



CONTENT MARKETING FOR MANUFACTURERS

PRESENTED BY FUZEHUB

Agenda



Welcome

ELENA GARUC
EXECUTIVE DIRECTOR



Strategies & Successes

STEVE MELITO
MATCHING SPECIALIST



FuzeHub Case Study Spotlight

BETH GLASSANOS
MARKETING MANAGER



Measuring Success

KIM LLOYD, SPECIAL PROJECTS

CONTENT

CONTENT MARKETING FOR MANUFACTURERS

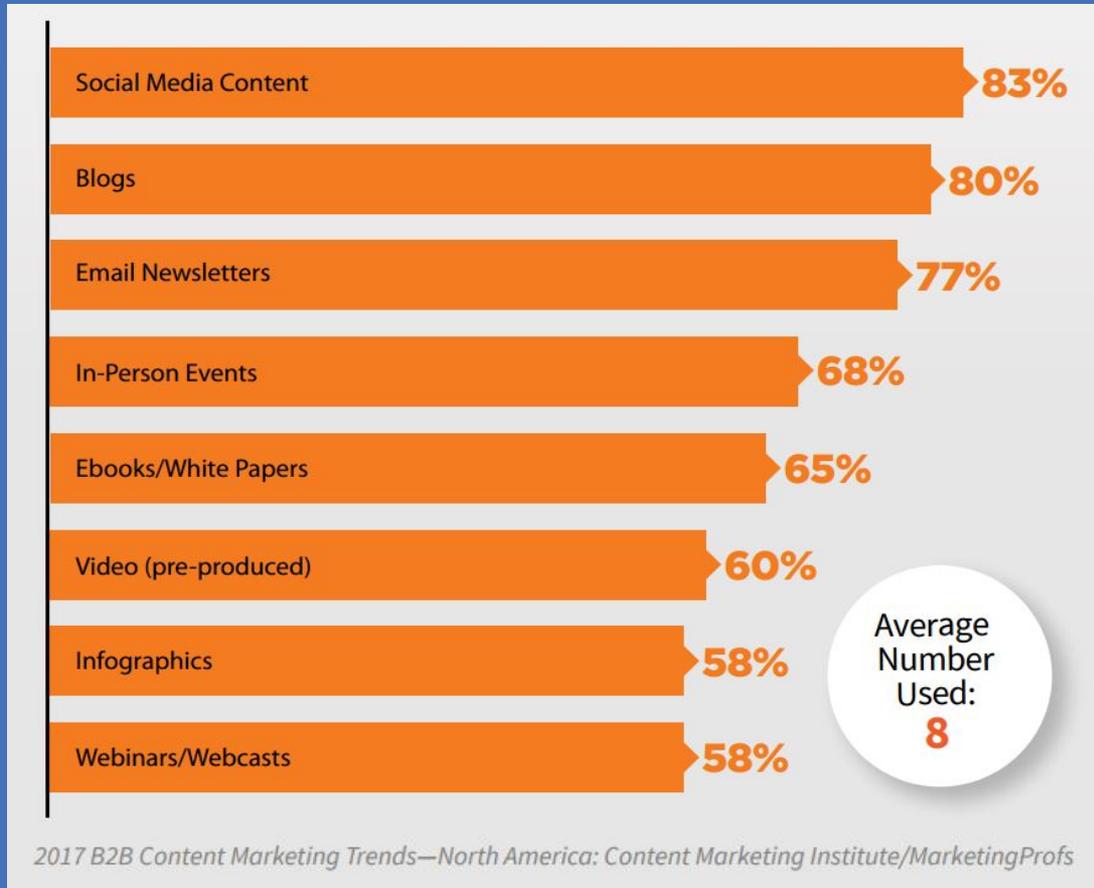
Strategies and Successes

- WHAT
- WHY CONTENT MARKETING?
- CORE STRATEGIES, HOW TO MAKE THEM WORK FOR YOU.
- CURRENT SUCCESS STORIES



Steve

Strategy: The Key Elements



Steve

Strategy: Why Use Content Marketing?

- **Costs 62% less** than traditional marketing.
- **Yields 8 times** more website traffic.
- **Generates 3 times** as many leads.

And if the numbers aren't enough . . .

They can't engage with you if you they don't know you exist.

They won't engage with you if they don't see your value.

