

5 KEYS TO GENERATING INDUSTRIAL LEADS



RED CROW
MARKETING INC.

A Publication of

AN INTRODUCTION



As new organizational buyers enter the workforce, they go to what they know best; they embark on online searches to increase knowledge and find better buying solutions (*93% of all online experiences begin with a Search Engine*). The internet has fundamentally changed the way in which people find, shop, share and connect. This is one reason older traditional B2B marketing methods such as **trade shows and networking are becoming less effective in bringing in new business**. Online has also made it easier for start-up business to effectively insert themselves between established businesses and their customers and prospects.

Put simply, **manufacturing companies can no longer afford to avoid active and effective participation in online marketing**. This is why many manufacturing marketers are actively adopting new marketing tactics to combat the loss of lead generation from conventional methods. According to B2B Marketing, 80% of manufactures are posting articles, 73% are engaging social media, 48% are using video, and 46% of manufacturing marketers plan to increase content marketing spend over the next 12 months. (*2014 B2B Manufacturing Content Marketing Trends, Content Marketing Institute/MarketingProfs*)

Despite the impressive use of online tactical tools, **most industrial manufacturing marketing efforts are disconnected from a strategic plan that monetizes efforts into sales**. In fact, 58% state web traffic and 51% reference quantitative feedback as their best indication of successful marketing. While these are important, these are only “interest metrics” - indications someone has some degree of interest in what you do or offer. This is **not** your prime marketing objective. **Your primary marketing objective should be to produce sales leads**. It’s very hard to close a deal with a statistic; but a living, breathing lead can become a customer.

Generating leads requires a strategic marketing process. Tactics such as a new website, a blog, SEO efforts, content are all tools used within the marketing process, but are not the end means. If tactics don’t work together strategically, they cannot produce a path or funnel to generate reliable and regular leads for your sales team. Let me explain the 5 Key Steps to Generating Industrial Leads Online.

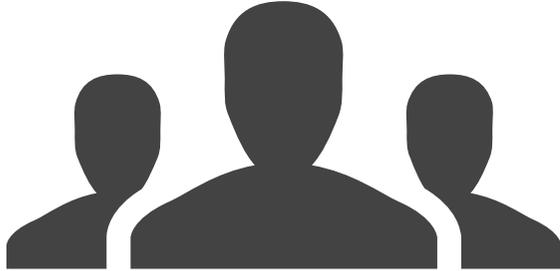
SHARE KIT



1

START WITH YOUR BUYER PROFILE

Paint a highly-detailed profile of you you are trying to engage.



Just saying “Organizational buyer” doesn’t cut it. You need to define their **typical age, interests, associations, job titles, pains, objectives, etc.** The more you know about your target buyers, the better your odds are you’ll attract them later. Write this down and refer to it **each time** you produce a campaign.

2

ENSURE YOUR SITE IS RESPONSIVE

You must have an up-to-date website that functions across all platforms.

Your website is still the hub of most of your marketing and must be up-to-date to work in today’s marketing environment. A responsive site is one that offers easy reading and navigation with minimal resizing, panning or scrolling across different devices (mobile phones to desktop computers). Responsive sites are recommended by Google, are best for Search Engine Optimization, create a great user experience, and are easier for businesses to manage. If you have an old site (over three years old), your marketing is suffering.

SHARE KIT



3

GET REALLY GOOD AT SEO

You must be found at the top of search engines.

With over 47, 346 manufacturing companies in the United States alone and over 250 million websites to choose from, it's important that your company lands in the top of search results for the solutions your business provides. If your company is not ranking well for the words that describe your products and services, then you're not getting found by potential customers either. If your competition is properly optimizing their site and you aren't, the probability is their site will intercept prospects before you will. And that's bad because **60% of users choose the first results on search engines** and 75% of users never scroll to Page 2. Other good SEO tactics you should regularly include in your marketing tactics are blogging and social media. We've attached a couple of pages to explain a bit more about



DEVELOP COMPELLING OFFERS

Intriguing calls-to-actions to turn visitors into leads.

You don't want to simply educate your prospects; you want to motivate them to act. One way is to offer to provide them with more detailed-educational content, personal consulting, or anything else that would be useful for them during their research and buying journey. Don't try to sell them at this point – engage with them.

