

1. Target Keyword: Website Tips for Distributor/Dealer Focused Manufacturers
Page Title: Website Tips for Distributor/Dealer Focused Manufacturers

If you're like most manufacturers, you had a website created in the earlier days of the Internet, before online transactions and information sharing really took off. Your website might be a useful brochure providing information on your company, but you're probably in need of website tips for distributor/dealer focused manufacturers in order to take your website to the next level.

Who Are You Targeting?

Many early manufacturing websites were created with known customers in mind - web addresses were given to customers and contacts made while networking in real life. This will always be a useful function of your website, but manufacturing websites can also be used to attract entirely new leads.

One of the biggest website [tips](#) for distributor/dealer focused manufacturers is to target both dealers and the general public. The information should be presented in an attractive and accessible manner, while still providing the in-depth information that your dealers require. All of this should also be molded to key online marketing tactics such as SEO.

Attracting New Customers and Dealers with a Storefront

Any user who comes to your website should be presented with useful information and the opportunity to learn more about your company. This is the part of your website designed to draw in new dealers and new members of the general public. Key features should include:

- Information about your company's history and your sales team
- Links to product pages
- Warranty information
- Frequently asked questions
- Lead generation form that allows users to request more information
- A page that allows customers to find their nearest dealer
- "Join us as a dealer" page with a brochure and video providing details of the opportunities available along with testimonials from satisfied dealers

Dealer Log-In

With a dealer log-in, you can enable your dealers to make the same purchases they could offline by providing them with up-to-date information and an easy purchasing system. At the same time, you can promote the overall success of your company by providing promotional tools for dealers to use. Below are some key website tips for distributor/dealer focused manufacturers.

Do:

- Use an e-commerce website that is fully integrated with your POS system, so that there is no distinction between your website and your facilities
- Fully integrate your website with your "real-life" purchases and inventory. For example, make sure that your inventory automatically updates after an online purchase, and allow customers to request items on back-order
- Never forget the "human" element. For example, your website should honor any special prices or arrangements you have with particular dealers

Additional Tips

- Mobile sites complete with mobile purchasing are key for all transactions in today's age
- Take the time to learn about key web marketing strategies such as search engine optimization, strategic web presence, and inbound marketing
- Never forget the importance of driving business to your dealers by directing the general public there from your website and providing your dealers with the promotional tools they need for success; more traffic to them means more revenue for you

2. Target Keyword: Website Tips for Wholesale/Retail Focused Manufacturers
Page Title: Website Tips for Wholesale/Retail Focused Manufacturers

Just as consumers have turned to the Internet to research and purchase a wide variety of research and business products, so too has industrial purchasing. A majority of industrial purchases are now researched and decided upon online, although purchases may or may not be made offline. With so many wholesale purchases used for online resources, it's important that you incorporate website tips for wholesale/retail focused manufacturers in order to make sure your website provides useful, accessible information while also meeting the expectations of your audience.

The Steps of Industrial Sales

Industrial sales are different from retail sales; the decisions are made based on the business's needs, and research and decision-making is accordingly more lengthy and complex. One of the most important website tips for wholesale/retail focused manufacturers is that any manufacturer's website should allow customers to naturally go through the steps of making an industrial purchase, which can be broken down as:

- *Discovery* - Customers are looking for companies that provide the types of products they're looking for
- *Research* - Customers are looking at specific products and procedures
- *Sourcing* - The visitors want to see detailed schematics and pricing in order to ensure that the products and price are appropriate
- *Procurement* - The actual purchase is made

Discovery, research, and sourcing are primarily performed online these days, although procurement may still occur offline, especially for new customers.

Do:

- Make sure your website immediately communicates exactly what you provide so as to retain as many customers in the "discovery" phase as possible. Plenty of pictures of products helps customers immediately recognize that you sell what they need
- Have an easily accessible link on the front page to the product catalog
- Create a comparison option - this is one of the best website tips for wholesale/retail focused manufacturers. Visitors should be able to compare the specs of several products side by side. When you simplify the research process for customers, you're more likely to retain leads
- For each product, provide an individual page with more detailed information about size, materials, uses, and unique features

Additional Tips

- Once you've got a good basic website design, you need to optimize your website to procure information about as many new leads as possible. For example, you can retain interested customers by providing downloadable CAD drawings for customers who provide contact information
- The above tip brings us to an important point: Online, you provide more information to people you haven't made contact with than you normally would, in exchange for getting a greater number of leads

- You don't have to do it all at once - even if you have a full-time marketing team, it takes time to design an entire website. You can roll out features one by one over the course of several months

3. Target Keyword: Industrial and Manufacturing Branding 101
Page Title: Industrial and Manufacturing Branding

Branding goes far beyond the logos and slogans your company sends out to the world, but in fact encompasses all of the messages your company intentionally or inadvertently sends out, from official press releases to the quality of your products to the way your salespeople answer the phone. In industrial and manufacturing branding 101, the key to successful branding is to remain wholly consistent in your message and practices. This starts by asking and fully answering this important question...

Who Are You?

When branding anything, a clear idea of what your company stands for is essential. Understanding your own company is the starting point for industrial and manufacturing branding 101 - it gives you a goal for what you want customers to think of when they hear the name of your company.

It helps to start with values. What are the values that you've worked to put into your company? Perhaps your company has values that become part of what you "sell," such as sustainably or locally made products. Even values that don't have a commercially valuable angle can inform the way your company brands itself. For example, perhaps you value efficiency, prompt service, or great problem-solving skills. This will be reflected in the way you interact with customers.

Next is to have a clear vision of what your company provides. The most obvious part of this is simply, what products do you make and sell? Next, identify what distinguishes your company from competitors, both in terms of the product and in terms of the quality of service you provide.

Do:

- Create a consistent visual presentation. Packaging, letterheads, the way your salespeople dress, business cards, ads, font, color, and logo

recreations should all be consistent across all of your mediums and locations. With visually distinctive things, even slight variations can have an impact on the success of your branding.

- Focus on employee training. Each employee should be aware of the company's practices and values, and how they can implement those values, so that each customer receives a consistent experience and will get the same information when talking to any employee
- Give the behind-the-scenes part of your operations a look. As a manufacturer, you will undoubtedly have customers in your plans from time to time. It's important that the inside of your plant, from its set-up to the way the employees work, is consistent with the image that you put forward at the front desk

Additional Tips:

- For smaller companies, it's often tempting to think that the product will speak for itself and create its own "brand." In fact, careful branding can greatly improve even the smallest of companies
- The true goal in industrial and manufacturing branding 101 isn't just to make your brand easily recognizable - it's to make sure your customers associate your brand with your company's values and qualities.

4. Target Keyword: Video Marketing for Manufacturers

Page Title: Video Marketing for Manufacturers

The technological revolution has changed marketing in many ways, and one of the biggest ways is the fact that the most effective companies now market across a variety of platforms. One of the most influential of these platforms is video marketing. If you're a manufacturer, this is one thing that can be undertaken by even small companies thanks to the accessibility of video cameras, video editing tools, and video hosting. The best manufacturers now use video to market to buyers. Below, we'll explore some of the key uses and methods for doing this.

Establishing Your Thought Leadership

You can demonstrate your authority in your field by releasing videos that showcase your company's strengths. Ideas include:

- Roundtable discussions
- Expert panels
- Testimonial videos
- Updates about the newest developments in the industry

Showing What You're Offering

Video marketing for manufacturers offers the opportunity to show customers what you're offering in a way that words and pictures can't. You can record a video demonstrating the uses and effectiveness of your tried-and-true products. To do this, you might want to showcase a single product or show how several products can work together to produce a dramatic effect.

In addition to showing products, you can use videos to give far-off customers a taste of your facilities. This can generate interest in clients who otherwise might not have taken the time to visit your facilities.

Drawing People In

As your company releases new products, video can be used to generate interest. This can help interest new customers who would otherwise have stuck with your competitors, and it can remind loyal customers of the forward-thinking ideas and leadership that have caused them to stick with you.

You can also use video to draw people towards specific pages rather than your website as a whole. In addition, tagging videos effectively can result in new leads.

Do:

- Take the time to learn the basics of producing videos if you haven't already, such as simple editing software and embedding videos in your website
- Spend some time looking at some of the most-viewed and most effective examples of video marketing in order to get an idea of where the bar is set
- Think about using video as part of a multi-platform marketing drive, incorporating it with other content marketing such as blogs, social media, and white papers.