Source: Content Marketing Institute



Steve

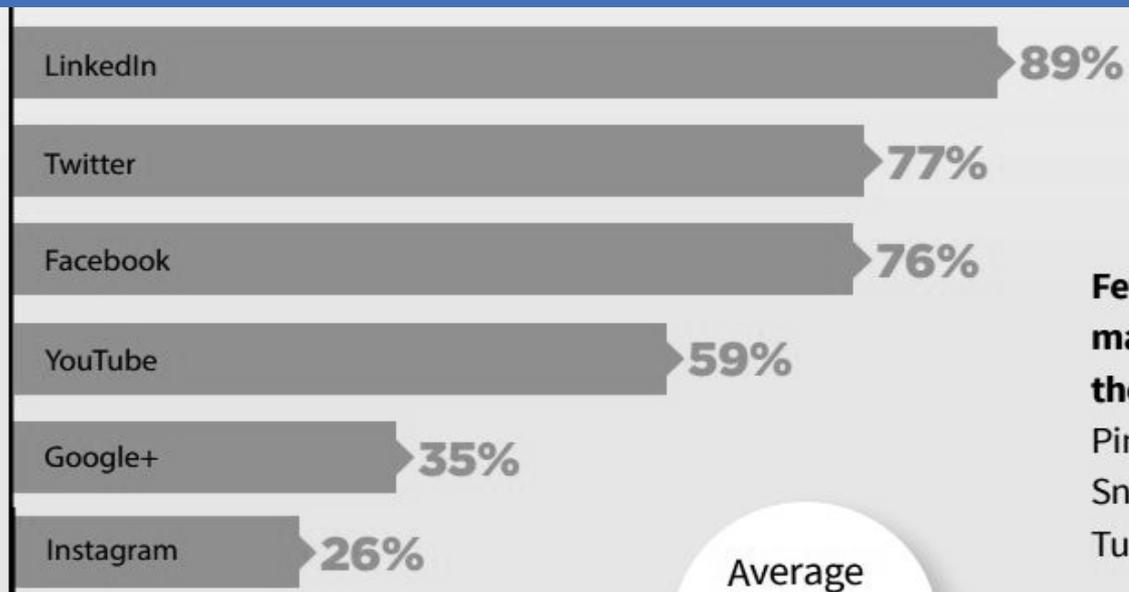
Strategy: Tips

- Blog entries are great way to share knowledge **that your audience wants to read about.**
- Share your blog content via social media, but **“push” it to your target audience via email, too.**
- **Make longer-form content** like e-books/white papers downloadable, but put them behind registration if you can.
- **Visual marketing** (videos, infographics) are powerful.
- **Webinars and podcasts** make you look like a leader.



Steve

Strategy: So many social media channels, so little time.



Average Number Used:
6

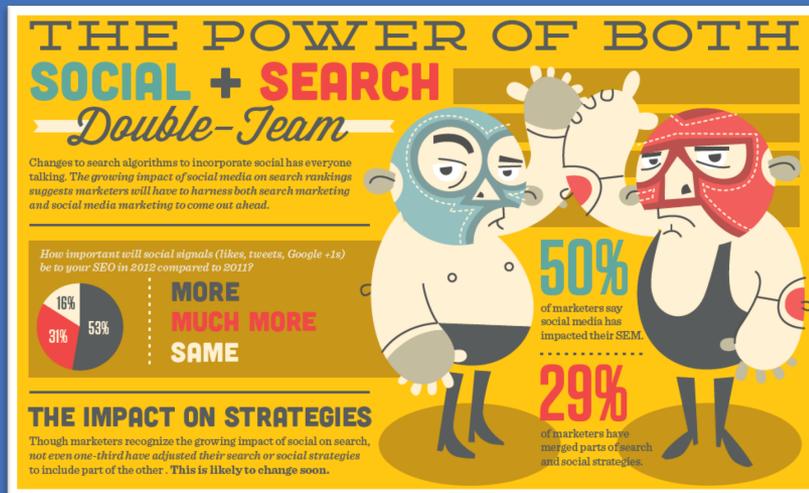
Fewer than 25% of B2B marketers said they use the following channels: Pinterest (14%), Medium (6%), Snapchat (3%), iTunes (3%), Tumblr (2%), and Other (18%).



