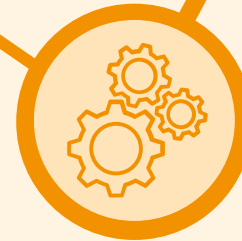





Why Manufacturing Giants Are Betting Big on Digital-First Marketing

(And You Should Too)





Your manufacturing company might still rely on trade shows, referrals, and long-standing relationships to drive business. These tactics work, but they're not enough on their own. Many buyers today have shifted to a digital-first approach, which is why it's important to have a well-rounded strategy that includes digital marketing efforts across the most relevant sources and channels for your business.

A strong digital marketing strategy won't replace more traditional sales methods. Instead, it will support and amplify them. By supplementing your sales team, attracting niche buyers, and converting online leads, digital marketing can extend your reach and help you scale smarter.

The Gaps in Traditional Manufacturing Sales and Marketing

For decades, manufacturing companies have thrived on in-person events and word-of-mouth referrals. These are still valuable, and they have their place in your process. But they don't scale easily, and they often leave some gaps that a digital marketing strategy can fill.



Engagement fades shortly after in-person events end.

You might see a spike in interest, but it can be short lived without the support of digital campaigns to keep the conversation going.



Organic traffic is often low.

This happens because most manufacturing buyers are in very specific niches. To draw them in organically, you'll need a highly focused content and SEO strategy that can communicate technical information in an engaging way.

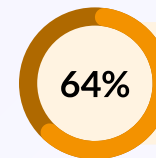


Digital leads get overlooked.

If your sales teams focus more on referrals and personal introductions, they might not prioritize a lead from an online form.

Why is this shift happening?

Recent data suggest why some manufacturing teams might need to adjust their marketing to create more opportunities:



64% of new-age B2B buyers prefer digital channels over traditional ones.

If your digital presence isn't accessible and convenient for your target audience, they might look elsewhere to find a better fit.



Building a Digital Marketing Strategy That Works

Creating a digital marketing strategy for manufacturing companies starts with a reevaluation of your current approach. You don't need to abandon traditional sales, but you want to focus on building an updated system that helps you get more from your foundations.



Support sales with digital campaigns.

Use email, paid ads, and retargeting to familiarize prospects with your brand before events or trade shows. Then follow up with relevant content afterward.



Drive organic traffic with carefully planned SEO.

Chasing high-volume keywords might not lead to the results you want. Instead, focus on the technical, industry-specific terms your ideal buyers actually search for.



Align marketing and sales to convert digital leads.

To keep leads organized, it's a good idea to route them to the right reps and treat them with the same priority as in-person referrals.

How Möve's Points-Based System Supports Your Growth

Building a digital marketing strategy can involve some major changes, but the best part is that you don't need a large internal marketing department to establish and carry out new marketing operations. [Möve's fractional marketing services](#) give manufacturing companies the flexibility to meet strategic and execution needs without hiring full-time staff.

Here's how our points-based model works:



Get strategy and execution on demand. You can use your points however you choose based on what you need. It could be SEO one month and paid ads the next. Not sure where to start? We can help.



Get expert marketers who can merge with your existing team and workflow. We act as a seamless extension of your sales and marketing teams to expand your scope and bandwidth.



Looking to test how well a given marketing approach works before you commit? With Möve, you can try new digital tactics without blowing through your whole budget, and then we'll help you scale what works.

Final Thoughts

For manufacturing companies looking for practical ways to modernize marketing operations without overburdening their team, outsourcing to a points-based system prioritizes efficiency and brings in the experience of seasoned marketers.

A digital marketing strategy won't uproot and replace the sales relationships you've built over the years. Employed correctly, it can be a tool that helps you reach new customers while connecting more with current ones. A thoughtful, targeted approach is the best way to reach your buyers at the right time and turn more of your connections into sales—and Möve Marketing can help you achieve it.

Ready to modernize your digital marketing strategy? Get in touch with our team today.

Let's Talk

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.