Additional tips:

- Videos can be used to improve the website you already have, or to drive traffic towards your website, or both. If you're looking to use video marketing to get more traffic, be sure to use tactics like SEO to ensure as many views as possible
- Take care when filming - videos are an important way to establish brand awareness by allowing you to show a polished and carefully targeted view of your company

5. Target Keyword: Business blogging for Industrial and Manufacturing Companies

Page Title: Blogs for Industrial and Manufacturing Companies

A blog is the most multi-purpose content platform around - you can use your blog to discuss just about any aspect of your business that you'd discuss with a potential customer. Business blogging for industrial and manufacturing companies is a great way to gain new leads while also building brand awareness. A high-quality blog is a cost-effective, simple way to become a more prominent and respected company.

Generating Interest

Blogs can drive new traffic to your website, or maintain interest in customers you've already had in the past. In addition, they can be a tool to get new contact information, allowing your sales or telemarketing team to screen new potential customers. In business blogging for industrial and manufacturing companies, you can generate interest with a variety of information and content, including:

- The release of new products
- Updates in the industry, such as changing standards or safety regulations
- The uses of your products
- The stories behind your company, such as recent notable achievements or the way the company was founded

A search engine optimized blog that's updated regularly can help you come up higher in search results. In addition, linking to your blog in social media outlets can result in new traffic being driven to your website from visitors who otherwise would have gone unaware of you.

Establishing Trust

Even in underrepresented industries, there is an abundance of blogs on the Internet. When you engage in business blogging, strive to stand out from the crowd in terms of the content offered. If you do this, you can establish yourself as a trusted thought leader in the industry.

Blogging is a relatively subtle form of marketing - nothing can take a reader out of a blog quicker than the feeling that they are being sold to. By giving useful information about the industry and products, and being strategic about calls to action, you can establish your blog as a *resource for your customers* rather than an outlet for your marketing.

Do:

- Use key content marketing techniques, such as lacing each blog post with internal links to your website and other content. SEO is also important.
- Make it easy for site visitors to provide you with their contact information and to access your main site from your blog. For example, you can include a link to a form for interested visitors at the bottom of each post
- Decide what approach is best for you - invest your own time in creating the content you want, or hire a professional writer or marketing company to do it for you. There are advantages to each approach, and it's ultimately up to your availability and personal preference

Additional tips:

- A blog can be a great lead generator, but it shouldn't be your only source of lead generation or the only part of your online presence
- A blog isn't a quick fix - it takes time to build a readership, and consistency to maintain it. You'll see results, but not overnight

6. Target Keyword: Creating Great Industrial and Manufacturing Calls to Action
Page Title: Pay Attention: Creating Great Industrial and Manufacturing Calls to Action

Your website may provide great content, but without a call to action you're likely to lose potential customers. Calls to action encourage your site visitors to act now rather than waiting to do more research or mull it over, meaning that you'll be able to make sales or gather information, thus increasing your bottom line. Creating great industrial and manufacturing calls to action is all about identifying what you want site visitors to do, and then strategically placing CTAs in places that will lead to those actions.

What Actions Are You Seeking?

Before deciding the design of your calls to actions and where to place them, you need to decide what you want your calls to action to lead to. Examples include:

- Giving you additional information
- Giving you contact information so that your sales team can follow up
- Requesting a quote, assessment, or more detailed information about your products
- Making a purchase

Where to Place CTAs

Just where to place your CTAs will depend on what you want the CTA to accomplish. For example, if you want your visitors to make a purchase, you may place a "Purchase Now" button on a page that describes your services. If you're trying to procure customer contact information, it may be more appropriate to place your CTA at the bottom of a blog post.

When creating great industrial and manufacturing calls to action, it's important to remember that your calls to action shouldn't be confined to one part of your website. You can have several different landing pages with different purchases, which are strategically placed in the appropriate areas.

Do:

- Give your calls to action a distinctive, clean, brand-consistent appearance
- Include benefits for your visitors in your CTAs. For example, you might offer a white paper with similar content to the content of the main page for site visitors who give their contact information, or a free quote for potential buyers. Site visitors should feel that they will benefit from responding to your call to action
- Tailor CTAs to people at various stages of the sales tunnel. You're trying to capture people who are just researching as well as people who are ready to make a purchase, and that's why having calls to action for various pages and goals is important

Additional Tips:

- Track the success of your various calls to actions. As with anything in marketing, creating great industrial and manufacturing calls to action can be done by continuously assessing performance. Don't be afraid to change if one CTA is unsuccessful
 - Remember, above all, calls to actions should be easy for your site visitors. Visitors are often making quick decisions about whether you're right for them, and when it's difficult to take the next step, you can lose potential leads
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7. Target Keyword: Industrial and Manufacturing Copywriting

Page Title: Industrial and Manufacturing Copywriting

When you run an industrial or manufacturing website, it's often tempting to think that your products and expertise will speak for themselves, or that no outsider could describe your products as well as you can. In addition, manufacturers sometimes fall into the trap of thinking that copy simply isn't necessary on a given page, that there is no information to give. Avoid these mistakes! Good industrial and manufacturing copywriting can make all the difference in coming up in search engines and in making sales.

Establishing Trust

One of the biggest things that [industrial](#) and manufacturing [copywriting](#) can do for you is establish trust with your site visitors. Each page of your website, even the most basic product page, is an opportunity to display to your potential buyers what you have to offer. A simple picture isn't enough - you must provide unique copy for each page of the website.

After leaving each page, visitors should be aware that you offer what they need and that you have the expertise to provide it. To establish trust, the professionalism present in your page is key - the copy should be error-free and easy to read. In addition, industrial and manufacturing copywriting should include information that seems obvious to you. When necessary, don't be afraid to repeat the same information from page to page - each page should provide all the basic information your visitor needs to make a decision.

The Importance of Accessible Content

Many manufacturers assume that the best person to write their website content is someone with detailed knowledge of and experience in their industry. In fact, it's often the case that, while you may be an expert in your field, you don't have the writing expertise to convey your website's information in an effective, accessible manner.

Do:

- Choose the right formatting. Most site visitors skim read, and having bullet points and frequent subtitles makes it easy for site visitors to find the information they need. The copy on your website should be visually pleasing and easy to navigate before the visitor even starts reading.
- Use the right tone and style. The tone should be engaging but informative. The style should be simple and streamlined, without overly complex sentences, clichés, or unnecessary exposition. You should tailor the style to the educational level of your average buyers. Finally, make sure that the style is consistent across each page of the website (a feat that can be difficult when several writers are used).

Additional tips:

- Having actual content on your product pages will help you come up in more search engines, but you need to optimize the content for SEO
- We've given a lot of general rules above about style and content. These are good to follow, but general rules should never overshadow what you know about your customers

8. Target Keyword: Generating Leads for Industrial and Manufacturing Companies

Page Title: Generating Leads for Industrial and Manufacturing Companies

The generation of leads is one of the best ways to gauge the success of an online marketing campaign. Leads give you more opportunity to actually interact with potential customers, and to move buyers along the line from initial research to making an actual purchase. In addition, the types of leads you gain can give you valuable information about who to market to in the future. So, how does one

go about generating leads for industrial and manufacturing companies? It comes down to knowing the usual buying process for your customers, and creating [lead-generating content](#) that can be used at each step of that process.

Mapping Out the Process

As you think about the process buyers usually go through, the first thing to realize is that industrial buyers are turning to the Internet more and more to research potential purchases and basically perform every action right up to the actual purchase. When generating leads for industrial and manufacturing companies, remember that your site should mirror the processes that once occurred off-line. Site visitors will be asking themselves:

- Do you offer what I'm looking for?
- Do you offer quality products?
- Is the product compatible with my equipment?
- How can I obtain samples, a quote, or CAD drawings?
- What is the pricing?
- How does shipping and production work?

In addition, you should know from experience the questions that potential buyers frequently ask as they consider making a purchase. Your website should be equipped to address such questions. Answering such questions gives you the opportunity to establish yourself as a thought leader, which is extremely beneficial when it comes to distinguishing yourself from your competitors.