Steve

Strategy: Social Media and SEO

- Social media helps to build **brand awareness**
- Search results now include **social signals**
- **Together**, SEO and social make your content **discoverable**.
- **Keywords** are the bridge between the two



Steve

Source: <http://www.stateofsearch.com/wp-content/uploads/2012/04/social-vs-search-infographic.png>

Strategy: Keywords



best types of rubber gaskets



- **Keywords connect their web searches to your content.**
- Avoid “keyword stuffing” and other “black hat” tactics. Search engines will penalize you for them.
- Always use keywords intelligently.
 - Social media hashtags
 - Headings in blog entries
 - HTML meta tags



Steve

Strategy: Taking a step back

- **You need to reach audiences who don't want to be “sold to” any more.** Yet these same audiences need to make informed business and technical decisions.
- Marketers have talked about “content marketing” so much that the phrase is now a buzzword. Yet content marketing isn't about sizzle. **It's about solutions.**
- **Successful content marketers understand their audiences.** They inform and engage them. They don't sell to them. (That's why you have salespeople.)



Steve

Case Study

SPOTLIGHTS



Steve

Specialty Silicone Products



- **The push.** Twice-monthly blog entries and email campaigns, quarterly white papers, and periodic LinkedIn posts.
- **The search.** Engineers and sourcing managers perform web searches and discover SSP products.
- **The payoff.** Brand awareness starts the buy cycle. Sales engages leads and closes deals. Opportunities include a major aerospace manufacturer.



Steve

FuzeHub Case Study

SPOTLIGHT

- GETTING THE GAME PLAN STARTED
- BUILDING A REPERTOIRE
- A LOOK AT THE RESULTS



Beth

Getting our game plan started

Identify our goal.

We want to offer valuable information to manufacturers by providing them with information, events and other engagement opportunities that will solve manufacturing problems. We want to grow and maintain our audience and their engagement with the tools and resources that we have to offer.

Identify assets on our team

Assessing if we have the bandwidth to generate content

Identify what types of content make sense for us

What platforms will we use to distribute what types of material? Reference materials, how-to guides, topical and cornerstone content.

Identify a plan to promote

Consistent, active and current



Beth

Building our own repertoire

EDITORIALS
AND
ARTICLES

HOW-TO
CONTENT

SHAREABLE
VISUALS

SUCCESS
STORIES AND
CASE STUDIES

WEBINARS

EMAIL

WHITE
PAPERS

STATS

COMPANY
NEWS

BLOG

SURVEYS

INDUSTRY
NEWS

RESOURCE
REPORTS

SOCIAL
MEDIA

WEBINARS

EMAIL

BLOG

SOCIAL

SEO-GUIDED
CONTENT

VIDEO

A different formula for everyone.



Beth

Content marketing anchors & cornerstones



Reports & whitepapers

- Reference
- Go-to resources
- Evergreen



Guides

- Curating, pulling together information
- Guide to funding
- Guide to exporting
- NYS Budget Highlights
- Programmatic overviews of our own services and programs



News

- Topical updates
- Weekly round-up of industry news
- Monthly newsletter
- Daily social media



Unique Perspectives

- Unique stories
- Faces of Manufacturing
- Ask an Expert Interviews
- Success Stories



Beth

Results

	2013	2014	2015	2016	2017 (to date)
Avg. Session Duration	4min	2.4min	1.5min	2.5min	2.5min
Pages viewed per session	3	2.5	1.8	2.2	2.3
Total # of Sessions	5.5k	14k	18.5k	23k	16.5k
Users	3k	9k	14k	14k	10k
New Visitor %	56.2%	64.3%	75.6%	58.5%	59.1%
Returning Visitor	43.8%	35.7%	24.4%	41.5%	40.9%
Social Network referrals	500	600	700	1,600	1,800
Organic Google (sessions)	2k	6k	6k	7k	4.5k
Direct (sessions)	2.5k	5k	5k	8.5k	6k



Beth

CONTENT MARKETING FOR MANUFACTURERS

Content Analysis

CONTENT

- SUMMARY
- TRAFFIC AND KEYWORD ANALYSIS
- TAKEAWAYS
- STRATEGIES AND KEYWORD RESEARCH



Kim

Measuring Success: Project Summary

We recently went through an exercise to **understand our SEO and content performance.**

We used a **keyword research tool** called SpyFU

As a result of this analysis, we have come up with a few **key takeaways** and helped us with additional content planning.



