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# Marketing For Manufacturing

Blue Dolphin Business Development Ltd

# Industrial Buyers

Industrial buyers choose their suppliers much differently than they did twenty, ten, or even five years ago.

By understanding the complexities of their purchasing process, the things they care about most, and how to hold their attention while respecting their time knowledge through detail and rigorous strategic principles and the latest marketing tactics in this report we will consider all the elements you need to develop a sales and marketing action plan.



# The Industrial Buying cycle

The industrial buying cycle in particular, can be a long and complex process that incorporates six key steps.. Your potential buyers could leave or fall of the buying cycle anywhere along the course of the six step journey. Importantly it's your job to meet the customer at the they join the cycle, and present with the information guiding them towards a buying decision.

## **The six overarching steps of the industrial buying process include:**

- The buyer identifies their need for a product or service.
- The buyer researches different solutions to collect more information. This could be done via a multitude of approaches - web searches, trade press, trade shows etc
- The buyer researches product data and creates a design / specification criteria
- The buyer evaluates potential suppliers for their desired solution.
- The buyer makes a shortlist of the best suppliers.
- The buyer purchases from the supplier they deem the best fit.

At each of these steps, the good news is that you have an opportunity to prove why you're the best fit and potential partner to help your buyers accomplish their goals.

## **Some of the factors buyers take into consideration when researching and evaluating suppliers are:**

- Your website - does it reflect what the buyer is looking to purchase
- Market presence - have I heard of you, would it be seen as risky to choose you
- Reputation and Trust - have companies who I know purchased from you
- Case studies of past work
- Social media

# Who exactly are your buyers?

It's time to get 'focussed', identify and establish who exactly are your buyers?

What are their habits, goals and challenges?

What are they responsible for in their roles?

A thorough understanding of your buyer, and their motivations is critical to making content that will be relevant to them and keep you top-of-mind throughout their journey! You can do this by creating target personas.

A persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

## **Some common personas we see in manufacturing are:**

- Managing Directors
- General Managers
- Design engineers
- Financial Directors
- Production Manager
- Project Manager
- Procurement managers
- R&D teams



WHO?

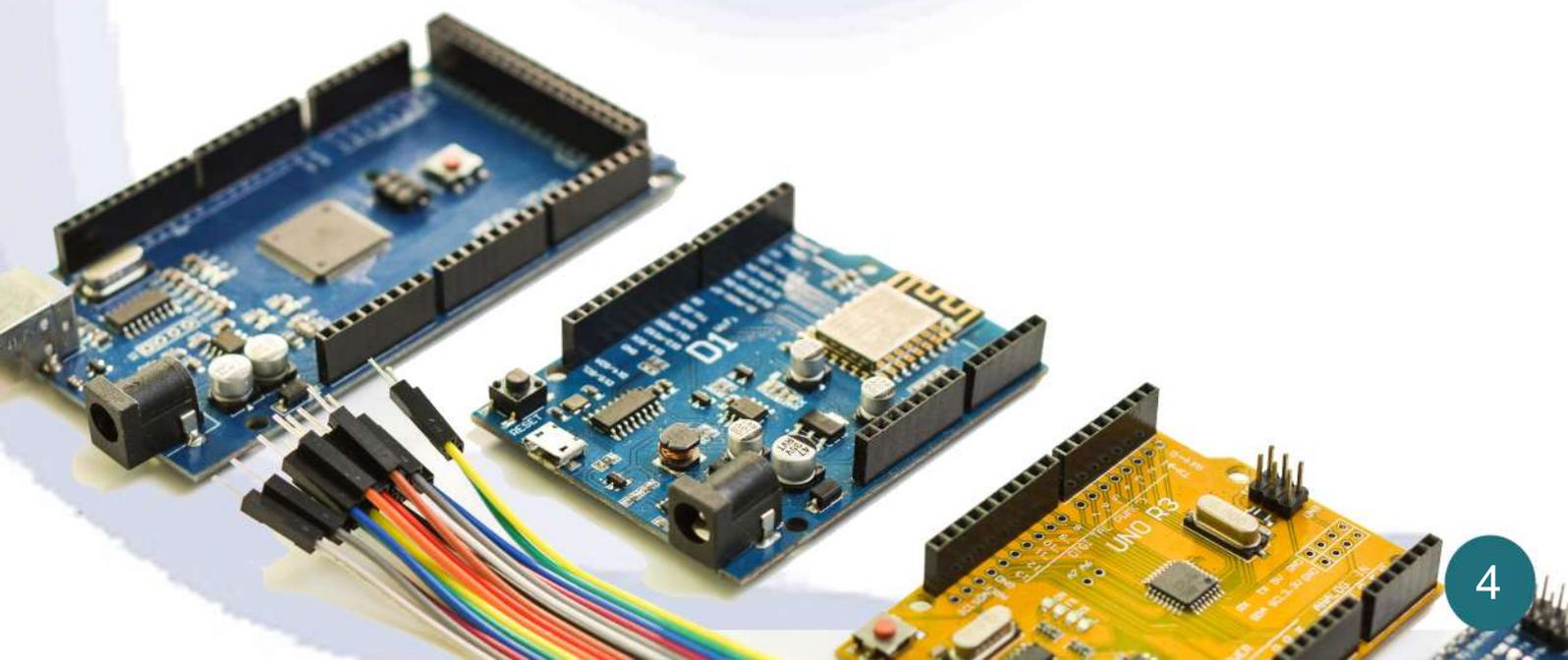
Critical Note: Different personas within a company will have completely different perspectives and values ( even though they are working for the same organisation). The way that you speak to an engineering manager will be completely different to how you communicate to the FD. In many organisations a "Group" will be established to make a buying decision i.e. a Decision Making Unit which will incorporate many of these profiles

