

# INDUSTRIAL MARKETING CONTENT GUIDE

Learn how to develop relevant and engaging marketing content to set your industrial brand up to capture share and lead.



# STARTING YOUR INDUSTRIAL MARKETING CONTENT JOURNEY

In this guide, we'll help you lay the foundation for developing a successful industrial marketing content strategy involving the following key areas:

- **The importance of marketing content**
- **Crafting a consistent and strong brand voice**
- **Eight Steps to develop relevant and engaging marketing content**
- **A handy template to help you develop your marketing content strategy**

## THE IMPORTANCE OF MARKETING CONTENT

Marketing content is important, not just because it works for building trust, generating leads, and cultivating customer loyalty, but because it has become the new normal to engage with an audience on-line.

The number one reason that marketing content is important is that your customers appreciate it. We have found, content marketing generates three times as many leads with higher conversion rates and has the potential for a ten-fold boost in web site traffic. The reality is, marketing content has fostered the customer-centric reality we're now operating in. From well-researched white papers and guides to webinars and podcasts, content is changing the relationship between your industrial brand and customers you serve.

## A CONSISTENT AND STRONG BRAND VOICE

A consistent and strong brand voice is an interpretation of your brand promise. This voice comes from a much deeper place than stringing together clever words and phrases to market your products. An authentic brand voice solves customer challenges, delivers a great customer experience, and stands for something different. You will not achieve this if you don't first understand what your brand is and what you stand for.

Your brand is underpinned by three components:

1. **Brand values:** The shared values the company adheres to that sit behind the brand.
2. **Brand purpose:** What is the brand's ambition and what does it stand for?
3. **Brand vision:** There needs to be a vision about what will happen to the brand in its future.

While most industrial companies are still in the early stages of developing their marketing content, we've found that the following steps are critical to set your company up for long-term success.

“  
When asked  
'how do  
you write?'  
I invariably  
answer 'one  
word at a time'

”

- Steven King

# 8 STEPS TO DEVELOP RELEVANT AND ENGAGING MARKETING CONTENT THAT DRIVES GROWTH

## 1

### Plan

Planning your content approach to provide relevant and engaging content for your target audience to absorb is a critical step. If you have already created some buyer personas, you should have already started to gather an idea of what type of marketing content can help your audience to meet their needs and overcome their challenges.

Continually think about your customers and prospects. Ask the following questions:

- What are their pain points, hesitations, and objectives?
- What information – relevant statistics, industry examples, in-house content analytics – do they need to see to understand the value of your content marketing?
- What channels will resonate the most, for example: Email marketing, Social media, Videos, Blog posts.
- When are they going to be the most open to paying attention?

Sales and conversions will naturally come when you shift your priority to creating relevant and engaging marketing content.

## 2

### Produce

To ensure your content reaches your target audience:

- Make a list of topics.
- Make a list of long-tail keywords based on these topics.
- Craft content for each topic.
- Set up blog/news pages.
- Blog every week to develop page authority.
- Create a link-building plan.
- Compress all media before putting it on your website.

## 3

### Thought Leadership

Becoming a thought leader in your industry is a content marketing approach that showcases expertise to build credibility. Brands and Specialists earn this title from developing content that answers the questions your primary industry and target audience is asking.

Your thought leadership strategy should include:

- **Expert Insights** – gathering insights requires original research, innovative ideas, and subject matter experts compiling the thoughts of others.
- **Influence** – creating a presence online through social media and other channels is critical. Being quoted and referenced in industry articles or presenting at conferences as a keynote speaker.
- **A point of view** – being consistent with your content. Your audience will be more interested in your purpose and motivation. Have a clear point of view and be authentic with your approach.

## 4

### Email Marketing

Email marketing works. It's one of the few marketing channels you can use to build a connection with your customers, prospects, people, and stakeholders. It's the ideal channel to re-purpose and communicate your content.

Do this well and your audience will not only read your emails, but they will look forward to hearing from you!

To succeed with email marketing you'll need to:

- Choose an email marketing provider.
- Implement segmentation.
- Personalise your messages.
- Craft perfect subject lines.
- Be creative and implement automation.