Kim

Measuring Success: FuzeHub traffic



Organic search accounts for 48% of the traffic but approximately half of these searches are for some variation of “fuzehub” – suggesting that the searcher already knew about FuzeHub from another source and was using Google just to find the exact web address.

Other things to note about traffic originating from social media and organic search

- Has longer average session time than site average
- Has larger number of pages/session than site average
- Has lower bounce rate than site average (social media is just a smidge lower)
- This suggests that traffic from these sources is good traffic and not just made of hit-and-run visits.



Kim

Measuring Success: Keywords

Keyword	Position in Google Search Results	Landing Page
FuzeHub	1	fuzehub.com (homepage)
New York manufacturers	21	fuzehub.com (homepage)
Manufacturing NYC	35	fuzehub.com (homepage)
Manufacturers in NYC	23	fuzehub.com (homepage)
NYS connections	85	fuzehub.com (homepage)
Manufacturing in NYC	53	fuzehub.com (homepage)
Manufacturing in New York	36	fuzehub.com (homepage)
Manufacturing help	93	fuzehub.com (homepage)
Innovation fund	81	fuzehub.com/manufacturing-innovation-fund/
Manufacturing grants	62	fuzehub.com/manufacturing-innovation-fund/
Manufacturing news	31	fuzehub.com/manufacturing-blog
Robotics manufacturing	39	fuzehub.com/fuzehub-blog/advanced-robotics-manufacturing-institute/
New York State manufacturing	6	fuzehub.com/new-york-state-manufacturing-the-facts-and-figures/



Kim



Measuring Success: Key Takeaways

- Since Google has ranked them in the top 100, they're on the search engine's radar.

It may be possible to tweak some of the pages on the site to optimize them for one or more of these keywords and push FuzeHub up in the rankings.

- Significant number that are related to topic areas that FuzeHub covers. These could be used in the following ways:

Ideas for new blog posts or pages on site

Tweak existing blog posts and other pages on site to optimize for keywords

For broad keywords, create hub pages that include links to related material



Kim

Strategies

- Create Optimized Category and/or Tag Pages (High Impact, Low Effort)
 - Create news pages for broad keywords and use them to organize blog content while also optimizing each page for the keyword. When new blog content is created that relates to the keyword, the page will automatically update with the latest content.
- Actions Needed to Do This
 - Add tags to post – Go through all of the existing blog posts and add relevant tags (such as 3D printing, manufacturing news, robotics, etc.). The easiest way to do this is to go to the listing of the blog posts in the WordPress dashboard and use the quick-edit functionality to add tags.
 - Create WordPress pages – For each major tag, create a page in WordPress that includes the following:
 - Optimized H1 title and meta title
 - Meta description
 - Paragraph or two that introduces the keyword
 - Pull in the WordPress feed for that tag (that's updated automatically when new posts on the topic are added)



Kim

Strategies

- **Create Helpful Pages That Encourage Bookmarking**
(High Impact, Medium Effort)
- **Develop resource pages that link to both internal and external content** on a particular topic, such as lean manufacturing, SME funding, prototyping, contract manufacturing, etc.
- **Example:** Take a topic that manufacturers are interested in – for this example, we’ll use lean manufacturing.
 - Create a WordPress page with a title like Lean Manufacturing Resources for New York Manufacturers.
 - Craft a meta description that focuses on the keyword “lean manufacturing.”
 - On the page, write 1-2 general paragraphs about lean manufacturing.
 - Create a list of resources to learn more about lean manufacturing. This may include links to reputable third-party resources on lean manufacturing, glossary of terms used in lean manufacturing, certificate sites, training sites, recommended books to read, etc.
 - If applicable, add a feed that uses the post grid tool to pull in any blog posts from the FuzeHub blog that have been tagged with lean manufacturing.



Kim

Strategies: Keyword Research

Keyword Eye (Basic and Pro)

- PROS – Nice visualizations, very easy to spot keyword phrases.
- CONS – Based on AdWords. Don't depend solely on Google AdWords data. It's designed to make money for Google, not for you.

Wordstream (Free and Paid)

- PROS – Unique slices and dices, including a 'Niche' Finder, tons of long-tail keyword searches.
- CONS – Free is limited to 30 searches (which disappear quick) – This is really a Paid tool designed more for PPC in order to guarantee ROI.

