

Making Marketing Work for Manufacturers

Thomas Young, Founder/President
Ray Cameron, CEO

What You Get Today

- An experience-based look at the marketing challenges you face.
- Understanding your audiences so you can meet them where they buy.
- How to define marketing success and measure what matters.
- How to prioritize the marketing work that will drive results.
- A plan you can act on today, without a budget approval.

“

Sales is really easy to quantify. When you do something, you get a lead, can you convert the lead? Marketing and brand awareness are hard to quantify, hard to put an ROI against, in my opinion.

CEO, consumer products manufacturer

“

From a marketing standpoint, it's important that we build top of mind awareness. You put money into marketing, and you hope that there's a return. Some of it you can measure, and some of it you can't.

Partner, contract manufacturer — high-tech and medical device

What is Marketing?

- Marketing is how people think about your company.
- Your reputation is marketing, whether you manage it or not.
- Marketing is visibility and branding, sales is about relationships and closing.
- Marketing is not something you do when work slows down.
- Marketing is not the website you built five years ago.

Marketing 101

Marketing fills the pipeline, sales brings the project home.

- **Getting Found** — Before there is a project, and while they're looking.
- **Building Trust** — Proof you have solved this exact problem before.
- **Educating** — Specs for the engineer, process and value for the buyer.
- **Growing Relationships** — Staying present through a cycle measured in months.

How Marketing Fails for Manufacturers

- Internal politics and too much thinking stall marketing decisions.
- There is no marketing skill set at the company.
- When the budget is tight it's the first thing to get cut.
- Engineers have no time to give anyone content.
- IT owns the website, so it is infrastructure, not marketing.
- You give up too soon.

Know the Audience Before Selecting a Channel

One marketing channel does not fit all manufacturers

Two Audiences, Two Journeys

Someone researches you. Someone else signs.

- Engineers and decision makers - but multiple people in each.
- Engineers start their research long before a project actually exists.
- Decision makers show up when the project is ready to go.
- The same message for all of them moves none of them to action.
- 95% of your market isn't buying right now.

What to Measure

Define what success looks like, then report on that.

- Spec downloads, product sheets, sample requests, capability pages.
- Standard marketing metrics are incomplete.
- Know what a real opportunity is worth to you.
- Measure against the work you're actually doing.
- The tools we use: Google Analytics, Databox, HubSpot

Where Prospects Find You

The channels to reach your buyers

Where Prospects Find You

The channels to reach your buyers.

- Website
- Digital Content
- SEO and AEO
- Google Ads
- LinkedIn
- Trade Shows

Website

- Having a website is not enough.
- Technical website problems hurt your SEO and your engagement.
- Speak to the buying team, not just one of them.
- Give them a reason to raise their hand.
- Every other channel leads back to here.
- Your website is the walk-through before the walk-through.

“

You've got millions of dollars of equipment, you've got really smart engineers, but there's this gap between your capability and how you're presenting yourselves.

Fractional VP of sales and marketing in the manufacturing sector

Digital Content

- One page per capability, answering the actual question.
- Delete old website content written only to chase traffic.
- Content is more than getting found with SEO.
- Write to solve their problem, not to describe yourself.
- Real photos of your floor, your people, your products.

SEO and AEO

- SEO is Google, AEO is ChatGPT, Claude and Gemini.
- They search a spec, a process, a material - not a company.
- Name your capabilities the way buyers search, not the way you talk.
- Buyers ask AI questions at every stage of the journey.
- Go ask AI who you should hire for what you do.

Google Ads

- You are paying to reach the few who are already looking.
- In a six month buying cycle, you can't measure success in month one.
- Budget should align with the lifetime value of a customer.
- Send paid traffic to a website landing page built to convert.
- Don't do ads yourself, or hire your nephew to run ads.

LinkedIn

- Engineers follow you long before they need you.
- Decision-makers check LinkedIn to confirm you are real.
- Say something only your company could say.
- Business pages matter, your people's stories matter more.
- Engage in conversation to build personal connections.

“

I receive a lot of positive feedback just interacting with people about the content on LinkedIn and the newsletter. And it's not just internal people telling me that.

Owner, architectural millwork firm

Trade Shows

- Manufacturers argue whether trade shows are sales or marketing.
- Sales owns the relationship, marketing owns everything around it.
- Before the show: target lists, emails, and landing pages.
- After the show: automated follow-up before leads go cold.
- Set a goal, or you will never know if it worked.

“

You can't just have one marketing person and have meaningful growth.

President, consumer products manufacturer

Closing the Loop

Connecting Marketing to Sales

HubSpot

The system that remembers every contact.

- Segment your lists, the buying team is not one person.
- Email lives here, and so does every contact it reaches.
- Trade show leads belong in HubSpot, not a spreadsheet.
- You don't need a CRM built just for manufacturers.
- Success is movement in the funnel, not just closed deals.

Sales and Marketing Alignment

- Sales and marketing silos are older than your website.
- You cannot tell if marketing works without sales telling you.
- Start with one shared definition of a lead.
- Ask sales why they rejected a lead.
- Tell us which leads closed and we will find more.

Taking Action

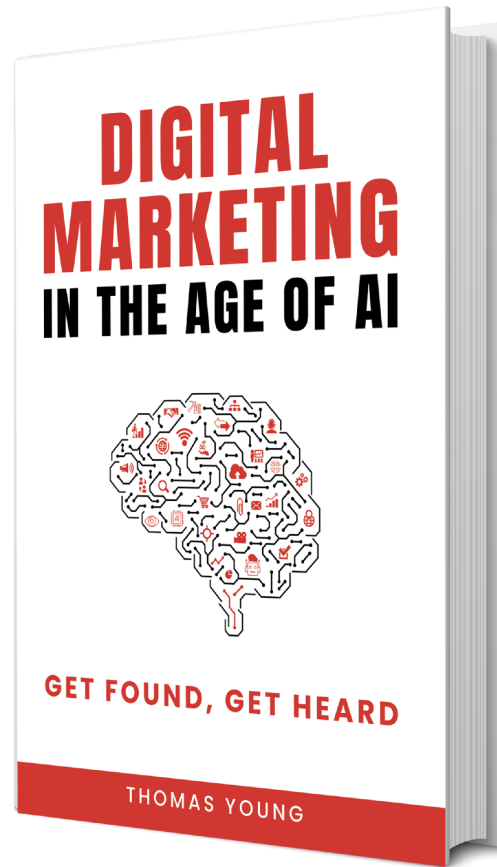
What to do after the webinar

Your Marketing Action Plan

None of these need budget approval

- Know your audiences and know your buying teams.
- Assess your website before you spend on anything else.
- Ask your best customers how they found you.
- Define what success looks like before you measure anything.
- Ask sales which leads closed, and why the rest didn't.
- Market while you are busy, not when the contract ends.

Books by Thomas Young



Follow-Up Consult



Thomas Young, Founder/President

719-231-6916

Tom@IntuitiveWebsites.com



Ray Cameron, CEO

719-360-4360

Ray@IntuitiveWebsites.com

[Click Here to Book a Meeting](#)