Hasn't been updated in a while

Case Study: Brooks' Machine



- Request for quote on home page
- Additional services are described
- Team/people are showcased
- Catalog is online, searchable. More SEO food
- Each menu option is linked correctly
- Made sure that the old URL's still worked on the new website
- Footer has more content and is on every page
- Still lacking regularly updated content (except for the most important thing – the catalog)

Helpful Links and Resources



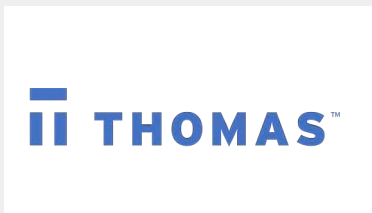
Squarespace - <https://www.squarespace.com/>



Advanced Web Ranking - <https://www.advancedwebranking.com/>

Market Budget Calculator - <https://www.webstrategiesinc.com/lp-calculator-manufacturing>

WebStrategies - <https://www.webstrategiesinc.com/manufacturing-marketing-survey-lp>



Thomasnet - <https://business.thomasnet.com/marketing-services>

Sitespeed Test - <https://moz.com/learn/seo/page-speed>



Kim Lloyd
Director, Special Projects

An isometric illustration of an industrial facility, featuring various buildings, storage tanks, and piping, rendered in a dark, monochromatic style with subtle highlights.

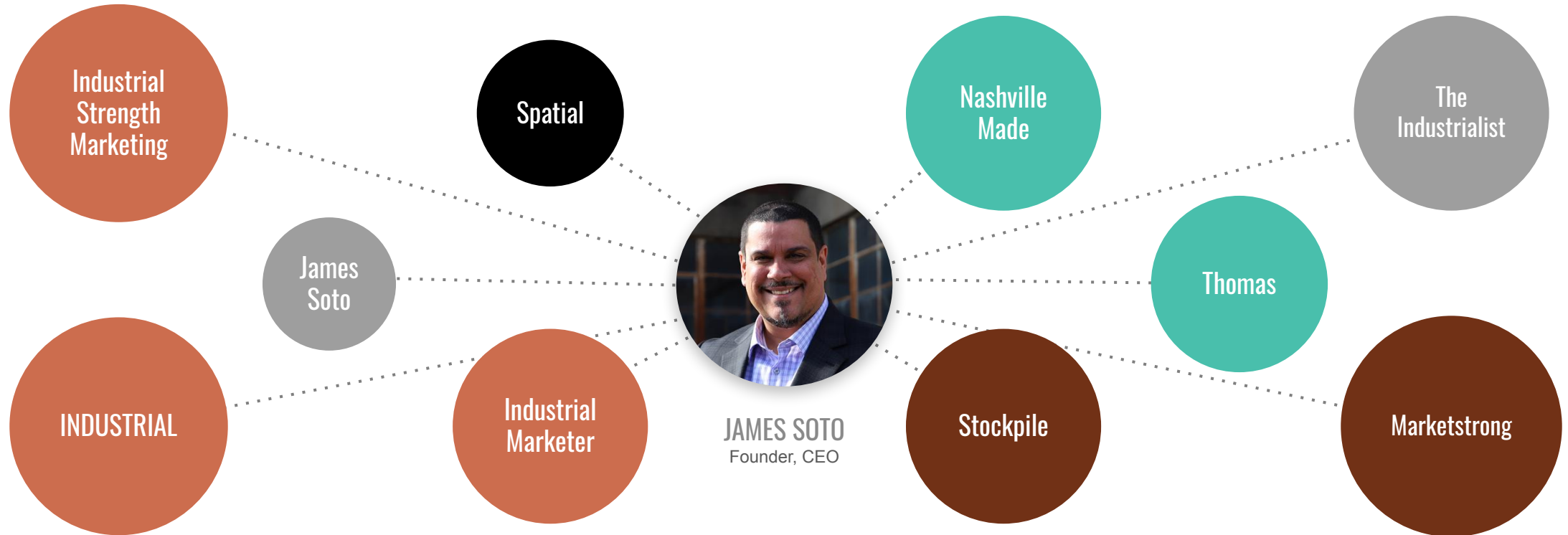
 INDUSTRIAL

THE POWER OF BRAND

BRAND AS A BUSINESS STRATEGY

04.25.19

THAT'S A LOT OF BRANDS





WHAT IS BRAND

A brand does not explicitly say “buy me.”

Instead, it says “This is what I am. This is why I exist. If you agree, if you like me, you can buy me, follow me, support me, and recommend me to your friends.”



BRAND DEFINED

RATIONAL DEFINITION

A brand is a name, term, sign, symbol or design (or a combination of them) intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

— — —

EMOTIONAL DEFINITION

A brand in an individual's experiential perception of every aspect of an entity, a product, a service, or a person, evoking an emotional response.

— — —

MEANING

Simply put, a brand is a promise.





BRAND STRATEGY

Brand as a business strategy.

Class-leading manufacturing brands operate with a **crystal clear vision, mission, and values that are shared by all.**

They have the right people in the right seats and use core values to guide their behavior, leverage opportunities, and to identify and solve issues.