The more work you can do up front to build out detailed buyer personas, the more qualified your website visitors, and lead will be, ultimately the more business you will win!

## **Goals / Strategy / Objective and Tactics**

What Does An Effective Industrial Marketing Strategy Look Like?

- An effective marketing strategy is a blueprint for marketing success. It should:
- Eliminate confusion
- Show the way forward, helping to set clear objectives
- Guide in the choice of specific tactics during the different stages of execution
- Ensure correct budget utilization



# Successful Marketing Characteristics

There are 4 key characteristics of successful marketing strategies:

**1) Targeted** — A good marketing strategy starts with the buyer persona, or the ideal customer profile. Strategy should be guided by a clear understanding of the end user or consumer, so that the other pieces of the puzzle can use buyer pain points, expectations, and communication-channel preferences to craft robust campaigns. We use a process called Customer Perceived User Value which identify and quantify these issues and importantly allow prioritisation and focus.

**2) Dynamic** — A strategy is not written in stone. In fact, the biggest advantage of having a well-thought-out strategy is being able to quickly identify what isn't working and swap it out with better, more effective ideas. This links in closely with being able to measure activities and establish what is / isn't working

**3) Data-Driven** — A strategy isn't just a set of assumptions. Rather, it should be driven by data analysis, evaluation of past results, and consideration of trends on the horizon. A data-driven strategy allows marketers to take calculated risks once all variables have been carefully evaluated. For example competition fits into 3 types. Direct competition - those who are visible in the market and offer a similar product / service. Indirect competition - the ability to achieve an outcome in an alternative way - i.e. disposable compared to maintained. Future competition - approaches that are not yet available i.e. virtual

**4) Scalable** — A strategy should be able to accommodate larger budget inputs in order to produce the desired outcome on a much bigger scale. Think of a strategy as a business development / lead generation machine: The direction you take for a 10% increase in leads should also apply to a 50% spike, without resulting in serious operational complications.

# Marketing Technology

Use Marketing Technology (or even Marketing Automation Technology)

From a marketing and sales perspective we are very lucky now that there are loads of tools out there to help you organize contact lists, create content, schedule email campaigns, and publish to your website. Once you have identified the tools that work for you Use them!

Automate your marketing efforts as much as possible, this way you can spend most of your time focusing on the bigger picture.

## 70% Strategy 30% Tactics

### Some of the marketing tools we work with:

**G Suite:** Google's office products are similar to Microsoft's, and becoming just as ubiquitous — but with an added bonus: everything is in the cloud, so you can access your work from any device and collaborate with teammates in real time.

**Workbooks CRM:** Customer Relationship Management (CRM) software gives you a clear, real-time view of your marketing funnel and sales pipeline. Not only does it enable transparency across teams, but it will give you hours back in the day by triggering different events and marketing flows automatically.

**Survey Monkey:** A cloud based online survey tool

**WordPress:** An online, open source website creation tool written in PHP. But in nongeek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today

# Marketing Technology

**Trello:** is a digital to-do list. It lets you create “cards” of tasks filled with detailed information including comments, attachments, and assignments. You can organize the cards on your “board” by client, stage of completion, or due date to ensure you never miss a step.

