

# Marketing Growth Solution for Manufacturers



Marketing for manufacturers to help you grow traffic, convert more visitors, and run complete inbound marketing campaigns at scale.

Designed to help Marketers in manufacturing who are frustrated that they have invested a lot of time, resources into their marketing & website but disappointed with the results.

## COMMON PAIN POINTS WE SOLVE:

- ✓ "I feel like we have no structure to our marketing process. It's not a repeatable process."
- ✓ "I lack insight into what's working and what's not."
- ✓ "I feel like we could be more productive. I want to automate more of the busy work."
- ✓ "I feel like we struggle to capture qualified leads for sales"

## CHALLENGES WE SOLVE:

- ✓ Lead generation
- ✓ Customer acquisition
- ✓ Client engagement
- ✓ Competitive advantage



MANUFACTURE SMARTER

### We utilize proven Inbound Marketing principals that deliver measurable results.

#### What Is Inbound Marketing?

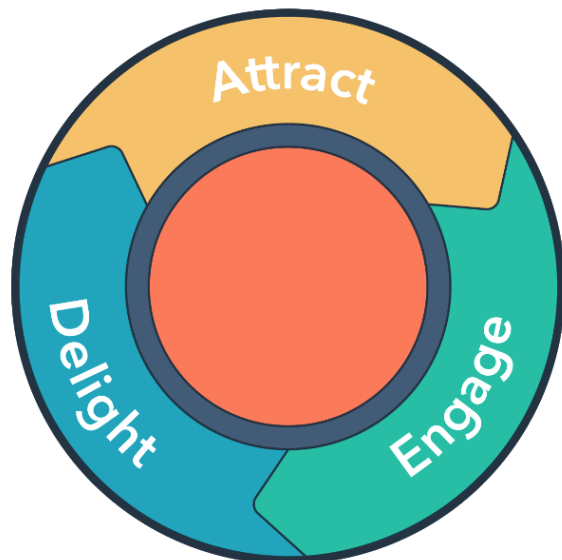
Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't always want, inbound marketing forms connections they are looking for and solves problems they already have.

#### The Methodology – Inbound Marketing

The inbound methodology is the method of growing your organization by building meaningful, lasting relationships with consumers, prospects, and customers. It's about valuing and empowering these people to reach their goals at any stage in their journey with you. Why? Because when your customers succeed, you succeed.

### The inbound methodology can be applied in three key targets:

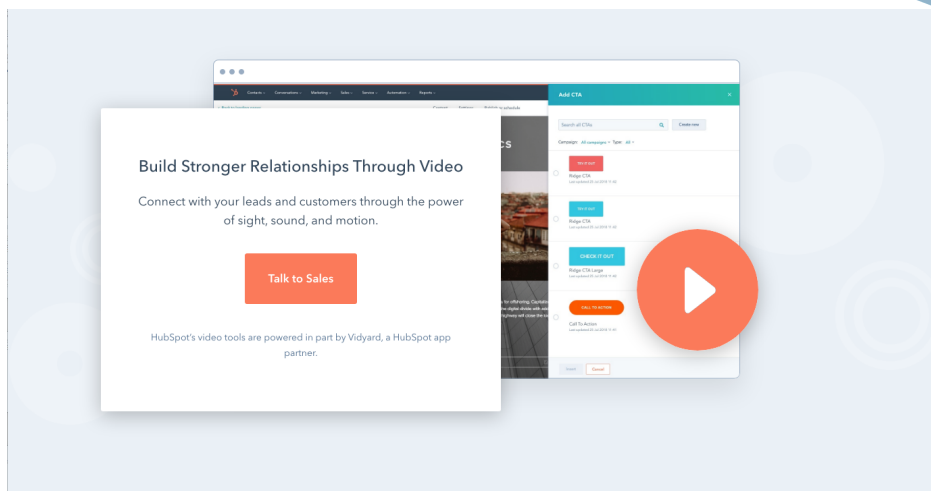
- 1. ATTRACT:** Drawing in the right people with valuable content and conversations that establish you as a trusted advisor with whom they want to engage.
- 2. ENGAGE:** Presenting insights and solutions that align with their pain points and goals so they are more likely to buy from you.
- 3. DELIGHT:** Providing help and support to empower your customers to find success with their purchase.



When customers find success and share that success with others, it attracts new prospects to your organization, creating a self-sustaining loop. This is how your organization builds momentum, and this is why the inbound methodology serves as a strong foundation for manufacturers.

## Attracting Strategies

Inbound marketing strategies that attract your target audience and buyer personas are tied to content creation and development. As an example to reach your audience, we might start by creating and publishing content — such as blog articles, content offers, and social media — that provide value.



Examples include guides on how to use your products, information about how your solution can solve their challenges, customer testimonials, and details about promotions or discounts.