Do:

- Use blog posts to answer frequently asked questions or to address frequent concerns expressed by your buyers. Each blog post can give the opportunity to gain a [lead](#), for example by allowing readers to sign up for email updates.
- Create guides or CAD drawings that visitors can download. Each download will capture information of the visitor. Lead generation is especially important for things like CAD downloads and quotes, because at that point in the buying cycle, the visitor is highly likely to make a purchase - as long as it's easy to do so.
- Give your site visitors ample opportunities to give you information by placing strategic calls to action on blog posts and web pages.

Additional Tips:

- Once you have leads, it's time to take steps to utilize them in the best way possible. For example, you can stay in frequent email contact with [leads](#) you've gained.
 - After implementing a good system for generating leads for your industrial or manufacturing company, think about how those leads can be transitioned into sales in the most effective way possible
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9. Target Keyword: Search Engine Optimization for Manufacturers

Page Title: Making It the Best It Can Be: Search Engine Optimization for Manufacturers

There is perhaps no industry where as many people deny the need for search engine optimization as in the industrial/manufacturing world. There are pervasive myths about the impact of search engine optimization for manufacturers. The fact is, SEO can benefit every company, no matter the size of the market.

The Internet Looms Large

At one time, manufacturers relied entirely on methods like trade shows, word of mouth, and repeat customers to gain contacts. These are all useful tools, but even in the manufacturing world there are few buyers who don't use the Internet to make purchasing decisions. Even if you make a contact offline, they are very likely to go back to the office and do more research on you and other companies. You need to be easy to find and provide useful information online to get past the research and discovery phase.

Outdoing the Competition

One reason that people in the manufacturing world often think that [search engine optimization](#) for manufacturers is unnecessary is the fact that companies are often producing very specialized products which only a few other companies make, and marketing to a small pool of buyers. It's true that many manufacturing companies don't need or want thousands of people to express interest. However, the fact is that if you don't use SEO and your competitor does, potential buyers will choose the company they find when searching the Internet.

Do:

- Understand what goes into search engine optimization. Frequency of updates, density of keywords, and website organization all contribute to where a website comes up on searches.
- Optimize all of your online content for search engines, not just your main website. Everything from your YouTube videos to your Facebook profile to your Twitter account can be optimized.
- Remember that search engine optimization is a regular business expense, not a luxury. Some manufacturing businesses feel that they can't afford to invest in SEO content - but the fact is, you can't afford not to. Manufacturing companies often deal in very large purchases, so remember that even if SEO gets you just a few customers, it can mean a big impact on your bottom line.

Additional Tips:

- Search engine criteria are complicated and frequently change; in addition, performing incorrect search engine optimization can actually get you banned from search engines. While it might be tempting to just have someone from your company learn about SEO, this can be ineffective at best and damaging at worst.
- For any company, combining SEO with great content is key - buyers can see right past marketing fluff. This is especially true in the case of search engine optimization for manufacturers, because your buyers will have detailed knowledge of and a vested interest in your field. Don't let the quest for SEO content come in the way of quality

10. Target Keyword: Social Media for Manufacturers

Page Title: Social Media for Manufacturers

When you work in manufacturing, social media may seem like a form of marketing that should be relegated to businesses that sell directly to consumers. After all, why would social media for manufacturers be necessary when you want to just cultivate relationships with relatively few high quality businesses? The fact is, not only is social media for manufacturers increasingly expected by buyers, it's also a valuable tool to make your marketing strategies more successful. What's more, an account at any social media website is free.

Reaching Out

As a B2B [marketer](#), your goals and strategies will be unique. While reaching consumers can be useful, your main goal is to reach out to other businesses, which means that your content needs to be substantial. Your buyers are making logic-driven decisions, not emotional ones, so use social media to provide rational discussion of products and trends.

In addition to the type of content provided, the way you reach out to other businesses will be distinctive. B2B marketing is focused on cultivating long-term relationships with other businesses, rather than just making people aware that you're there. For that reason, focus on using social media to have quality conversations and long-term interactions. This is your opportunity to discuss with other businesses the unique challenges in your industry and the ways it's changing.

Do:

- Start with a strong brand. To be successful in [social media](#), you should have a clear idea of who you are as a company and how you represent that with various branding strategies. Social media is your opportunity to let your brand's qualities and values shine through.
- Use social media to provide quality content and foster real connections. While social media is part of your marketing strategy, users can spot a sales pitch easily, and they will be put off by it. Start by asking yourself what you can provide others on social media, such as quality industry commentary, information about production processes, or the opportunity to discuss issues with other members of the industry. Genuine interaction with other users is key
- Reach out to many people. As a manufacturer, it's easy to think that interactions with the end customer doesn't matter, but you can use social media for manufacturers to let consumers learn about where the products they buy come from.

Additional tips:

- Prioritize. Social media is important, but you don't need to make and maintain an account on every site available. Instead of spreading your net as wide as possible, focus on making quality connections and providing quality content on just a few networks.
- Remember that while social media should absolutely be part of your marketing strategy, it should never be your whole marketing strategy. It's just one bit of the bigger picture.

11. Target Keyword: Inbound marketing for Industrial and Manufacturing companies

Page Title: Inbound Industrial and Manufacturing Marketing

As the Internet becomes a bigger resource for buyers of all types, including industrial buyers, inbound marketing has become an essential part of marketing strategy. This type of marketing allows you to engage with your visitors and establish yourself as a leader in the industry. Inbound marketing for industrial and manufacturing companies is one of the best ways to set yourself apart from the competition, and it's absolutely essential for any company who wants to continue to market successfully.

Defining Inbound Marketing

Inbound marketing can be defined in contrast to traditional, outbound marketing. While outbound marketing focuses on drawing in potential customers through advertisements, inbound marketing focuses on providing potential customers with a service, thus establishing you as a resource and leader in the future. [Inbound marketing](#) is closely related to content marketing, but there are some differences between the two.

To get a clearer picture, let's look at some examples of outbound marketing. Radio advertisements, ads in magazines, and brochures are all examples of outbound marketing. The goal of this type of marketing is to reach a wide audience, some of whom need the product you're selling and will come to you later. Examples of inbound marketing for industrial and manufacturing companies include blogs, videos, mailing lists, and online resources such as ebooks. In this type of marketing, potential customers come to you because you're offering them something they want, and they become leads as they realize they can use the products you sell.

Do:

- Invest in search engine optimization. For successful inbound marketing, potential customers need to find your website when they type a problem or product into a search engine. SEO tactics are essential for this - to succeed in inbound marketing, you need to get visitors to your website in the first place.

- Once on the website, it should be clear to your visitors that you're offering what they need.
Each page of your website should be clearly branded and leave your readers aware of what you offer. Online, visitors make snap decisions, and you often only have a few seconds to make an impression.
- Just getting visitors to your website isn't enough - you need to turn visitors into leads. The best way to do this is to strategically offer more content, such as ebooks or a mailing list, to visitors who give you their information. Then, you can stay present in the visitor's mind with emails, and have your telemarketing or sales team contact visitors who are further through the purchasing cycle.

Additional Tips:

- Once you've got the basics down, you can use inbound marketing in creative, multifaceted ways. For example, you can combine online and "real-life" marketing by showing videos at trade shows.
 - While calls to action are essential in inbound marketing, avoid making the content you offer sound like a sales pitch - the content you're offering is the advertisement, and it will speak for your company.
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12. Target Keyword: Content Marketing for Manufacturers

Page Title: Content Marketing for Manufacturers

Content marketing is one of the most versatile and effective forms of marketing around. In some industries, such as manufacturing, content marketing remains less prevalent than traditional forms of marketing. However, even in slow-to-adapt industries, content marketing for manufacturers is something that buyers expect and respond to. With much of industrial research being performed online, providing quality content can help your website visitors realize that you have what they're looking for.

Tactics

Content marketing for manufacturers can take many forms. Certain tactics, such as video, are more popular among manufacturers than others - but just because you haven't seen another business use a tactic, doesn't mean you shouldn't try it.

In fact, using unique tactics can set you apart from the crowd. Some forms of content marketing include:

- Videos
- Blogs
- Newsletters
- Social media
- White papers
- Ebooks
- Webcasts

One strong tactic for content marketing is to make some content accessible to anyone who visits your website, and other content accessible only to those who are on a mailing list or have a membership. For example, at the end of a blog post you can offer an ebook to users who sign up for a mailing list.