**Snagit:** A great tool that allows you to capture screenshots, video display and audio output. Newer versions allow batch capture of embedded items such as links, pictures, and multimedia. The user can set parameters and keyboard shortcuts to capture particular types of data, which are stored in a folder called “Catalog” by default. The software can also follow the links in web pages, capturing the specified data from the linked pages.



# Review and Update Your Website

From a business development and sales perspective your website should be central to all activities and be a key conversion / data capture mechanism. It's where all of your marketing channels should drive to i.e. get people from Social media to your website, from a printed advert to your website. Your website should contain great authority and unique content for your prospective buyers. After all, that's how you're going to start converting leads into contacts. Importantly, your website is often the first point of interaction a buyer will have with your company. If they don't have a good experience, it could be that they'll never even bother to contact you. Below are 10 points that we think are important to make sure your site will meet with today's consumers' expectations.

## **A few critical 'web design features' you should have:**

### **1. Mobile Responsive**

These days, more business is done on cell phones and tablets than on traditional desktop computers. That means your website needs to work on cell phones and tablets as well. Having a responsive website ensures your site looks great across all devices and screen sizes.

### **2. Intuitive Navigation**

Navigation is an often-overlooked aspect of web design, but it is an element that can make or break your success. You need to ensure that getting around your site is as simple and intuitive as possible, so that visitors can find the content and information they need without getting lost, and without getting frustrated.

### **3. HTTPS Encryption**

Your customers are more concerned about privacy and data security than ever before. Moving your site from HTTP to HTTPS and adding SSL encryption to your site is a simple, cheap, and effective way to safeguard your visitors' information.

### **4. Contact Information on every page**

Make it easy for customers to call or email, by putting these details in a highly visible place on every page.

### **5. Contact Us Page**

Make it really easy for customers by having a comprehensive contact us page that provides every possible way to reach you. Make sure to include a link to the page in your navigation menu so that visitors can access it quickly.

- Contact us / Enquiry form,
- Clickable phone number,
- Email address
- Mailing address.
- Google maps - so it's easy to find you

### **6. Easy-To-Use-Forms**

A beautiful, well-written, and easily navigable website is great. But if you're not capturing any leads, then it is worthless from a marketing and business perspective. That's where forms come in. Forms are the primary lead capture tool on your website, and they can't be treated as an afterthought. The layout, length, and structure of your forms can play a big role in the effectiveness of your lead gen efforts. We use Gravity forms on all our websites ( as they can be integrated with other 3rd party marketing tools)

## 7. Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. So simply put it's a great free tool that allows you to see how well your website is actually performing.

## 8. Exit Pop

Often people will visit a site, get distracted and then go to leave. An exit pop can appear and present a message to that visitor before they leave. We have found this a very useful data capture mechanism.

## 9. Appropriate design

Great design is all about simplicity; you don't want to get in the way of your visitors. If there's too much going on then people are more likely to get turned off.

- lots of confusing colors and fonts
- mixed messages
- overwhelming visuals
- confusing menu structures
- contact forms with no explanations
- competing popups, etc.

If your website is getting high bounce rates, doesn't look good on various screen sizes or is dated a professional website redesign might be required

# Review and Update Your Website

## 10. Great Content

Offering compelling content is the best way to ensure that visitors stay on your site, learn more about your company, and, ultimately, convert into customers. Take the time to develop sharp website copy, engaging blog posts, and actionable downloads

Note: In today's digital world, your website should be constantly developing / improving



# Review and Create 'Fresh Content'

Content is the backbone of all your inbound marketing efforts. It's how you're going to attract visitors to your business and convert them into leads.

## Remember the buyer journey!

Think of those stages as a funnel that suppliers move through as they research and evaluate potential solutions.

To market yourself effectively, you'll want to provide them with relevant information and content at every stage. This will hopefully keep you top of mind throughout their entire sales journey..



## Here are some top of funnel content ideas:

- Informational / Educational blog posts ( e.g. not salesy buy my widget content)
- How to youtube video content
- General industry news and insights

## Middle of funnel content ideas:

- Comparison guides
- Case studies
- Buyer guides

## Bottom of funnel content ideas:

- Product videos
- Spec sheets and brochures
- Pricing calculators

# B2B / OEM Buyers are Independent

Today's B2B buyers are independent. In today's digital world they don't need to be handheld throughout the entire process, they can and want to discover, research, and spec products on their own before committing to a project.