“Organizational health provides the context for all that happens within, which is why **it is the single greatest factor determining a company’s success.**”

Patrick Lencioni, The Advantage



A FEW QUESTIONS

BRAND STRATEGY



1

CLARITY

Crystal clear vision and health

2

BLUEPRINT

System for building the brand

3

ROLL OUT

Communicate at scale



CLARITY

Crystal clear path to vision and health



THE SIX QUESTIONS

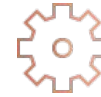
The Leader must begin the brand process by establishing clarity. Once there is clarity on these questions, the stage will be set.



Why do we exist?



How do we behave?



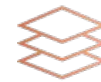
What do we do?



How will we succeed?



What's most important,
right now?



Who does what?





BLUEPRINT

Leverage a system to build out the brand



BRAND BLUEPRINT: DEFINITIONS

Mission (The Why)	A single statement that captures the essence of your experience. The constant internal compass that guides the development of your brand. It's simple, impactful, comes from the heart, and is bigger than a goal. This is your internal WHY - why you exist as an organization. This never changes.
Core Values (The How)	These core values are our organization's DNA. They define HOW you do what you do and should be infused into every aspect of what you do. These are pillars you are committed to upholding that define your brand. In essence, core values should guide how you and your organization.
Brand Promise (The What)	The benefit or value you offer to the market. This is your WHAT - the one thing you do better than anyone else. All of your communications and actions must support your brand promise.
Brand Personality	The words or phrases that best sum up your personality. These traits describe how you want end-users to perceive your company. This is the tone of voice used for all communications.
Target Market	Every brand reaches many stakeholders, but the most effective brands prioritize those they most want to reach and engage. This is who you are speaking to in all communications.
Brand Descriptor	Brand "What" - Explain to end-users What we are, what we do. (Sometimes included with logo in addition to a tagline).
Tagline	Brand "Why" - Share with end-users Why we exist, why/how we benefit their lives. (Can evolve as often as appropriate)

■ Communicated Internally

■ Communicated Externally



BRAND POSITIONING STRATEGY



OUR MISSION (THE WHY)

Better those who design, make, and move the world.



CORE VALUES (THE HOW)

Guides how we behave, everyday.

- We work for life.
- We question the status quo.
- We roll up our sleeves.
- We tough-love.
- We deliver & delight.



THE BRAND PROMISE (THE WHAT)

Help industrials be better marketer and sellers of their products and services.



THREE UNIQUES

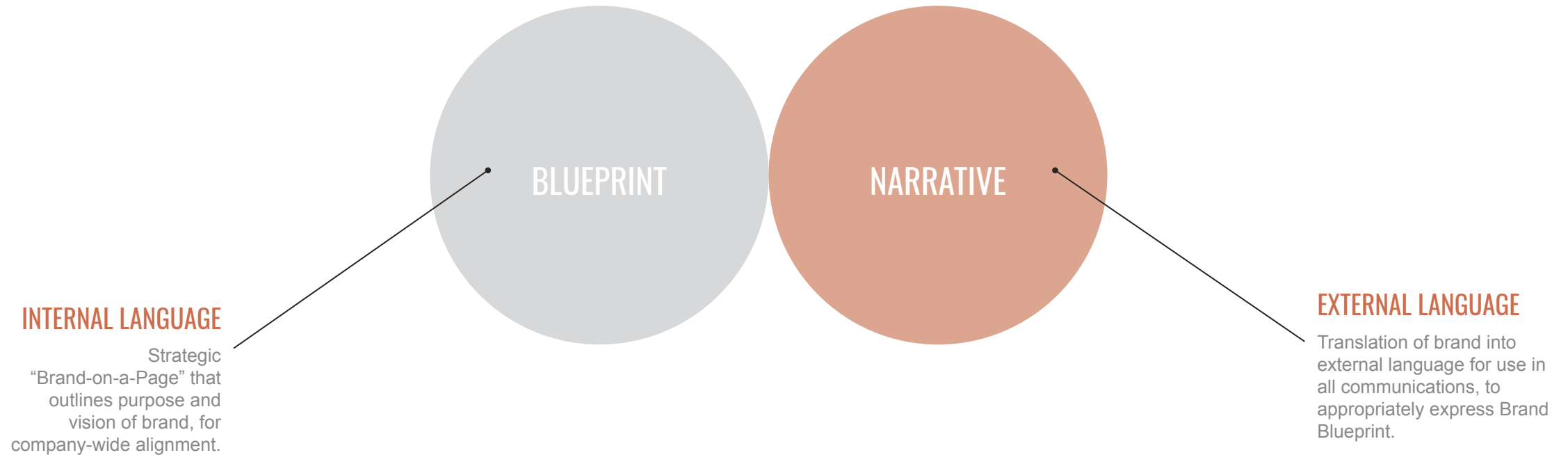
- We are INDUSTRIAL.
- We Kaizen.
- We center on the Client, and help them center on their Customers.



REASONS TO BELIEVE

- We retain great Clients.
- We share knowledge, so you'll learn along the way.
- We are transparent.
- We walk the talk.
- We speak your language.
- We work how you want to: with you, for you, or as part of a team.