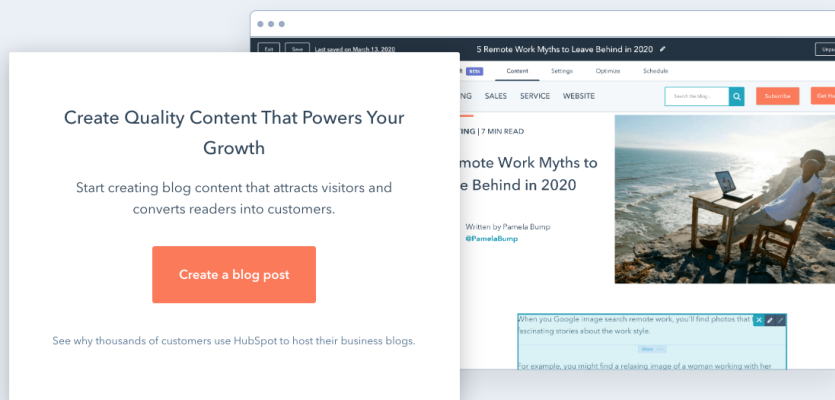
To attract your audience members on a deeper level through inbound marketing, optimize all of this content with an SEO strategy. An SEO strategy will require you to target specific keywords and phrases related to your products or services, the challenges you solve for customers, and the ways you help target audience members.

This will allow your content and information to organically appear on the search engine results page (SERP) for the people who are searching for this information — also known as your target audience or the right customers for your business.

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## Engaging Strategies

When using inbound strategies to engage your audience, ensure you're communicating and dealing with leads and customers in a way that makes them want to build long-term relationships with you. When using these engagement strategies, inject information about the value your business will provide them with.



Specific engagement strategies may include how you handle and manage your inbound sales calls. Focus on how customer service representatives handle calls from interested people and prospects. Additionally, be sure you're always solution selling rather than product selling. This will ensure all deals end in mutually beneficial agreements for customers and your business — meaning, you provide value for your right-fit customers.

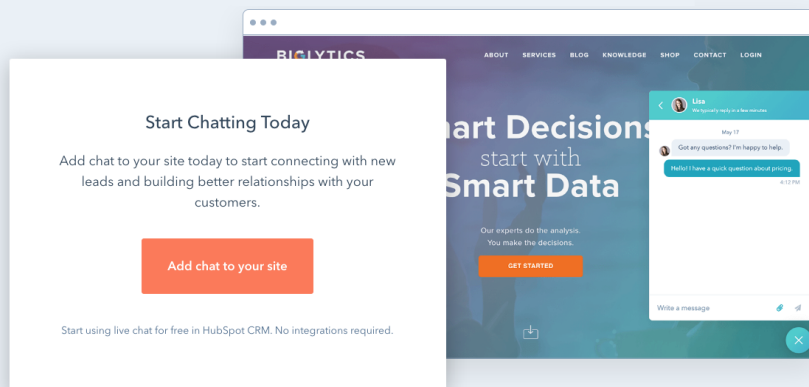
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## Delighting Strategies

Delighting inbound strategies ensure customers are happy, satisfied, and supported long after they make a purchase. These strategies involve your team members becoming advisors and experts who assist customers at any point in time.

Incorporating thoughtful, well-timed chatbots and surveys to assist, support, and request feedback from customers is a great way to delight these people. Bots and surveys should be shared at specific points in time throughout the customer's journey to ensure they make sense and are of value.





For example, chatbots may help current customers set up a new technique or tactic you've started offering that they'd like to take advantage of. Additionally, a satisfaction survey may be sent out six months after customers have purchased your product or service to get their feedback and review ideas for improvement.

Social media listening is another important strategy when it comes to delighting customers. Social media followers may use one of your profiles to provide feedback, ask questions, or share their experience with your products or services. Respond to these interactions with information that helps, supports, and encourages followers — this shows you hear and care about them.

Lastly, the mark of an inbound strategy focused on delighting customers is one that assists and supports customers in any situation, whether or not your business gets any value out of it. Remember, a delighted customer becomes a brand advocate and promoter, so handle all interactions, both big and small, with care.

## Inbound Marketing Services We Provide



### TRAFFIC GENERATION

Blogging | SEO  
Social Publishing | Ad Development | Video  
Other Content Creation



### LEAD CONVERSION

Conversion Path Creation  
Social Selling Enablement | Social Prospecting  
A/B Testing | Ad Campaign Management



### LEAD NURTURING

Lead Nurturing & Automation | Email Marketing  
Automation | MOFU/BOFU Offer Creation  
Personalized Content | Lead Scoring  
Sales & Marketing Alignment | CRM Integration /  
Closed Loop Reporting

For more information about our Growth Solutions for Manufacturers contact the Michigan Manufacturing Technology Center – Northeast or Inbound 281.