



INDUSTRIAL MARKETING STRATEGY GUIDE

Build a superior marketing strategy
with supporting tactics to deliver the
return on investment you deserve.



STARTING YOUR STRATEGY JOURNEY

THE FOUNDATION FOR A WINNING INDUSTRIAL MARKETING STRATEGY

In this guide, we'll help you lay the foundation for designing a winning industrial marketing strategy involving seven key steps:

Step 1: Aligning Goals and Objectives

Step 2: Understanding Your Customer

Step 3: Crafting Your Value Proposition

Step 4: Optimising Your Medium Mix

Step 5: Managing Your Leads and New Opportunities

Step 6: Preparing Your Salesforce

TO ENSURE SUCCESS, MARKETING MUST BE TREATED AS AN INVESTMENT

Most industrial companies treat marketing as an ad-hoc expense which they switch on and off. This mindset is the reason why industrial marketing fails. To combat this, industrial marketers and specialists have to educate their stakeholders and clients on how important it is to:

- **Generate more sales qualified leads**
- **Conduct market / customer research**
- **Increase Brand Awareness**
- **Produce content that drives sales**
- **Develop a Brand Positioning Strategy**
- **Build on Customer Loyalty**
- **Align sales and marketing**
- **Improve Customer Experience**
- **Enhance your sales presence**
- **Drive Sales Force Effectiveness**

Without a strategy and marketing plan your heading into a world of pain. It's time to help all involved in your company understand that to make industrial marketing work you need to build a superior strategy, supported by key tactics to deliver the return on investment you deserve. So let's get started!



7 STEPS TO DESIGNING A WINNING INDUSTRIAL MARKETING STRATEGY

1 Aligning Objectives

Bringing key stakeholders together from across the business – leadership, operations, sales and marketing – is critical to ensure the complete alignment of goals and objectives. A SWOT review will help to refine key focus areas from both an internal and external point of view. Take a close look at your brand, what you stand for - your brand promise and values and examine how your brand is perceived by your customers. Running a workshop will help ensure there is an agreement and sponsorship for all key goals and objectives.

2 Crafting Your Value Proposition

Industrial companies often get stuck at this step. Things to consider to craft your Value Proposition:

1. product and service attributes
2. the functional benefits they produce; and
3. the emotional benefits experienced as a result.

It is important to think about both the tangible and intangible attributes and benefits. For customers who value a premium priced offering, it is often these more intangible aspects that drive their perceived value.

3 Understanding Your Customer

Starting at a high level, you need to define your market segments to determine the size of the prize and value of your customer base. Segmenting your market will help you be focused on identifying and understanding the core of your business offer, to then build buying personas for your target audience.

4 Optimising Your Medium Mix and Create Your Content Ideas

By creating a buyer journey map to examine what's in the hearts and minds of your target audience, you can select the appropriate mediums they are most likely to engage with. You will need to consider each stage of their buying journey and anticipate every move they make to create relevant and engaging marketing content.

5 Measuring and Improving Performance

The performance of your marketing strategy and supporting plan with tactics must be meaningful to your stakeholders and they need to see value from their perspective. ROI expectations can vary between stakeholders –you need to define what each party expects and tips to secure future marketing investment and endorsement.

6 Managing Your Sales Leads and Opportunities

Lead generation, tracking, scoring and delivery are all necessary for effective business development. The scoring should be aligned to Sales' expectations based on the scale (value) determined, tracking should be in place as the lead moves through the stages, and delivery / qualification criteria must be agreed with Sales.

7 Preparing Your Salesforce

Before you implement your industrial marketing strategy you must ensure there is stakeholder buy-in, sponsorship and a sustainable rollout plan. To succeed, there has to be some level of internal marketing. A way to "sell" the strategy to your key stakeholders and a mechanism for tracking progress. Your salesforce needs to be on board, otherwise you will fail.

INDUSTRIAL MARKETING STRATEGY TEMPLATE

1

Aligning Objectives and Understanding Your Customer

- **Target market: Define your market.** What are the characteristics of the businesses you are aiming to sell to? How many of them are there? What is your market share and how is it trending?
- **How the market segments:** Break your target customers down into distinct segments based on their profiles, both as businesses and individuals: their needs, value drivers, behaviours and aspirations. Where relevant and meaningful, use buyer personas to illustrate these customers.
- **Value of a customer:** Define the value of a customer in each segment (e.g. their lifetime value, annual value, average order value). Identify which customer segments represent your 'best customers'.
- **SWOT Review:** Identify and examine your internal strengths and weaknesses? External threats and opportunities?
- **Competitors:** Who are your key competitors in the market and what share of the market do they have? How do they differentiate themselves from your business/brand?
- **Competitive stance:** How does your business/brand meaningfully differentiate itself from your key competitors? What is the unique value proposition that makes you different and preferable?
- **What does your marketing strategy need to focus on achieving at a strategic level? This could be:**
 - Growing share of wallet from existing customers
 - Acquiring new business
 - Increasing the share of a particular segment
- **Tactical focus: What will you focus on in the next year to achieve the goals identified above?**