That's why it's crucial to present them with easy-to-find, up-to-date product information — or risk getting crossed off their list.

## **To bring your product data and your website together:**

**Centralize the data:** Consolidate all the different spreadsheets, CAD drawings, product information, technical papers, presentations you have within the company into one dynamic online catalogue

**Enrich your data:** Once you have all the information in one place, make sure your products are filled out with as much detail as possible. Make sure all documents branded correctly and consistently.

**Optimize your website:** Your site should not only look good, but also be intuitive and easy to navigate so customers have no problem finding and buying your products. Make sure that relevant pdf's on the website. Note if you have premium quality content then you can make this only accessible if a visitor provides their contact information

# Authority, High Quality Content is King

You should be promoting your content across channels as much as possible to drive more buyers to your website. Importantly content should be unique - you can't go copying or duplicating. It should be informative, focussing on the problems or pains you are solving as opposed to just being sales - buy my stuff.

## Here are some of the most popular ways to promote content:

**Email marketing:** Email is the single most important channel for industrial marketers in terms of ROI — but you can't just start firing off messages. Your email strategy should be measured and targeted. Effective email marketing is covered in our email marketing report. To request a copy of this contact [solutions@bdolphin.co.uk](mailto:solutions@bdolphin.co.uk) and request Effective Email Strategies

**Social media:** Publishing content on LinkedIn, Twitter, Facebook, and Instagram not only lets you share it with your followers, but also makes it possible for them to share with their followers through the network effect. To learn how to build your social network and your reputation as a thought leader on linked in [click here](#)

**SEO:** Search engine optimization, or SEO, is adhering to best practices set out by Google and Bing to appear towards the top of search results, thereby earning your website more organic traffic. There are many easy steps you can take to start optimizing your content to rank in search. Think of SEO as planting apple seeds - in time it will eventually bear fruit (for free)



# Authority, High Quality Content is King

**PPC:** Pay-per-click or PPC advertising is a different form of search optimization that allows you to show ads in keyword search results to earn paid traffic to your site. Think of this as buying apples it's there immediately but if you want apples you will have to keep on buying them

**Video:** Buyers consume millions of hours of video every day, and this type of content is proven to increase engagement, clicks, and organic reach. Try including it in email, blogs, or social posts.

Importantly, when promoting content, don't think of each channel as acting independently. Think of them all working together as an ecosystem — with the ultimate goal of driving as many people as possible to your website.



# Measure Analyse and Review

At the end of the day, the reason you're spending all this time, effort, and resources on marketing is to grow your business. So it's important to regularly check back and see if it's working.

Here are a few keys to implementing a metrics-driven marketing program:

An ROI measuring approach: Similar to how you made quantifiable SMART goals, you'll want to select KPIs to measure ROI. Some common ones include

- Cost per lead,
- Cost per sale,
- Cost of overall marketing program,
- Overall length of customer relationship.
- Customer lifetime value
- You can also set baselines for channel performance with campaign-specific KPIs such as email open rate or social media impressions ( those we often refer to these as vanity values)

**Google Analytics:** This is a free tool that helps you monitor the health of your website by tracking site metrics such as unique pageviews, session duration, and bounce rates. With GA you can easily set up customized reports to monitor specific metrics of interest for your campaigns.

**Google Search Console:** provided free of charge by Google for webmasters, which allows them to check indexing status and optimize visibility of their websites.

## **E mail campaigns**

Tools like MailerLite / Mail Chimp etc allow you to identify Open rates, Specific click throughs, Bounces ( soft / hard) and Unsubscribes

# Rapid Test Marketing For Immediate Results

Are Any Of These Issues With Existing Sales & Marketing Approach?