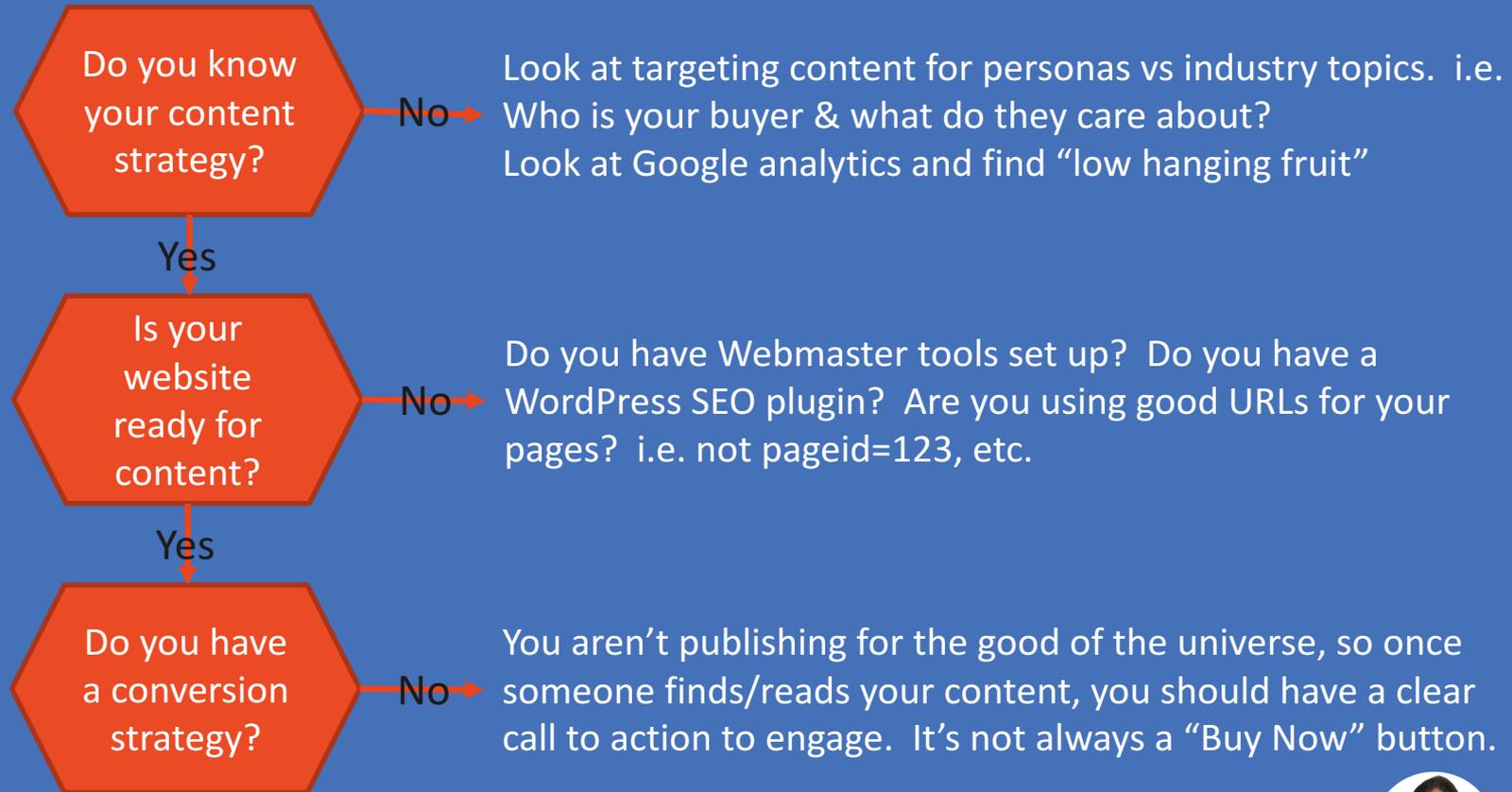
SEOMoz (Paid)

- Keyword Difficulty Tool (but only if you are using all the other items)