# 8 STEPS TO DEVELOP RELEVANT AND ENGAGING MARKETING CONTENT THAT DRIVES GROWTH

## 5 Social Media

Rather than trying to grow your social media presence on multiple platforms, choose just a few (for example, LinkedIn, Facebook, Instagram) and focus your efforts on growing these channels.

This is your opportunity to build your connections and followers. Lead them back to your website posts, and resources to further engage and build trust. Ensure you engage with your audience and stay disciplined.

To succeed with social media we recommend:

- Develop with a social media plan/strategy.
- Decide which platforms will work for you.
- Know your target audience.
- Expand your target audience.
- Share compelling content.
- Focus on quality over quantity.
- Use the right tools.
- Measure and improve.

## 6 Pay Per Click (PPC) Advertising

PPC Advertising can be a worthwhile investment only when you do your research and plan very well. You'll need to consider the following as a starting point:

- Select a platform.
- Choose a type of ad to invest in.
- Determine your budget and bidding strategy.
- Segment your target audience, interests, location, and search terms.
- Design landing pages that match the intent of each search term.
- Track your ads' performance.

## 7 Clarify Your Approach

Think about your marketing content approach to best attract, convert, close and delight your target audience. Tailoring your content will be the key to your success to ensure it is both relevant and engaging.

Think about how you will get the attention of your audience to then convert and move them from a prospect to a visitor to a sales qualified lead and then a customer.

## 8 Measure and Improve

It's critical to ensure you test, measure and improve your marketing content and supporting campaigns on a regular basis. Make changes to improve your results.

Keeping an eye on your engagement, conversions, and traffic figures will give you valuable insights into refining digital marketing strategy.

This, in turn, will enable you to create more successful content in the future.

# INDUSTRIAL MARKETING CONTENT STRATEGY TEMPLATE

## 1

### Define Your Objectives

- What are your key objectives?
- What metrics will you use?
- How will you define success?
- Think about: web site visits, search engine rankings, social measures such as followers, connections and engagement levels, lead generation, new business, brand awareness, sales revenue growth.

## 2

### Get To Know Your Audience

- What is the end-to-end journey your customer takes when they deal with your company? Think of the interactions, touch points and transaction – such as request a quotation, buy a product or service, open a trading account, resolve a dispute, adjust a delivery, etc.
- Think of different types of customers, industries, geographies and individual decision makers. Can you map a customer journey for each types – building buyer personas along the way?
- Where do they go on-line – what social media platforms, industry associations, industry websites do they visit to learn more and engage?



# INDUSTRIAL MARKETING CONTENT STRATEGY TEMPLATE

## 3

### Create Relevant and Engaging Content

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- Have you conducted a market / customer research study recently?
- What were the key drivers of choice your customers identified to form their purchase decision?
- What are your customers key challenges?
- What are your customer growth plans?
- Continually think about your customers and prospects – their interests, needs, preferences and challenges. Sales and conversions will naturally come when you shift your priority to creating real customer value. Create engaging content about all the above – develop a content schedule and plan.

## 4

### Select Your Channels

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- Think about the channels needed to best reach and engage with your target audience.
- Some types of digital marketing you might want to choose as part of your overall strategy include: SEO, PPC, Email Marketing (EDM communications), Social Media Marketing, Video marketing.
- Rather than trying to grow your social media presence on as many platforms as possible, choose just a few and concentrate your marketing efforts to learn, test and improve.

# INDUSTRIAL MARKETING CONTENT STRATEGY TEMPLATE

## 5

### Automate

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- Automate your schedule for all channels.
- Use service providers to achieve the best results.

## 6

### Measure And Improve

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- How will you measure and report on success against your key objectives?
- What will your reporting dashboard look like and which particular metrics will be your critical KPIs?
- It's vital to ensure you're measuring the success of your content and campaigns on a regular basis and making tweaks and changes to improve.
- Keeping an eye on your engagement, conversions, and traffic figures will give you valuable insights into refining your content strategy. This, in turn, will enable you to create more successful marketing content in the future.

# 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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