BRAND BLUEPRINT & NARRATIVE





ROLL OUT

Lead the way.

Communicate at scale.

Win.



WALKING IT OUT

The most important step of all.



The Leader delivers



Everyone is included



The Brand Blueprint is
used by all, every day





BRAND POSITIONING STRATEGY

Live it. Love it. Own it.



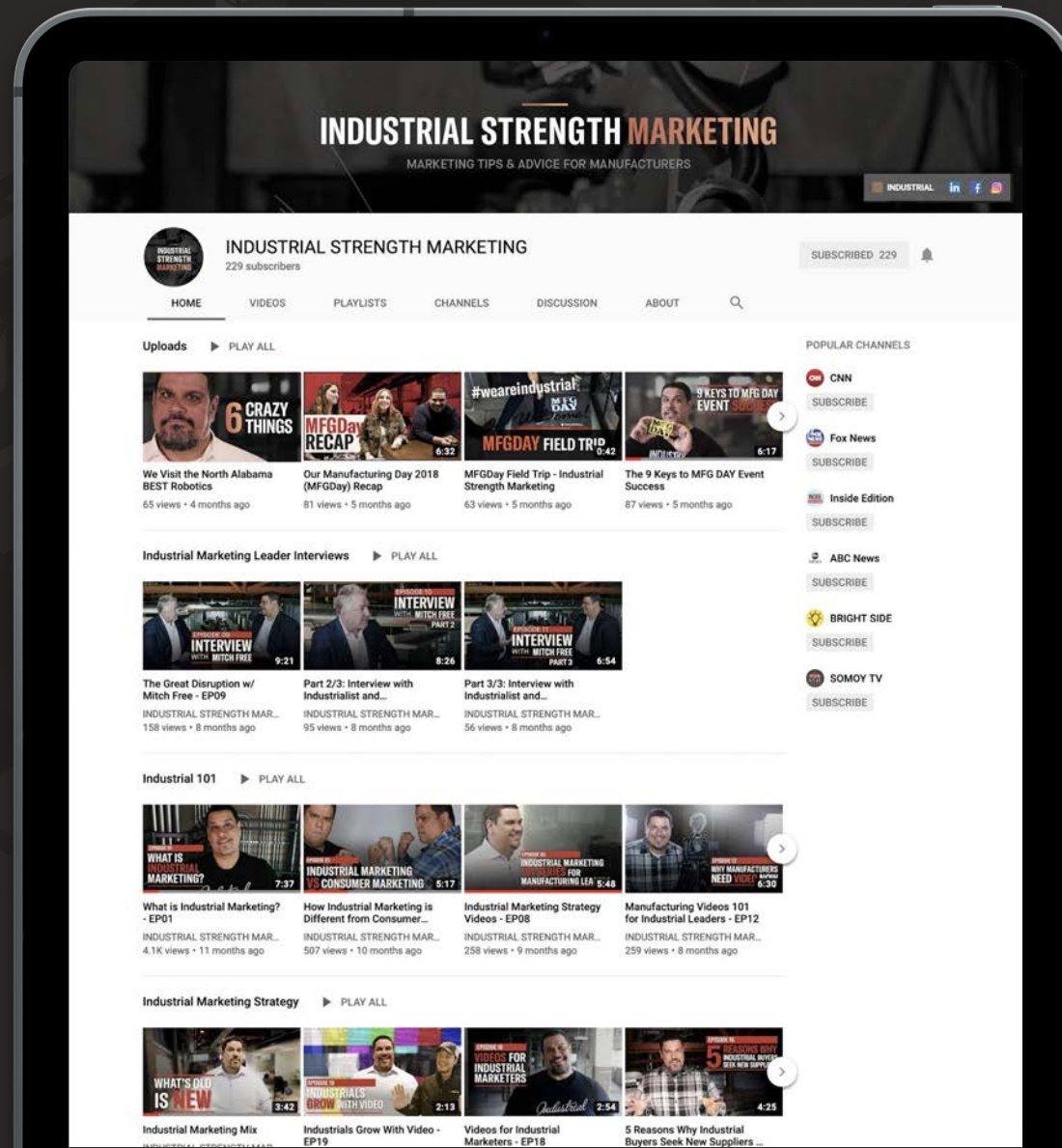
THANK YOU

CONNECT WITH ME:

Industrial Strength Marketing on YouTube

<https://www.linkedin.com/in/jamessoto/>

Podcast (Coming Soon)



Q&A Session



Steve Melito

Host
FuzeHub



Kim Lloyd

Panelist
FuzeHub



James Soto

Panelist
Industrial Strength
Marketing

MARKETING FOR MANUFACTURERS

2

ENGAGING CUSTOMERS AND PROSPECTS



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WE CAN HELP.

We ignite growth and
manufacturing one man

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WEBINAR: MARKETING FOR MANUFACTURERS

April 25, 2019

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MEDTECH MEETUP: CONNECTING YOUR STARTUP WITH
ESTABLISHED COMPANIES @ NEXTCORPS

March 21, 2019

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BUILD4SCALE WORKSHOP IN THE CAPITAL REGION

February 21, 2019

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