

FUEL

10 TIPS *for*
**MANUFACTURING
MARKETERS**



“How can I prove that investing in our brand is good for business?”

- Too many manufacturing marketers to count

Our reply, now and forever: “In more ways than you’d think.”

Brand and business are inextricable because “brand,” among many things, is a business’s first impression – the image people create in their minds determining is, or isn’t, this company valuable? Worth my investment, my trust, and my association? To ensure all of those questions are affirmative, we turn to brand building.

Brand building – **strategically building and shaping a brand’s image and reputation over time** – powers our branding strategies and marketing solutions so that we can create manufacturing brands that look and behave like they’re in another league. Brands worthy of loyalty. In our minds, there’s no other way to attract attention in an industry saturated with choice, and if marketers are working with and trying to sell a brand that looks cheap, generic, or outdated, they’re already working from an enormous disadvantage that has little chance of growing the business. Read on for our top ten ways investing in your brand is also a win for your business.

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A strong, differentiated brand identity can reflect a company's quality of manufacturing

Business pain point:

Our outdated brand identity doesn't reflect our quality of manufacturing capabilities, brain power, or products.

Brand resolution:

We can fix that from several angles, all powered by brand building strategies. Modern-minded manufacturers are differentiating themselves through strong branding and consistent marketing that tells bold stories. We've designed a process to do just that, using our Brand Blaze™ as a guide for all brand strategy. With the Brand Blaze, we create a unique brand identity that's compelling and customized to your business's strengths + customers' needs, and also defines key differentiators and talking points to fuel consistent – and better – marketing across campaigns, sales collateral, your company website, and more. Remember, stronger brand perception correlates to premium pricing.

Clearly positioning – and defending – your company as a career accelerator can help overcome the challenge of a skilled labor shortage

Business pain point:

We struggle to attract the skilled workers we need to maintain a market advantage.

Brand resolution:

Again, attracting the right attention comes down to earning the right attention. Once we've identified your company's strengths/differentiators through our brand building process, we can literally build your brand perception by positioning your company as a career accelerator, communicating your brand values (and how you live them), sharing company culture examples, and highlighting iconic products making a difference. Standing out depends as much on your storytelling as your branding, and we can help you navigate both.

Qualified leads are lured by brands that communicate value, consistently

Business pain point:

We struggle to generate enough quality content to feed our marketing funnel consistently.

Brand resolution:

You're not alone. Almost half¹ of manufacturing businesses struggle with the same issue, resulting in lower engagement and fewer lead generation possibilities. We understand how time-consuming content creation can be, especially with small teams wearing many hats – there's just not enough time in the day. Fortunately, we can support through consistent professional content creation and targeted campaigns made all the more effective by our extensive B2B and media buying experience.

¹<https://www.salemate.io/blog/manufacturing-marketing-challenges/>

Simplifying your complex products can boost your sales success

Business pain point:

We struggle to demonstrate the value of our complex products.

Brand resolution:

We can tap a number of strategies to simplify manufacturing's complex products or processes. For example, we can:

- Use Brand Codes (a distinct style or asset unique to your brand) to define star products and their differentiators/value propositions
- Create high-quality storytelling to bring those features to life across short-form video and content
- Translate all of the above into modern, easy-to-use sales materials for your team, and help bridge marketing and sales relationships

Limited marketing budgets can be extended through brand-powered marketing strategies

Business pain point:

Our limited marketing budget dramatically limits our chances of growth.

Brand resolution:

And about a third¹ of manufacturing firms would agree. However! The same way limits spark product innovation, budget constraints and digital marketing advancements spark process innovation. Using AI/machine learning along with dynamic and responsive ads in a virtual testing environment, we're able to test audiences, creative, and offers to find the right combination to optimize your marketing campaigns.

We have the expertise to maximize any budget with smarter digital campaign strategies, from creating tighter target audience personas to choosing and investing in channels with the highest ROI. We'll never fail to remind you how your marketing is a sales enablement tool to build your brand and grow your business simultaneously.

¹<https://www.salemate.io/blog/manufacturing-marketing-challenges/>

Knowing – and reaching – your target audience begins with brand strategy and ends with digital marketing

Business pain point:

We're unclear how to reach our target audience in the digital space.

Brand resolution:

This marketing challenge plagues all manufacturing teams that lack access to detailed customer personas and the expert digital marketers to use them. Which is why we offer both through our brand and marketing processes. Armed with insightful personas inspired by your own brand strategy (your company's role to the consumer, your position within the market) and detailed customer journey maps that can pinpoint where your customers are in the buying journey, our digital strategists can provide the *focus* necessary to guide messaging and marketing away from irrelevant, budget-draining tactics, and back to targeted ones - finding and engaging your audience where they already are.

Building a robust email database relies on the brand powering the business

Business pain point:

We lack a robust email database and the knowledge to build and grow one.

Brand resolution:

We can approach it from a few angles. For example, we can create content strategy to support newsletter sign-ups, or share our expertise in leveraging CRM's like HubSpot and Salesforce for direct brand communications. Either way, the content and engagement consistently relies on brand strategy and customer journeys to define the messaging and branding, target audience, and the mix of marketing tactics to ensure all of these efforts get noticed at the right point in the customer journey. Email is an excellent tool to develop marketing nurtures or sales sequences to move your target to the conversion point.

Add marketing automation to a clear brand strategy + quality branding, and you have everything you need to conjure repeat business

Business pain point:

Marketing automation. How do we make our marketing work behind-the-scenes and around the clock?

Brand resolution:

B2B customers need to be invested in the long sales cycle as much as the day-to-day, and that's where marketing automation proves so crucial – developing nurture campaigns throughout the year.

Good news: You've got options. Hubspot. Salesforce. Mailchimp. We can guide you through the process of building your own marketing automations to deliver the right message at the right time, and help meet a variety of business objectives. Maintain engagement? Increase customer retention? Convert? These possibilities are simpler than you think.

A stand out brand experience brings in the business

Business pain point:

We need to optimize our trade show presence for the greatest impact, and I don't know where to begin.

Brand resolution:

We do! And here's what we can suggest:

- Design an outstanding booth and experience strategy rooted in the company's brand strategy
- Develop pre-show marketing strategies/campaigns to generate excitement and drive attendance
- Highlight brand codes through collateral and talking points
- Implement marketing strategy to capture leads, engage prospects, and follow up post-event to nurture relationships and drive conversions
- Take advantage of trade show momentum and connections by following up (even a handwritten note can go a long way)

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Let incredible branding turn your website into a lead magnet and constant sales support

Business pain point:

Our website is a missed opportunity. We don't know how to use it to generate leads and support sales more effectively.

Brand resolution:

Showcase your brand with a beautifully designed website (your branded web presence might be your business's first impression) and then optimize it to function as a sales tool and ROI meter.

- Use tools like [Google's mobile-friendly test](#) to determine if your site is performing as it should on mobile devices
- Partner with an agency with a track record in digital and web analytics to help audit your site for any potential pitfalls in SEO, analytics tracking, UX, and content

Conclusion

We hope it's a lot more clear how your brand and business are inseparable components of one another, incredibly capable of making each other stronger (or weaker). Your brand isn't just the face and representative of your business. It's both its essence and guide for how it should function and succeed. To learn more about our approach to building successful manufacturing brands and strategies, **reach out today**.

How far can we take your brand,
together? **Let's find out.**

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