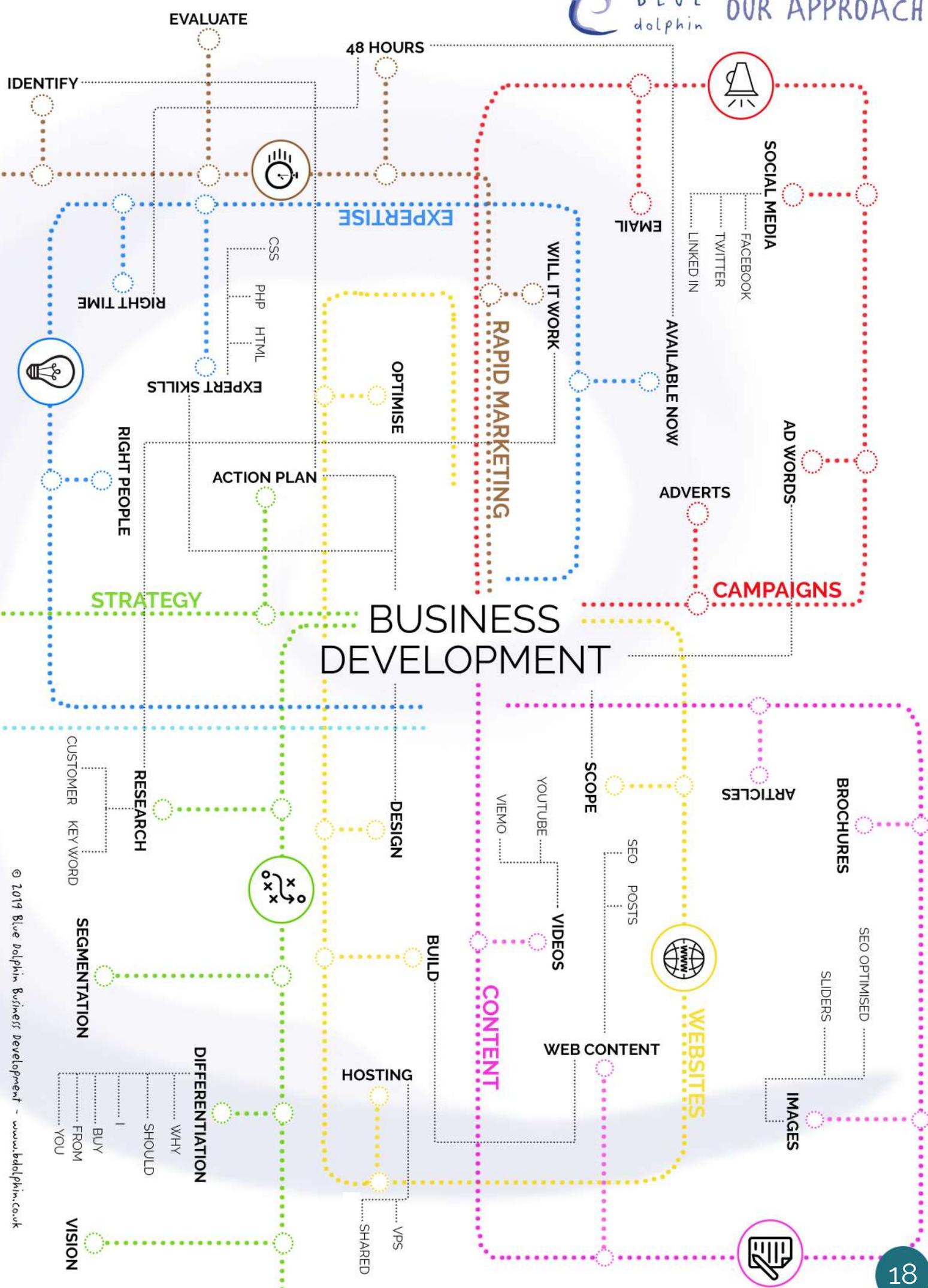
- Is it difficult to identify accurately what's working
- You don't have any measurements in place to analyse effectiveness
- Any process to implement an activity is slow
- Internally committees and groups slow down the marketing and sales process without adding value
- The subjective nature of a marketing and sales activity leads to confusion
- The existing website and marketing systems are clunky and difficult to change

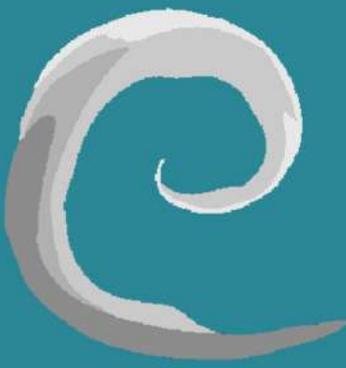
Rapid Test Marketing (RTM) is perfect for manufacturing companies who often find that marketing / sales / business development projects can take a very long time. Within manufacturing companies we have achieved results within days as opposed to months.

RTM also provides a great solution for UK based subsidiaries (who are limited by overseas corporate activities to develop business). Additionally it can be suitable for test marketing new products or services, that are outside of your current product portfolio

***Rapid Test  
Marketing***







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