Goals of Content Marketing

Just as content marketing for manufacturers can take many forms, it can also serve various purposes at different points along the sales cycle. Some of these points are often neglected by manufacturers, but giving the appropriate amount of attention to every part of the process will lead to the most open sales.

The first goal of content marketing is to simply get visitors through the door. This is done by raising brand awareness, getting your website higher up on search engine results, and similar tactics. Once visitors are on the website, you want to provide them with quality information that results in them giving you contact information - at that point, they become a "lead." Once you have leads, you can nurture leads into sales.

Do:

- Make a roadmap for rolling out content. If you've never used content marketing before, turning out huge amounts of varied content in a short amount of time is unrealistic.
- Make a roadmap for leads. After obtaining leads, you want to follow up in appropriate ways; for example, you'll follow up with members of the mailing list differently than with those who request CAD drawings.
- Keep track of what works. Track which pages get leads and which don't, and which tactics bring the most new traffic and new sales. At the same time, avoid mis-attributing unrelated trends to content marketing.

Additional Tips:

- Research shows that manufacturing companies tend to put a big emphasis on lead generation, but little emphasis on lead nurturing and thought leadership. Work to achieve what your competitors have, and then to excel in areas where they fall short.
 - Focus on providing visitors with knowledge, not just about your company but about your field in general.
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13. Target Keyword: Retargeting for Manufacturers

Page Title: Retargeting for Manufacturers

Retargeting is a form of marketing that goes after users who have already visited your website or made a purchase. This form of marketing allows you to work on potential buyers who are already "warm" - they know who you are, have shown interest in you before, or have even purchased from you in the past. The tactic is similar to traditional advertising techniques such as retailers sending out catalogs to frequent buyers, but online retargeting can be extremely tailored to the individual. Retargeting for manufacturers has been shown to be quite effective at gaining and maintaining buyers.

Segmenting

Perhaps the key feature of online retargeting for manufacturers is the high precision in segmenting that can be performed. As technology improves, so have retargeting tactics. In the past, retargeting for manufacturers was confined to simply advertising to people who had visited the website in the past. Today, you can target past visitors not only with the brand, but with pages based on the exact product(s) they viewed or purchased before.

Do:

- Segment! This is the single most important factor in retargeting. You can segment customers based on the size of their previous purchases, the types of products they looked at, the cost of the products they looked at, and much more. The more segments you have, the more potential approaches you can take to retargeting, and the more individualized your marketing can be.
- Create plenty of ad content. When they see the same ad or content many times, buyers eventually "drown out" the entire ad. By frequently using

new content that's still targeted to the particular visitor, you'll retain interest and avoid becoming background noise.

- Use ads that show users just what they can get from you. Just like on your main website, visitors should be able to immediately recognize what you provide with the help of branding, product pictures, and concise descriptions.
- Avoid bombarding your visitors with ads. While retargeting can be successful, it can be counterproductive if visitors feel as if you're stalking them across the Internet. If ads show up several times on the same page, for example, it can be off-putting to potential buyers.

Additional tips:

- Once you've gotten the attention of a potential buyer by getting them to click on your ad, it's important that taking the next step be easy and effective. Your call to action should be easy to see and allow visitors to take an action that's useful to you, such as requesting a quote or making a purchase.
- Continue to research and crunch data throughout every campaign. Data analysis lets you see which segments respond most to retargeting, which ad frequencies are most effective, which ads result in the most sales, and more. Without regularly analyzing the success of your approach, the entire operation can stagnate.

14. Target Keyword: QR Code Opportunities for Manufacturers

Page Title: QR Code Opportunities for Manufacturers

QR codes have become pervasive over the last several years; many ads now feature these small, splotchy black boxes. QR codes are similar to bar codes - they contain information that can be read by a scanner. Unlike bar codes, they contain information both vertically and horizontally, making them two-dimensional. These codes can be read by smartphones, and they send people who scan them to a specified webpage. While you may have mainly seen QR codes used by retailers in the past, there are many QR code opportunities for manufacturers.

An Increasingly Mobile World

As phones become "smarter" than ever, more and more people do research and make purchasing decisions on their phones, even in the industrial world. For this reason, QR codes are becoming very common. In addition, these codes give potential buyers the ability to act as soon as they see your code, rather than storing away what they learned for later use

Uses of QR Codes

QR codes can be placed basically anywhere you can put an advertisement or company information, including:

- Trade show banners
- Business cards
- Print ads
- Brochures
- Product packaging

QR codes can be used to simply link to your website, but they can also send mobile users to another useful part of your online platform, such as a LinkedIn or Twitter profile.

One of the biggest advantages to using QR codes is that they are compatible with extremely detailed analysis of the marketing you do. As mentioned above, because QR codes are two-dimensional they are able to hold a relatively large amount of data. One of the biggest QR code opportunities for manufacturers is the fact that the amount of uses of each QR code can be tracked, allowing you to see the success of each code.

Do:

- Just act! QR codes are totally compatible with any of the above forms of marketing, and most versions are free to use. You don't need to change the layout of your ad or business card - the QR code can be unobtrusive and simply laid on top of a small part of your existing design.
- Start analyzing as soon as you lay out your first set of QR codes. Many companies offer detailed analysis, and learning how to analyze the data you get is as important as learning how to use QR codes.

Additional Tips:

- Even the most strategic QR placement is useless if your website isn't compatible with mobile browsing. While manufacturing websites tend to be relatively complex compared to retail websites, you can still make sure that your website can be easily navigated and read using a smartphone or

tablet. This will also ensure that you stay on top of the growing transition towards mobile browsing.

- Think about using QR codes in unexpected ways. For example, while many people are familiar with using QR codes to make sales, one of the best QR code opportunities for manufacturers is the idea of using them to gather customer feedback and fulfill promises after the sale.

15. Target Keyword: Engaging Emails for Manufacturers

Page Title: Engaging Emails for Manufacturers

Email marketing was so prominent during the early days of the Internet, it has lost attention as an effective marketing technique in today's world. However, engaging emails for manufacturers are a valuable marketing technique that can and should accompany any other online marketing tactics you use.

Uses

Emails can be used for many marketing purposes, including:

- Newsletters
- Promotional offers
- Product launches
- Keeping up awareness

Writing Emails

The exact content and style of any email should be based on the type of customers you have and the industry you work in. In general, emails should follow many of the same principles as any web content does. Simple, clear language and frequent paragraph breaks form the basis of engaging emails for manufacturers. Be sure to avoid passive language, clichés, and other common mistakes.

The content of engaging emails for manufacturers consists of valuable content that your subscribers actually want to read, as is the case for any form of content marketing. While your goal is to make a sale, you don't want your emails to sound like a sales pitch - instead, you want to establish yourself as a thought leader by providing information that your buyers need. This will make your

readers more likely to respond to calls to action, resulting in leads and sales.

On a similar note, there is a fine line between spam and email updates. If buyers feel they receive emails too often, or that your emails aren't worth reading, your emails will go unread and you may lose subscribers.

Do:

- Personalize all emails - no one wants to receive an email starting with "To Whom It May Concern!" Modern software allows you to put each individual recipient's name at the top of each email.
- Boost your click-thru rates by using clear text and minimal images. Your users should be able to read the email quickly and then click on the appropriate link.
- Offer something of value in your email to encourage clicks, whether it's a promotional discount, a free quote, or an article with valuable new industry or product information. The more people click, the more new leads you'll end up with.

Additional Tips

- In order to avoid spam filters, remain on the good side of ISPs, and avoid annoying your customers, be sure to follow all the regulations set forth in the CAN-SPAM Act. This includes regulations such as only sending emails to customers who give their consent, and providing an opt-out option at the end of every email.
- Sending out emails is one of those things that companies tend to make a goal of, then let fall by the wayside as more important projects come to the fore. For your emails to be effective, you need to be consistent with how often you send them out and with how you follow through on the leads you get.

16. Target Keyword: Manufacturing and Industrial Sales Rep Tools

Page Title: Manufacturing and Industrial Sales Rep Tools

For most people, iPads are fun, expensive toys, but for certain professionals they are a game-changer. The iPad is rapidly becoming one of the most essential manufacturing and industrial sales rep tools, allowing reps to give more detailed, focused, interactive pitches than ever. Of course, proper usage and upkeep is necessary to really get all the benefits of making sales with the iPad.

