



Six Steps to Manufacturing Marketing Success:

A Content Strategy Playbook



A well-planned content marketing strategy plays a major role in securing growth for your manufacturing organization. In this playbook, we'll guide you through the six core steps you need to build a buyer-centric framework for content development and distribution.

1 Determine your primary buyer personas

Start with identifying the segments of your target audience that have the most purchase power and purchase intent. Formulate buyer personas, then group like-minded buyers into subsets based on demographic, psychographic, firmographic, and even geographic characteristics.

TARGET AUDIENCE: BUYER PERSONAS



Check out our article on [leveraging buyer personas](#) more effectively, or learn more about [identifying and understanding your startup's target audience](#).

2 Map out your buyer journey from source to close

In this exercise, you may find that there are nuances to the journey for each buyer persona. Start with one birds-eye view of the journey that applies to 80% of your target audience. The specific considerations for each persona can be worked in later.

BUYER'S JOURNEY ROADMAP



3 Document your internal go-to-market process

Given the often complex sales cycles in manufacturing, close collaboration between sales and marketing is critical. Marketing should be responsible for lead generation and thought leadership. Sales should step in to work the deal once a qualified lead has been uncovered by Marketing. Then, as soon as a sales team member closes the deal, it's back to the marketers to delight the customer and encourage advocacy.

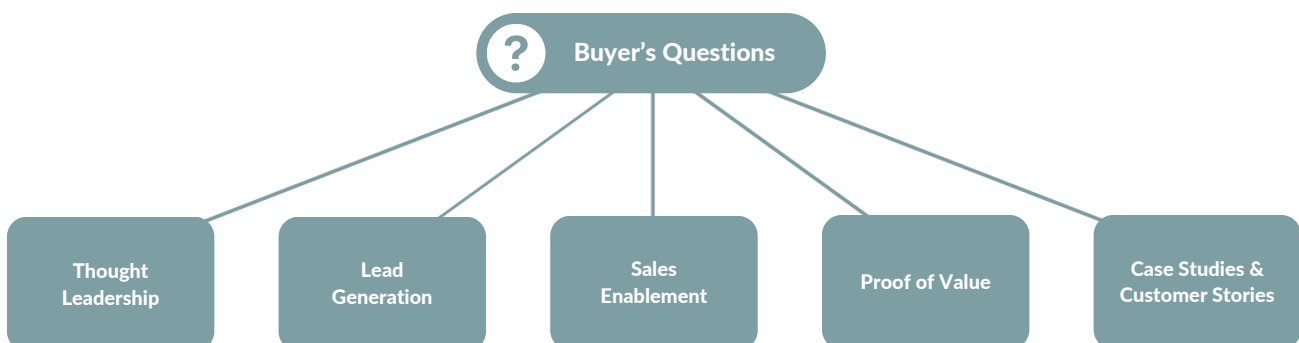
INTERNAL GO-TO-MARKET PROCESS



4 Choose content programs to support each stage in your process

It's important to remember that we're in the age of technology-driven, empowered, fast-moving buyers. What are the questions people are seeking answers to when they hit your website? Which educational opportunities are there to teach your buyers about how you solve their problem? Index all of the questions you think buyers are seeking answers to when searching for solutions to their problem. Then, categorize these questions into content programs to internally organize your content strategy.

CONTENT PROGRAMS

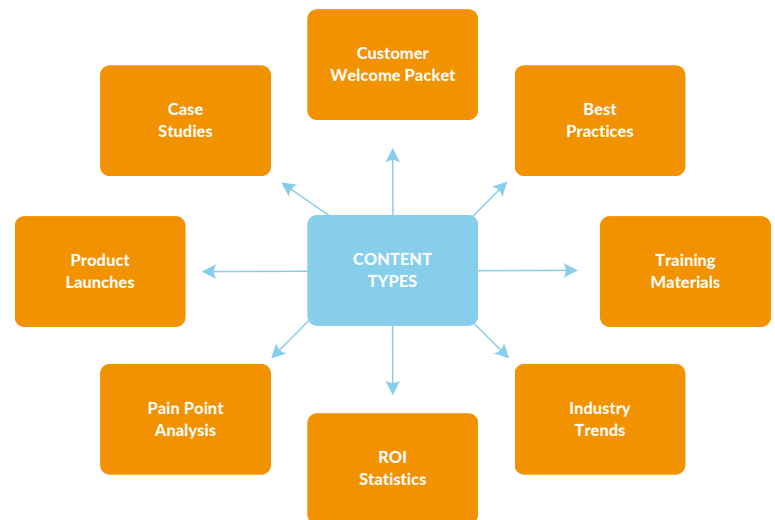


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Create effective content by type based on buyer questions

Content curation and production becomes much easier to visualize and execute when you have all of the right pieces in place. For manufacturing audiences, determining what to create – an infographic, case study, or technical white paper – now becomes centered around enabling your buyers to solve their specific challenges. This will drive purpose and clarity throughout content development.

You'll be able to select the specific buyer question you're going to answer, which content program the piece supports, and at which stage it will impact your buyers along their purchase journey.