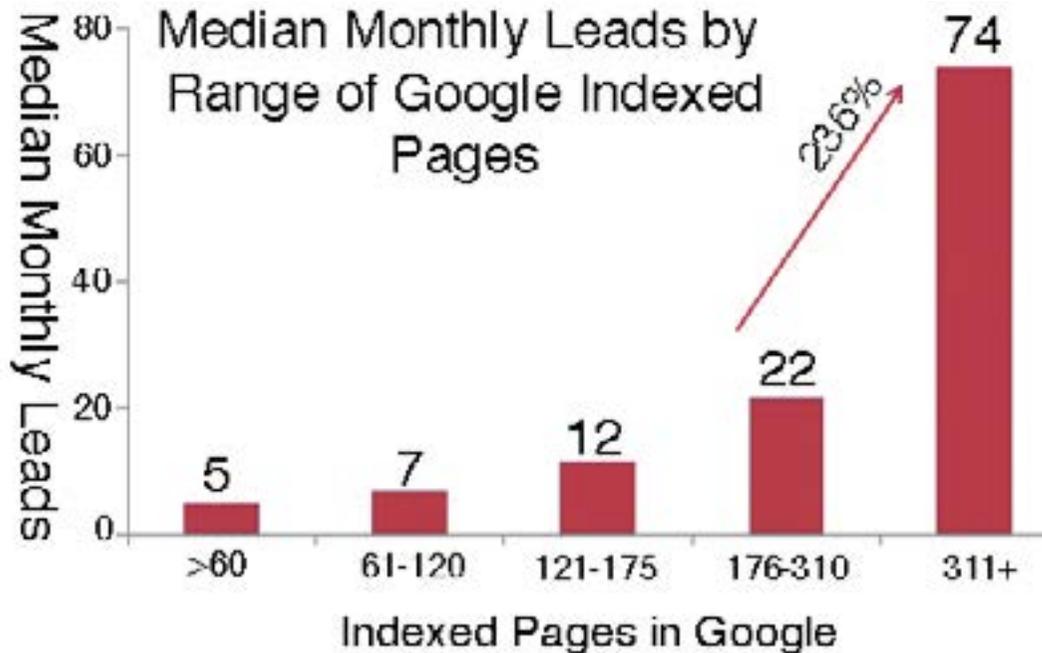
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4

BLOGGING

Fully-optimized blogs **maximize your SEO** and position your site to drive traffic and leads.



- Nearly 40% of US companies use blogs for marketing, and companies that blog generate between 67% (B2C) and 88% (B2B) more leads than those who don't.

(emarketer, 2010)

- Marketing Sherpa reports content marketing lead to a 2,000% increase in blog traffic and a 40% increase in revenue.

- 92% of companies who blogged multiple times a day acquired a customer through their blog.

(HubSpot State of Inbound Marketing, 2012)

In their recent study of over 1,400 small- and medium-sized businesses, Hubspot found that marketers with blogs generate 67% more leads. Prospects, customers and search engines all love the content generated through blogging: prospects because it helps them understand what your customers do; your customers because it helps them stay up to date with your offerings and thought leadership; and search engines because **each post represents another page** that they can index for a specific topic and feed to others searching that phrase.

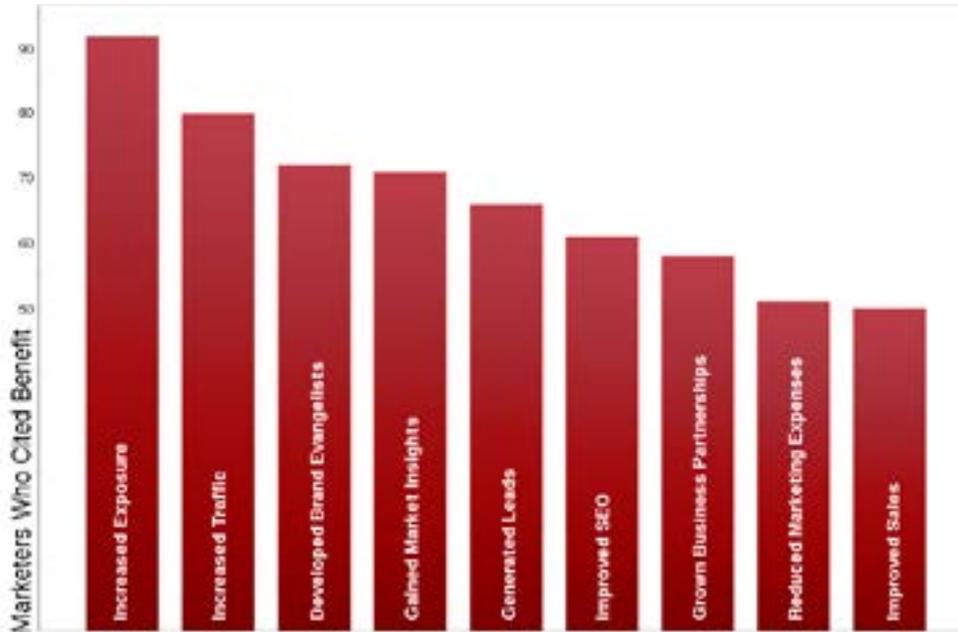


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SOCIAL MEDIA

Manufacturers **must be on social sites** like Facebook, Twitter and LinkedIn to engage customers and win business.



- In 2014, 50% of Marketers reported social media led to an increase in sales compared to 42% in 2013.
- 92% of marketers said that social media is an important tool for businesses.
- By spending as little as 6 hours per week, 66% of marketers see lead generation benefits with social media. (Social Media Marketing Industry Report 2014)

Manufacturing is often associated with big machinery, factory lines and blue collar workers whose only use of technology is through robotic, yet manufacturers are some of the first to embrace

emerging technologies. According to a recent survey by the Manufacturing Leadership Council, 13 percent of manufacturing executives plan to digitize their design/production processes, and social media tools represent an important component. Social networking for most manufacturers can prove useful when communications focus on connecting with the right prospects and sharing high-value content with them in order to prompt a website action (download, form submission or comment). Since supply chain vendors and are looking for manufacturers or services on social media sites, it's imperative to add social media into your manufacturing marketing mix.