Why Use One?

When any new technology comes along, a common question is, why should I use it? Without receiving what they consider to be a compelling reason, many people push off adaption until it is inevitable. While we could wax poetic about the ways an iPad can benefit your sales, the biggest reason amounts to peer pressure: everyone else really is using one, and not transitioning only leaves you behind the times. It's not just useful - the convenience afforded by the iPad is increasingly expected by buyers.

The iPad allows you to use a company-wide, easily-updated app to make sales. Customized apps are one of the best manufacturing and industrial sales rep tools currently available, both for convenience and because of the positive impact on branding. The iPad can also result in more interactive sales than can be made on a laptop. Importantly, an entire sale can be made using the iPad on site, right up to and including the signature page.

Do:

- Understand the importance of presentation. Just as sales reps must look polished and professional at all times, so too must manufacturing and industrial sales rep tools. Use a case that protects your iPad from scratches, and clean the case and iPad before each meeting.
- Make sure that the iPad itself is presentable. Your apps page shouldn't be cluttered - if you have too many, organize them into subfolders. In addition, make sure that your iPad is easy to use by locking the orientation and keeping it charged.
- Understand that the iPad is an interactive tool. When making a sales pitch with the iPad, you may end up sitting quite close to your customers, and you'll be passing the iPad from person to person. This is one of the most engaging aspects of this technology, an aspect which sets it apart from other technology like laptops.
- Practice your sales pitch. Selling on an iPad is different, and you'll need to practice how to transition from talking device-free to using the iPad in an organic manner.

Additional Tips:

- If you're uncomfortable with close contact, it's time to get comfortable. As mentioned above, the iPad means getting closer to your buyers than you may be used to.

- It almost goes without saying, but make sure you really understand how to use your iPad before going into a sales pitch. Fumbling around with any technology can disengage your audience and make you look unprofessional. If you've never used a similar product before, you'll want to spend a few hours familiarizing yourself with the iPad in general and your apps in particular.

17. Target Keyword: Connecting POS to a Dealer E-Commerce

Page Title: Streamline: Connect Your POS to a Dealer E-Commerce

The Internet has transformed the world of retail, causing some industries, such as the book industry, to go almost entirely online and digital. Manufacturers and the industrial world in general have been slower to adapt to e-commerce for several reasons. Most manufacturers are used to a wide divide between the production of products and the ultimate point of sale. In addition, dealers tend to need extremely detailed information about products before making purchases. However, the most innovative manufacturers are seeing the benefits of connecting POS to a dealer e-Commerce. Below, we'll explain how you can, too.

Manufacturer to Consumer

Some manufacturers now use e-Commerce to sell directly to consumers. This is a different approach than was traditionally taken, but it can result in a wide profit margin and increased brand awareness among consumers. The decision to do this is obviously based on the products you make. For consumers, the focus should be on providing an easy to find and navigate, dedicated website to purchase products - unlike your usual buyers, consumers aren't used to navigating technical or industrial websites. At the same time, you do still need to provide consumers with key product information.

Manufacturer to Dealer

If you are connecting POS to a dealer e-Commerce in order to sell to dealers, your needs will be somewhat different. There are a growing number of dealers who are cutting out the middlemen in the retail process, buying directly from manufacturers and shipping directly to consumers. Sometimes, these brands also sell in retail stores in order to increase their brand awareness. If you start working with e-Commerce companies, you will find that their needs are often different from those of traditional companies. For example, e-Commerce

businesses often change their inventory quickly based on market changes, and they may order in smaller batches.

You can also use e-Commerce to facilitate the needs of customers you already have; instead of making orders through clunkier means, you can set up an e-Commerce site with a dealer log-in, which will allow your customers to see what they've ordered in the past. This also allows you to set special rates or put together special packages for repeat customers.

Do:

- Offer not just products but product support, spare parts, technical documents, and the like when connecting POS to a dealer e-Commerce.
- Invest in critical e-Commerce software so that your e-Commerce website updates with real time pricing and availability information, and your inventory updates automatically with each purchase made.

Additional Tips:

- If you are building an E-Commerce page to sell directly to consumers for the first time, you may be faced with new challenges and the opportunity to learn. As mentioned above, selling directly to consumers can be great for brand awareness and your bottom line, but there may be a learning curve at first.

18. Target Keyword: Tradeshow Tips for Industrial and Manufacturing companies

Page Title: Don't Just Sit There: Tradeshow Tips for Industrial and Manufacturing

While digital marketing is increasingly popular among manufacturers, traditional outlets like tradeshows remain important in many industries, including manufacturing. Many companies still find that some of their most valuable contacts come from tradeshows. Like anything, tradeshows have evolved with the technology and trends of the modern world. Below, we'll explore tradeshow tips for industrial and manufacturing companies to create a striking and relevant

presence at any show.

What is Your Goal?

The ultimate goal of any tradeshow is to increase your bottom line, but there are many secondary goals that you might have to do that. For example, you might be attending with the goal of launching a new product, with the goal of generating a lot of new leads, or just to increase brand awareness among others in the industry. When you start out with a clear goal, you're better equipped to create a detailed plan to execute it.

Train

Tradeshows are a unique environment, where your sales team has just a few seconds to make an impression on passerby. One of the most important tradeshow tips for industrial and manufacturing companies is to do intensive training in giving concise sales pitches and generating quick leads. This is the time to bring your best salespeople out.

Do:

- Create a display that stands out but is also functional. Passersby should be struck by the appearance, and also feel comfortable stopping to chat. Avoid generic looks or unfriendly set-ups.
- Decide which products are most important to display. As a manufacturer, you're likely to have many products available. Focus on products that can be demonstrated in a striking manner, and products which will be needed by the biggest amount of people at the show.
- Integrate technology into your tradeshow strategy. For example, the iPad is just as valuable a tool at tradeshows as in any other sales pitch. Consider using QR codes on banners and brochures to allow attendees to find you online effortlessly.
- Keep plenty of everything you need on hand. Samples, business cards, and brochures can all go quickly, and the best strategy is to bring more than you think you'll need.

Additional Tips:

- Every trade show wants you to think that it's the right one for you - their job is to draw in exhibitors by branding themselves as an important, influential show. Instead of relying on the word of the show itself, talk to others in the industry if you're uncertain about a show's prestige.

- If your budget doesn't permit having an exhibition at a given tradeshow, consider attending as a panelist or speaker. This allows you to make contacts and spread the word without investing as much time and money.
 - Once you've implemented the above tradeshow tips for industrial and manufacturing companies, it's time to strike while the iron is hot. You've made valuable leads, and it's time to follow up immediately - not months afterwards.
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19. Target Keyword: Designing a Great Publication Ad for Manufacturers and Industrial Companies

Page Title: Make Them Read It: Designing a Great Publication Ad for Manufacturers and Industrial Companies

Although print publication is in decline, it's actually a great time for advertisers to invest in publication ads, for the simple reason that the need for more advertising revenue has put the advertisers (you) in the driver's seat. Ad prices are lower than ever, and publications are eager for your business. And while readership is down, it's nowhere near non-existent, especially for business rather than leisure reading. This is a prime time to start designing a [great publication ad](#) for manufacturers and industrial companies.

Choosing a Magazine

As a manufacturer, choosing the right [publication](#) is a less arduous task than it can be for retailers, but it's still important to choose a magazine with readers who will be interested in your products. The safest bet is trade magazines in your field.

Beyond choosing a relevant magazine, you want to choose a magazine that has good circulation. In the manufacturing world, circulation size is highly relative because the niches tend to be so small. To get a feel for it, compare several publications in your field. After that, you can compare the ratio of advertising cost : circulation.

Do:

- Consider enlisting the design help of someone with experience in print publishing or advertising, such as a graphic artist or an ad company. The print world has its own challenges when it comes to the creative process,

and when designing a great publication ad for manufacturers and industrial companies, a professional is necessary. Even small discrepancies can lower your bottom line. For example, the slightest alteration in your logo can interrupt brand recognition.