INDUSTRIAL MARKETING STRATEGY TEMPLATE

2

Your Value Proposition and Medium Mix Strategy

This part of your plan examines your value proposition and identifying the right mediums you will use to engage with your target audience.

- Identify your product and service attributes? Examine the functional benefits they produce.
- List the emotional benefits experienced? Can you quantify these benefits?
- Examine the mediums you will use:
 - » **Paid media:** This includes reach owned by others, such as online display and retargeting, print display, social media ads, Google ads, TV and radio ads, direct mail, trade shows, online and offline events.
 - » **Owned/granted media:** This includes mediums to your market that you own and control, such as your website, blog, customer base email marketing and SMS, and your own online and offline events.
 - » **Earned media:** These are the mediums that rely on others sharing content about your brand. This section includes social media sites, blogs, review sites, organic search and PR/media relations.
 - » **Partner/channel marketing:** Set out your plans for re-sellers or channel partners.

3

Content Development

- What types of content will you need to support your marketing efforts?
- These could include whitepapers, research reports or videos.
- What types of sales support materials will you require?

INDUSTRIAL MARKETING STRATEGY TEMPLATE

4

Sales Lead Management

- How will you generate, tracking, score and deliver qualified sales leads for effective business development?
- What marketing technology and database development will you need to support your lead generation campaigns?

5

Internal Marketing and Reporting Metrics

- How will you “sell” the strategy to your key stakeholders?
- How will you onboard your salesforce?
- How will you measure and report on success against your strategic and tactical objectives?
- What will your reporting dashboard look like and which particular metrics will be your critical KPIs?



We've partnered with leading industrial brands to develop and execute winning marketing strategies, supported by effective tactics.

SPECIALIST MARKETING FOR INDUSTRIALS

Industrial Ideas is a B2B marketing consulting agency. We exist to help industrial companies plan, design, execute, and measure marketing programs that produce real, bottom-line results. Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts.

OUR CLIENTS INCLUDE

BLUESCOPE

TOYOTA TSUSHO

TOLL GROUP

CMTF

A&L WINDOWS

PREMIER CRANES

SCHÜTZ AUSTRALIA

DRASOL

ENIRGI

GENIS STEEL

ADVANCED FUEL TANKS

CLUTCH

MITSUI

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- **innovate and achieve business transformation**
- **activate and build brands**
- **increase sales force capability and effectiveness**
- **generate sales leads and acquire new customers**
- **increase share of wallet from existing customers**
- **improve customer experience and build on customer loyalty**

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hard-hitting marketing communications.



OUR CORE MARKETING SERVICES

Market, Competitor and Customer Research

Quantitative and Qualitative
Research Studies

Survey Design and
Methodology

Focus Group Facilitation

One on One Interviews

Competitor / Industry Reviews

Market Share Analysis

State of Market Reports

Marketing Strategy and Planning

Go-To-Market Strategies and
Marketing Plans

Strategic Support and Sales
Development Coaching

Tailored Marketing Content Plans

Value Proposition Work Development
and Delivery System Work

Customer Experience Execution
Strategies

Sales Enablement

Brand and Campaign Development

Brand Development, Identity and
Style Guides

Lead Generation Campaigns and
EDM Communications

Telemarketing, Graphic Design,
Photography, Video Production,
Copywriting and Content work

Industrial Case Studies,
Brochures, Data Sheets, Product
Catalogues, Web Development,
Trade Shows Industry Events,
Print Advertising, Advertorial
Support

“the cost of
being wrong is
less than the
cost of doing
nothing”

- Seth Godin

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR CORE CAPABILITIES

INDUSTRY EXPERIENCE

Led by Peter Zafiris, with over 20 years experience in industrial sales and marketing. Peter personally manages all client projects to develop winning marketing solutions to deliver the desired results.

MARKETING SUPPORT TEAM

Surrounded by a talented team of researchers, graphic designers, photographers, videographers, telemarketers and copywriters – Industrial Ideas can help you improve your bottom line with our distinct approach to marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands. That's what we stand for as a marketing consulting agency dedicated to industrials.



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