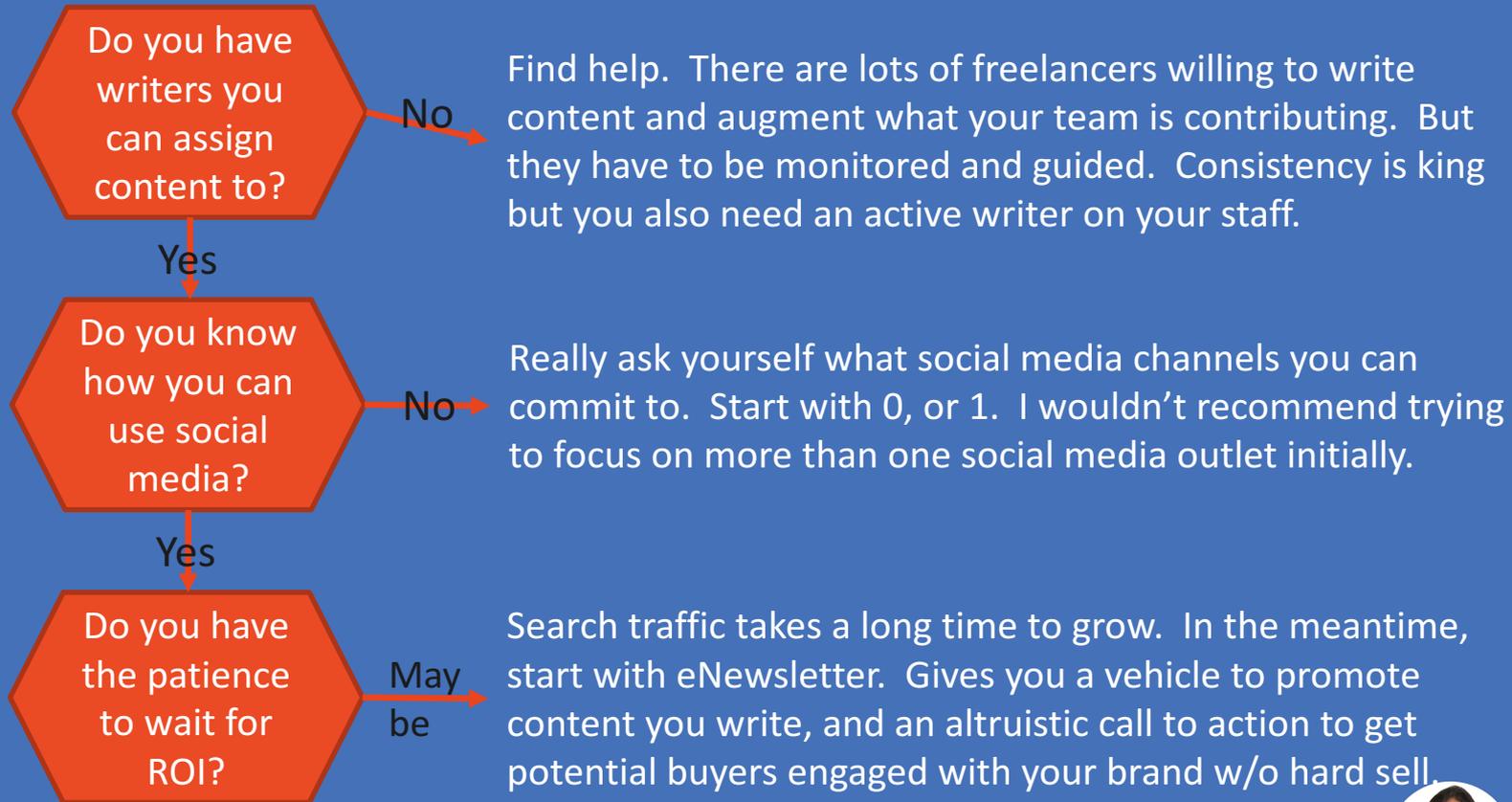
Kim

Where Do You Go From Here?



Kim

Where Do You Go, cont.



Kim

- **1 on 1 calls**
 - Get on a call for you to ask specific questions and guidance from team members
- **Content Marketing Assessment**
 - Analyze your current website, content, and goals
 - Recommend direction and actions to get the most out of your efforts
- **Outsourced Services**
 - We could recommend people who can help you with anything from branding, to outsourced writing/social media, newsletter setup and management, etc.



Kim

In Summary



- **Identify and document** your content marketing strategy
- **Place ownership** of your content marketing success
- **Identify tools & methodologies** to help achieve your goals (NOT word, google docs, email)
- **Incorporate a good solid mix** of curation, social media, topical and cornerstone pieces into your strategy



Kim



www.fuzehub.com

Keep the conversation going.

FuzeHub is on
LinkedIn, Twitter, Google+ , Facebook
info@fuzehub.com

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