- If you don't hire someone to do it for you, then be sure to invest in design software that will allow you to create ready-for-publication ads.
- Ensure maximum ad readership by being choosy about the placement of your ad. Ads that are less than the size of a full page will often be placed next to text, and ads that are larger than 1/3 of a page are usually the only ad on a page.
- Make your ad stand out with a great design. Striking colors can achieve this, especially if most of the ads in the magazine are in black and white.
- Keep your ads fresh by updating frequently instead of running the same advertisement several months in a row.

Additional Tips:

- If you have a low marketing budget, consider investing in lower-cost options, such as smaller ads or taking out an ad in the Classifieds section. While you won't get as many sales from these types of ads, you also won't be putting out as much money for them.
- The only way to know whether or not you've succeeded in designing a great publication ad for manufacturers and industrial companies is to track the responses you get from it, and then compare your earnings to the amount of money invested in the ad.

20. Target Keyword: Creating a Showcase of Manufacturing and Industrial Products

Page Title: Creating a Showcase of Manufacturing and Industrial Products

If you have a single product with several different options for buyers to choose from, or several products that create a related "set," the best way to give your website visitors the information they need is by creating a showcase of

manufacturing and industrial products. A showcase is primarily a visual medium rather than a data-based medium, and it gives you an opportunity to show off the wide range of products that your company provides.

What Products Should You Showcase?

If you only offer a few products, your product catalog can actually serve as your showcase. When you offer many products, creating a showcase can be a matter of choosing products that are similar or related. For example, if you offer the individual parts to repair certain machines, you could have a showcase of all the parts associated with a machine, as well as the machine itself. If you're uncertain about which products would make a good showcase, take a look at which products are often bought by the same customers, and especially during the same sale.

Do:

- Focus on giving a visually appealing experience when creating a showcase of manufacturing and industrial products. Pictures should be high quality and of a uniform size. Try to ensure that all pictures of similar products have a similar background and are photographed in a similar manner.
- Organize the showcase in a purposeful manner, for example by type of product. The progression should feel intuitive.
- Allow your visitors to change how they view the showcase - for example, allow them to sort by size or cost.
- Make it easy for visitors to get information on the products you're seeing. For example, you might make it possible for visitors to hover the mouse over each picture and receive a closer view, the product name, or a way to purchase the product.

Additional tips:

- Look at showcases from [other manufacturers](#) in your field to get a feel for what works. Of course, you'll want to put your own unique twist on the showcase you make.
- When creating a showcase of manufacturing and industrial products, be sure to allow side-by-side comparison of the specs for several items in your showcase, chosen by the viewer. When confronted with several products that differ slightly from one another, your site visitors want to be able to compare all the products they're considering at a single page,

rather than flipping from tab to tab. (This is also where quality product descriptions and publication of specs comes in.)

- Showcases and comparison pages are a good place to capture leads or even make sales. From our showcase, it should be easy for the visitor to request a quote, request CAD drawings, log in to make a purchase, or otherwise actually interact with you.

21. Target Keyword: Brochure tips for manufacturers, Printed Media, and Graphic Design ideas for Manufacturers

Page Title: Brochures, Printed Media, and Graphic Design for Manufacturers

Manufacturers have the advantage (and sometimes disadvantage) of dealing with a vast variety of customers. Some may be very tech-savvy and prefer electronic communications. Others may shy completely away from technology and prefer a good old fashioned approach to business.

In any case, brochures, printed media and graphic design are an integral part of business for manufacturers. Using these marketing tactics helps your manufacturing business to communicate effectively for all types of customers while exercising some marketing and creative capabilities to promote your products or services.

The following are some solid brochure and graphic design tips manufacturers. These ideas will help to keep your print media projects on track and beneficial to your manufacturing business:

- **Every item has a purpose** – whether it is a simple pamphlet or an elaborate technical catalog, remember the primary purpose for the document. This is often to expose your business offerings and encourage the first step in a purchase process. Print media is a powerful method that provides unlimited and repeated exposure without any time limit for the audience to disseminate the information.
- **Effective yet non-intrusive** – many prospects do not enjoy interruptions or invasive marketing tactics. Attractive brochures and printed materials can be reviewed at the prospect's leisure. This level of control can be a very powerful approach that can win you the right attention.
- **Targeting with style** – print marketing provides you with a very adaptable targeted marketing platform. You can utilize magazines, trade journals, industry papers and other publications to give you exposure to very specific industries and markets. Even within the market, certain trade publications appeal to executives while other may attract managers or buyers. Your options can be refined to your specific target personas.

- **Loyalty built on solid ground** – historically, print media establishes a level of loyalty that more contemporary forms of marketing are only just beginning to attain. Industry specific or local hometown publications have an established community and as an advertiser you become a welcomed part of that community.
- **Location, location, location** – while your print initiatives can be placed in a variety of locations you can also be flexible within particular channels. You may alter your magazine placement so that in one issue your business is highlighted on the back cover and the next issue there is a fold out or insert. In any case you can pick the locations and leverage your graphic design and print in multiple ways to make the most out of your print investment.

When designing your print media be sure to take full advantage of all marketing channels. Include your website, phone number and a QR code if possible so that your leads can follow up online easily. The key is to make your business as reachable as possible and exude a welcoming tone to all new prospects as well as existing customers.

22. Target Keyword: Engaging the Industrial and Manufacturing Social Audience, connecting with industrial and manufacturing partners through social media

Page Title: Engaging the Industrial and Manufacturing Social Audience

Bringing your customers and potential customers closer to your business is vital to generating ongoing revenue opportunities. Engagement solicits inputs and exchanges between your business and your target audience. It is not always easy to get audience engagement, however through the social networks. Picture the standup comedian who hears crickets when he delivers the punch line – this is very much like businesses that have no customer engagement via social media.

The industrial and manufacturing social audience is growing substantially. Social media provides almost instantaneous information and feedback, and can be a good source of information when a potential customer is researching solutions.

Is your social media engagement working for your industrial and manufacturing audience? Or do you hear crickets online?

The following are some helpful tips to encourage online engagement and boost social audience participation in the manufacturing and industrial sectors:

- **Understand the importance of time** – your target audience typically consists of B2B executives and managers. This group is extremely sensitive to time management and how often they will browse or participate in social media. Make sure your message is of value and is as succinct as possible.
- **Knowledge and information** – educating your target markets on industry issues and how your business solves those challenges is an ideal approach. Make the topics informative and the content rich in ideas and ways that your company can help through your products or services.
- **Solicit feedback** – encourage your target audience to submit ideas, thoughts or perspectives on particular issues. For example, if there is a new federal regulation that may impact a particular industrial sector discuss the regulation online and perform a poll or survey on how the regulation can impact your target audience. Display the results of the poll and ask for feedback on what businesses are doing to address the new regulations.
- **Use SEO** – make sure all of your social media exchanges leverage your keywords and phrases that are part of your search engine optimization (SEO) analysis. This helps to attract the right prospects to the discussions and posts and can further encourage engagement.
- **Respond to everything** – while it may not be possible to respond to each and every comment in your social media exchanges, you should make every effort possible to actively participate in conversations and discussions. This includes both positive and negative comments. With the right professional responses, even a negative post can turn into a lively debate that will win over other readers and increase opportunities.

Also, its important to keep focused while staying in tune. Your business social media posts should have a focus on your marketing message. However there could be times when the social media conversation can turn to other topics and begin to veer off. Keep a careful eye on this and try to redirect the conversation back to its original intent. But there could be an opportunity or new idea that spawns from the digression – look for these opportunities and capitalize on them. Lastly, there is a great opportunity for connecting with industrial and manufacturing partners through social media; find out who the influencers are and introduce yourself.

23. Target Keyword: Outsourcing the Marketing Department for Industrial and Manufacturing, outsourcing marketing projects for manufacturers

Page Title: Outsourcing the Marketing Department for Industrial and Manufacturing

Manufacturers have a great deal of priorities to address on a regular basis. Negotiating with raw material providers, managing inventory, and keeping quality resources available are just a few of the daily challenges that manufacturers face. Unfortunately the task of managing marketing initiatives can easily fall to the side. Neglecting your marketing can result in your business not living up to its fullest potential.