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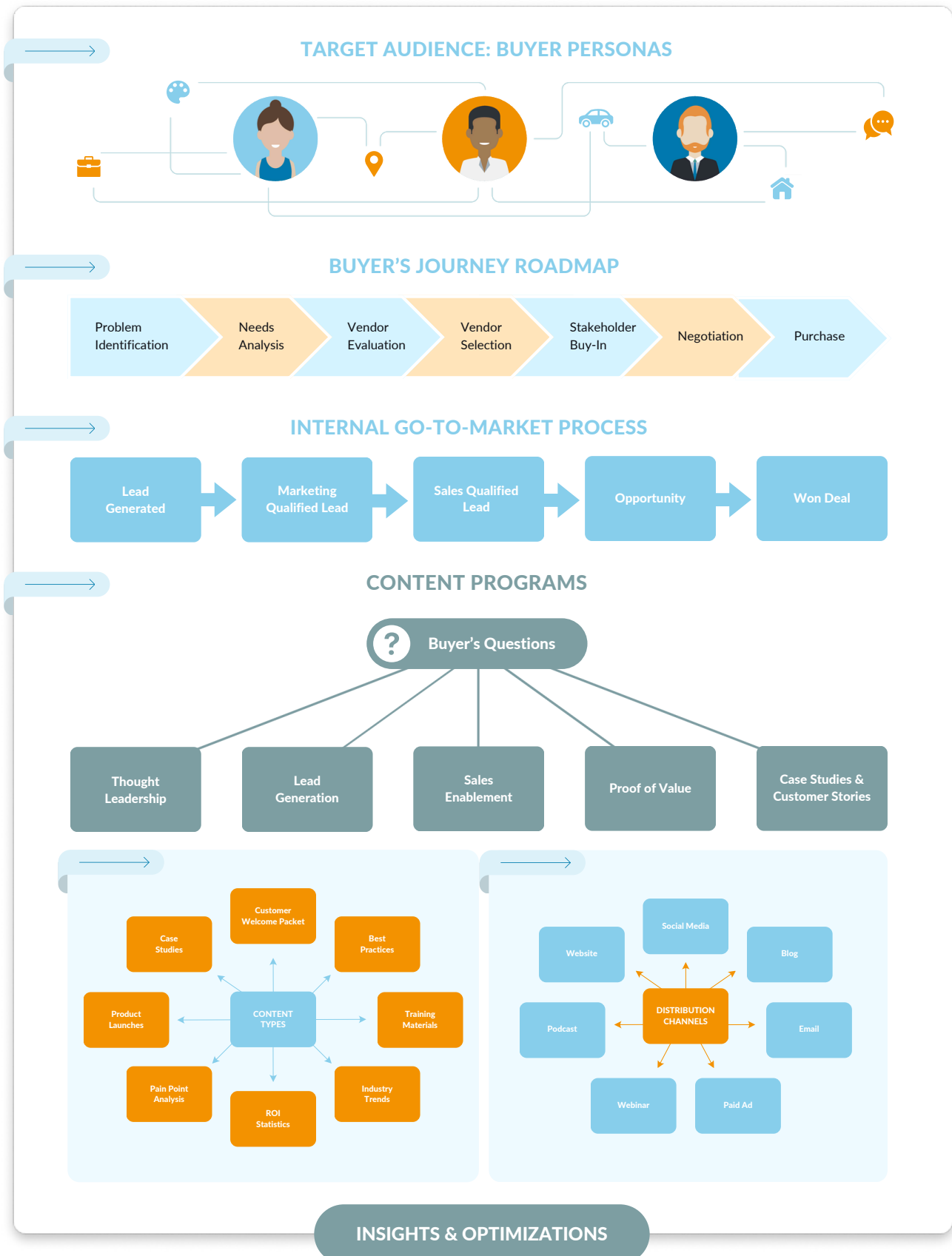
Distribute and measure results to inform future decisions

All of the behavioral insights measured through the performance of your content will help to inform what types of content you create next. Optimizing how you serve your audience through content to facilitate their experience with your brand is ultimately where you'll discover the value of this newfound content strategy.



Do you need clarity on [which metrics to measure](#) and how to capture them? [Reach out to us](#) for tips on how to interpret what's working.

Put the six pieces together to see your customized content strategy framework come to life.



Final Thoughts

Content marketing will always remain a powerful way to connect with your audience. Methodically developing and distributing content, while always keeping your manufacturing buyers' need at the heart of your strategy will best position your organization to see consistent top-of-funnel growth.

Our team has compiled these core steps by refining our approach over hundreds of client implementations. This playbook is designed to make an impact for organizations of any size in any industry.

Let's get started on your customized content strategy to lock in scalable growth.

Let's Talk



To see relevant success stories from some of our previous clients, [take a look at our case studies.](#)



About Möve Marketing

We deliver on our promise to accelerate growth for start-ups and growth-stage companies. With acute demand generation expertise, our team builds and fuels your marketing engine for maximized growth. As our clients grow, we grow. At the heart of what we do, we bring authenticity, transparency, collaboration, and leadership to every project. We remain flexible and keep speed top-of-mind so we're consistently delivering results. For more information, please visit move-mktg.com.