



# Marketing for Manufacturers

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## Four Areas of Focus

- Crowdfunding
- Website and SEO
- Social Media
- Email Marketing



## Crowdfunding

- Develop a strong, clear message
- Research your target market
- Create an achievable goal
- Develop exclusive rewards
- Promote your campaign



## Website and SEO

- Platforms, perfection, and building for the future
- How will potential customers search for you? (keywords)
- When they find you, what do you want them to do? (CTAs)
- Types of written and visual content
- What about e-commerce?



## Social Media

- Which channels does your target market use? (Demographics)
- What are some best practices for those channels?
- When to curb your enthusiasm
- Find time, make time, and realize you can't be everywhere
- Don't pay to advertise if you can't deliver a product



## Email

- Don't wait. Start building your email list now.
- Low-cost platforms and CRMs
- Plan, prepare, and deliver – then repeat
- Why you should remember the number seven . . .



**THANK YOU!**

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