A marketing partner with outsource services can be a life saver for a manufacturer. But outsourcing marketing projects for manufacturers must be done the right way. There are real advantages to outsourcing your marketing services including:

- **Industry expertise that is ready to jump in** – with the right marketing partner you can have very knowledgeable services that are tailored specifically to the manufacturing industry. There is very little ramp up time to understand the nuances with manufacturers so your outsource provider can make a difference right away.
- **Less overhead** – instead of adding office space, IT equipment and human resources, you can leverage a marketing partner. All of the infrastructure requirements vanish and you can utilize that space and equipment for other purposes.
- **Integrated services** – your marketing outsource provider can create system integration so that new sales leads are screened and qualified, and then passed to your sales force to close the deal. You can also have a variety of customer contact management services to send email newsletters, promotional notifications, update your website and more.
- **Consistent message** – as a marketing specialist your outsource partner can make sure the message that is conveyed is aligned with your business marketing objectives. Whether there is a promotional campaign online, an upcoming trade show, or a new product launch, your marketing message should remain clear and consistent.
- **Quantitative results** – often marketing can be considered “fuzzy math” because it can be difficult to calculate return on investment (ROI) for marketing initiatives. With the right outsource marketing partner you can receive reports with metrics based around achieving your business goals. For example, if you are launching a new product there are certain sales and profit expectations. Your marketing provider should understand those expectations and present reports and metrics around the initiatives to achieve your goals.

- **Scalability** – as your business grows and as your marketing needs change your outsource provider can add services and capabilities to your agreement. For example if you are increasing your territory or adding a new location and need a new marketing strategy for the new areas your provider can execute that plan using their resources. Then as things settle down the services can be adjusted accordingly.
- **Technology** – marketing has become more complex with online options, new print capabilities and mobile marketing technologies. Your marketing provider will stay on top of all new trends and can advise you on which trends are the best value for your marketing investment.

Are you ready to take your marketing to a new level? How would you utilize a marketing partner for your manufacturing or industrial company?

24. Target Keyword: Benefits of a Dealer Login for manufacturers
Page Title: Benefits of a Dealer Login

Your dealers can make or break your manufacturing business. Dealers generate momentum and sales that would otherwise be neglected. The specialized skills of dealers compliment your manufacturing company so that everyone is successful.

Because dealers are so integral to your manufacturing business it is vital that they have the right tools and resources to help you. The following are some very important tips on how an online “dealer login” can not only give dealers the right insight and accessibility, but also boost the dealer’s ability to increase your business.

- **Timely updates** – your dealers can receive “head’s up” information almost instantaneously when they login to the dealer section of your website. This secured area can be set up with information that is specifically targeted at dealers. From the status on the new territory expansion to the latest on inventory availability you can communicate important information directly to your dealers.
- **Inventory information** – you can provide integration into your point of sale system and allow dealers to check inventory and product availability online as well as submit orders. If you prefer you can allow the dealer to submit orders for out of stock items, review their order status and history, or process requests for returns. This relieves your order processing group from handling a lot of faxes, emails, calls or data entry.

- **Special deals** – you can provide exclusive opportunities for your dealers through the website such as price breaks on certain types of orders, advanced orders on new products, and set up special shipping or packaging options.
- **Marketing tools** – by posting various marketing tools on the dealer site, your dealers can download and utilize the tools whenever they like. For example if there is a new advertising campaign you can post PDFs and graphics for newspaper or magazine ads that your dealers can run with their specific contact information. You can also provide pre-designed email newsletters and online banner ads for dealers to post. This gives you the opportunity to use a consistent marketing message while also giving your dealers handy tools to use.
- **New dealer registration** – through your online services you can allow new dealers to fill out an application online and register to be a part of your supply chain. By submitting the applications electronically you can have easy and instantaneous access to the new dealer information and provide very fast turnaround on approvals. Your new dealers can then be provided with a “jump start kit” with their online login to get them off the ground right away.

Your dealers can be one of your greatest investments of time and energy. Make the most of your dealer opportunities by leveraging online dealer login capabilities with secured access to information designed to give your dealers the best opportunities to sell your products and services.

25. Target Keyword: Giving the End User a Way to Locate Your Dealers

Page Title: Giving the End User a Way to Locate Your Dealers

As a manufacturer, how do customers find your products?

Often, manufacturers rely on their dealer networks to promote their products and services. This has traditionally been an extremely successful practice. Dealers can professionally represent the manufacturer, perform many marketing responsibilities and be an integral part of the sales and supply channels.

With the paradigm shift towards online shopping, how easily can your dealers be found in order to promote and sell your products? As the manufacturer you can help this area tremendously by adding a dealer locator as part of your online capabilities.

To set up a dealer locator, here are some helpful hints:

- **Where to display** – make your dealer locator available on every page of your website. You can position the locator as part of the header, on a sidebar, or on the footer of the page. While the header of your web page is very valuable real estate, the locator can be considered an extremely valuable first step in the online conversion process from visitor to buyer.
- **Easy navigation** – use a locator that can assist a variety of different types of searches. Some visitors may want to find a dealer based on their zip code. Another may want to see a map with click-through navigation. Allow several methods in order to accommodate different preferences.
- **Allow directions** – some customers may wish to visit the dealer. Make sure your online locator has the ability to provide driving directions. As an added benefit determine if your locator can send the directions to email or a mobile phone.
- **Provide contact information** – when your dealer information is displayed be sure that you can provide the most current mailing or shipping address along with email, website and phone information.
- **Option to require a registration** – as an option you can prompt the visitor to fill out a simple registration form before using the locator. This could be viewed as intrusive for some visitors, but it could be very helpful in building a sales lead database that you can share with your dealers.
- **Sorting and filtering** – once the locator results are displayed, allow the ability to sort the dealer location list or do additional filtering if needed. For example the visitor may want to narrow their search radius from 25 miles to 5 miles.
- **New window versus pop-up** – there are advantages and disadvantages to opening the locator feature in a separate browser window or using a pop up within the current window. Some browsers may have issues with pop-ups and your valuable web site real estate could be taken or covered when using a pop-up. Keeping the visitor on one page, however, can make it more convenient and help you to better monitor the browsing and clicking behavior of visitors. A separate window is “cleaner” but it does move the visitor to a different window – they may not return to the first one.

Building the right set of marketing tools and utilizing co-op strategies is one of the most complicated parts of a manufacturer's marketing plan. There are an infinite number of combinations that can be assembled that can encourage dealer and distributor loyalty while also maximizing profit opportunities.

Every manufacturer can set up a unique offering that distinguishes them from the competition. Determining what offering is right for you can be a roll of the dice in many cases. To help in the process, here are some guidelines to build the right co-op and marketing program for your channel partners:

- **Understand your specific goals** – make sure whatever program is used will align with your business goals and objectives. If one of your goals is to grow your customer base, make sure your program has a component that motivates your dealers to add new accounts.
- **Get to know your dealers** – analyze your dealers that are most successful today and find what works best for them. Also look at your smaller dealers and determine what could help them to be more successful. Incorporate these factors into your program offering. For example if your dealers are very successful when their sales teams are offered perks such as tickets or trips that they can earn, add that as part of your program. If your dealers need sales and product training increased, add training to the program.
- **Look at the competition** – this might be difficult but if you ask around enough at trade shows and other forums you can find out many of the co-op and marketing programs that are used by your competitors. Evaluate what works and what doesn't and then determine if any of this information could help in your strategy.
- **What ratio of rebates/perks/etc works best** – every company is different and depending on your resources you may want to have a simple program with just a few tiers or something more elaborate. Will you offer a rebate program for government sales? Should you have an incentive for a specific product or for total sales? It is best to start simple and build upon the successes.
- **Test the waters** – you can run a 3 or 6 month program to test out new ideas and determine if they will work. Communicate to your dealers and distributors so they understand the program start and end dates.
- **Create habits** – ultimately you want your dealers and distributors to become comfortable that your co-op and marketing programs make them successful. If you can create a behavior change that positively impacts your business, this is a success.

Finally, it's all about communication. Be sure that all programs are clearly communicated throughout your network. Also make sure you have resources in place to help administer and manage the programs. With the right resources in

place you can measure results, tune and adjust when needed, and help your entire supply chain to succeed.

27. Target Keyword: Attracting More Dealers, how do you attract more dealers?

Page Title: Attracting More Dealers

Nurturing and cultivating your existing dealer community can be a full time job. But when your manufacturing business is ready to expand and grow further it can be time to add more dealers and distributors to your network.