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TIE IT ALL TOGETHER

Implement a lead nurturing process that ties all online tools together.

Today, organizational buyers like to gather the facts, shop, learn, and compare before they commit. In fact, by the time they reach out to contact your sales staff, they pretty much have already made up their minds. Buying journeys differ from person to person, product to product. If your marketing is only taking random swings at prospects using disconnected “me-too” marketing tools (FB, LinkedIn, Twitter), very soon you’re going to have some real problems with competition using fully-integrated online nurturing systems.

Automatically-triggered lead nurturing campaigns will **move leads through the sales funnel**.

- According to an MIT study done with InsideSales.com, 78% of sales that start with a web inquiry go to the company that responds FIRST!
- According to a DemandGen report, nurtured leads produce – on average – a 20% increase in sales opportunities versus non-nurtured leads.
- Forrester Research found that companies that use lead nurturing generate 50% more sales-ready leads at 33% lower cost per lead.



Automated, timely, targeted content sent directly to your leads help you further educate and build relationships with non-sales ready leads in a scalable, effective way. Lead nurturing is a system that allows you to send an automated series of emails to an early-stage lead in order to pre-qualify them.

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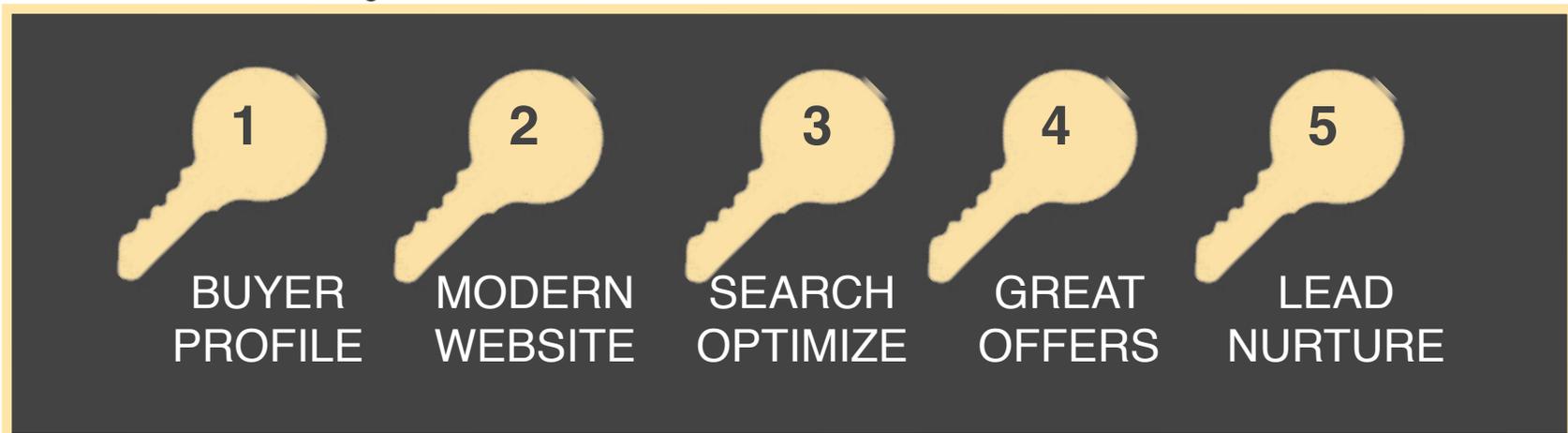


CONCLUSION



I realize this eBook can't provide the level of details you need to know to put together a completely integrated online marketing program; but you now understand the most important strategic steps.

Marketing technology is evolving at break-neck speed. Much of it now requires more advanced training and experience than just a few years ago. If you are just entering this complex arena of online marketing (which you should), I would recommend you seek out and find specialist that are experienced in these areas. Producing results that deliver an acceptable ROI through casual efforts is getting tougher to do. This may be a good time to invest in your company's future, and position yourself online before your competition does. I would be happy to explain more or direct you to assets that might help you. Call me at (417) 889-1658 Ext 102 or shoot me an email at ron@redcrowmarketing.com.



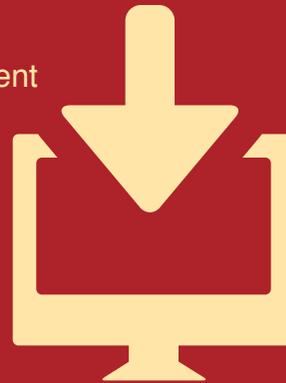
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ABOUT US

Red Crow Marketing is a holistic strategic marketing management firm. We help manufacturing organizations:

- Create and align your marketing to your manufacturing organization's strategic plans and objectives.
- Establish a unique and valued brand which separates and elevates your marketing position from the competition.
- Provide strategically-aligned creative services and media placement.
 - Websites
 - Graphic design
 - Online marketing
 - Advertising and collateral production
 - Audio/visual services for commercials or online
 - Media analysis and placement



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