So, how do you attract more dealers? The following are some ideas on how your manufacturing business can bring on new dealers and keep the ones you have:

- **Educational opportunities** – provide easily available information on how to register to become a dealer for your manufacturing company. This information should contain your various product offerings, information about your business, and what benefits the dealer would receive.
- **Build a dealer profile** – what type of dealer or distributor is your ideal partner? Do you need someone who has a strong sales presence in certain territories? Do you need a dealer who knows your product or knows your target markets? What other complimentary products would the dealer also provide that will help to generate sales for your business?
- **Lead generation** – based on your dealer profile you can tune your web site keywords and phrases using search engine optimization (SEO) so that new dealers can find you easily online. Also make sure your website offers the opportunity for visitors to learn more about becoming a dealer along with an online application form. At trade shows you can place information on the trade show websites and forum pages as well as provide printed information on the showroom floor. Make sure all leads that come in are screened and responded as quickly as possible.
- **WIIFM** – “what’s in it for me?” is important for potential dealers to know. What benefits and opportunities are available for your dealers? Make sure you have brochures and online information that explains the benefits including sales opportunities, territory assignments, co-op and marketing programs, etc. Always offer contact information so that if the dealer has further questions they can speak with a person or send an email that will be received and replied to in short order.

- **Multi-media** – video, webinars and presentations can have a powerful impact on potential dealers. By creating multi-media information your dealers can be more engaged and get more excited about working with your company. Make sure your materials can be available online (if they fill out a form first) or have a registration process for the webinars.
- **Testimonials** – your loyal dealers can help to bring in new dealers by providing testimonials and quotes on how they have achieved success by working with your manufacturing company. Also you can encourage an online referral program to get your existing dealers to bring in new dealers.

Whether you are adding new products, expanding your territory, or entering new customer markets, having a strong base of dealers and distributors will help your manufacturing company to grow and succeed. Always look for opportunities to add new dealers to your network.

28. Target Keyword: Reaching the Manufacturing and Industrial Global Audience, growing your manufacturing business globally
Page Title: Reaching the Manufacturing and Industrial Global Audience

Do you speak the global language of business? How do you go about growing your manufacturing business globally?

Today's manufacturers are realizing that in order to compete in a global economy, speaking the language is a major first step. While business can be very similar in all parts of the world, the language spoken is not necessarily the same. Leveraging multi-lingual capabilities can give you an advantage over your competition.

Your manufacturing website should incorporate multi-lingual options in order to accommodate a growing global audience. To get the most out of your manufacturing website using multi-lingual capabilities try these tips:

- Capture default language from browser – the user's browser can provide helpful information such as location and default language. By detecting the default language, your website can know what is best to display and make it "transparent" to your website visitor.
- Use a default language and then build on it – after your website is designed in your default language, you can then add alternate language

pages to your site. This will provide you with a consistent design and message up front that can then be tailored in the other language pages accordingly.

- Choose the languages to support – in most cases your language choices should reflect the target markets that are part of your overall business strategy. If you are planning to expand from the United States to Canada you should consider not only English/Canada but also French Canadian.
- Offer the option to change the language – as part of the footer, side bar, or even header on your manufacturing pages you can add an option to change the language. This is helpful for visitors who may not reveal their default language or for users who are bilingual.
- Directions – some languages read from left to right while others read from right to left. Make sure your website design is capable of formatting the page appropriately based on the type of language that will be displayed.
- Fonts – the fonts used for your website might be easy to read for some languages while others the font could cause some confusion. Consider using a default font that can accommodate most languages but be prepared to adjust the font if a particular language page has issues.
- Fitting it all in – some languages may require much more space for text than others. Every part of your web page should be used as much as possible, but you should allow for enough spacing to hold longer texts with different languages.
- Buttons, lists, instructions and other key items – make sure you consider all aspects of your website when developing the new language pages. This can include the “click” buttons, drop down lists, contact information as well as the primary text used in the body of your website.

When you are ready to “speak” global business, make sure your online languages are ready. The world may be a path to your door!

29. Target Keyword: Retail Touchpoint ideas for the Showroom Floor
Page Title: Help Them Help You: Retail Touchpoints for the Showroom Floor

The end customer's purchase process includes a series of touchpoints. These touchpoints can include anything from a random advertisement to a Google search or a Facebook post and more. Are all of your retail touchpoint covered so that you can maximize your sales opportunities as a manufacturer?

Below are some suggestions on how you can get the most out of your retail touchpoints:

- SEO – your search engine optimization (SEO) keywords and phrases must be tuned into the same search terms that your ideal end customer would use. Revisit your SEO settings on a monthly basis to make sure end customers are able to find your products or services when they use a search engine such as Google, Bing, Yahoo or others. Doing the SEO work right will get more people to come to your showroom.
- Think mobile – more people are using their mobile phones to search for products and services. They are also bringing their mobile phones into showrooms and retail stores to help with their shopping. Make sure your dealer showroom is set up to be “mobile friendly” while differentiating your products from competitors.
- Social media – include Facebook, Twitter, Pinterest and other social media channels as part of your overall marketing strategy. These social media outlets are often one of the first places that end customers will hear about your products or services. Cultivate your social media presence and make sure there is active participation and response to posts on a regular basis. And then make sure everything on the showroom floor showcases your social media presence.
- Special events – trade shows, demonstrations and other events can generate a lot of “buzz” about your product and lure potential customers to take the next step in the purchase process. Leverage every event through online promotions as well as print and web page notifications.
- Print media – the random brochure that happens to fall into the right hands can be an opportunity for your business. Strategically placing brochures in the right areas can bring you leads. For example a furniture manufacturer may want to make sure brochures are not only available online but are available at home shows, furniture stores, and at real estate offices for new home buyers.
- Blogs and emails – posting a blog can help to educate end customers about your products or services. Many online customers are looking for information in order to be more informed. Your blog can be a great opportunity to provide that information and build loyalty. Email newsletters can also be offered to subscribers and you can track how often an email will prompt a “click through” response about particular subjects or promotions. Then be sure to invite all of your blog readers to see your showroom.

- Word of mouth – never underestimate the power of the referral. Always encourage your existing customers to spread the word about your products, and give them incentives and contests to encourage them. Do this with every customer that walks into the showroom floor.

Retail touchpoints encourage end customers to take the next step in the purchase process as well as build loyalty with current customers. Be sure you're doing everything you can to capitalize on those customers walking through your showroom!

30. Target Keyword: Digital Signage tips and ideas

Page Title: Show Off: Using Digital Signage

Hanging a sign on the front door was a tried and true method of advertising before the computing revolution began. Today your digital signage can be seen by thousands of people worldwide. The right signage will bring the customers you want right to your virtual door. The wrong signage can leave you with very few visitors and those who do look at your website may not be the customers you are looking for.

To get the most out of your digital signage on your website, social media, email newsletters and banner ads, make sure you review the following tips:

* Reflect your business persona - your digital signage should graphically and visually represent your business. If you are a very conservative and professional manufacturer you may want the images and designs to show accordingly. If you have a more lighthearted and casual business approach then digital images could have more levity.

* Use technology standards - it is easy to get caught up in the latest technology fads and try something new. While this is ok to do for experimentation, you should make sure your digital signage is built around standards that most online viewers will support.

* Pick the right graphic designer - your graphics partner should understand the differences between print media and digital media, but also have the ability to present a consistent representation in all channels. For example your business logo should look the same on your business cards as it does on your web site.

* Keep things secure - your digital assets are like any business asset, so they should be secured and protected accordingly. Use secure storage and display technologies so that hackers or viruses will not destroy your work.

* Get exciting - use a variety of techniques to present your digital signage. This can include a multimedia introduction, PowerPoint presentations, online videos and more. Experiment with small demonstrations at first and then build on what works best for your business.

* Use quality content - the content that focuses on your marketing strategies and goals. The content should be lively and flow with your graphics and overall business message.

* Get a partner - there is no need to invest in expensive software, hardware and then hire marketing resources full time. Instead consider using an experienced marketing partner that can help you to build your digital signage and work in line with your business goals. This can save you money while also reducing the time to implement your new online image.

Your digital signage includes your web site, banner ads, social media, email newsletters and more. While the work involved may seem tedious, in the end creating the right digital image will bring the right customers to your website who are ready and willing to buy your product or services. Good luck!

