

Re-Engineering Engagement Strategies For Industrial Marketers



Leaders in manufacturing sectors are embracing lead generation and content marketing.

Lead Nurturing Dominates

7 of 10

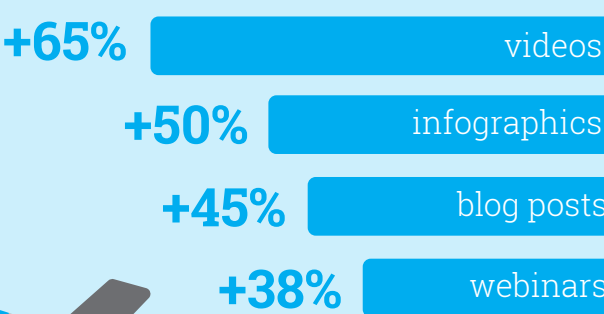


Are using or plan to start in the next 12 months.

More Visual Formats & Digital Channels

Usage compared with 12 months ago.

Formats



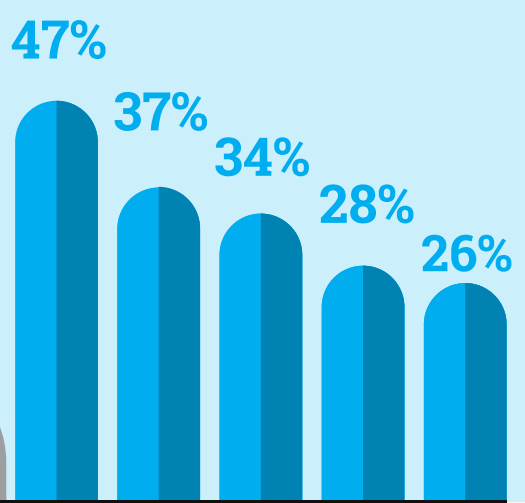
Channels



Vendor Variety

Usually a high mix of different products coming from various supply chains in multiple countries.

Types of Nurture Campaigns



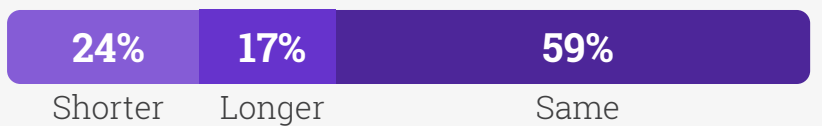
More Repeat Sales

Materials don't scale. If you need to make more stuff, you need to buy more stuff.

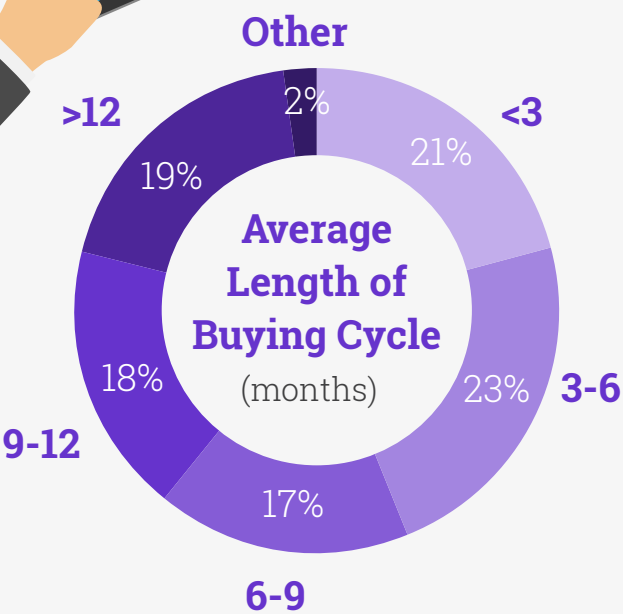
Buyer/Seller Relationships

Tend to last longer and be more collaborative.

Buying Cycle Length vs. 2 Years Ago

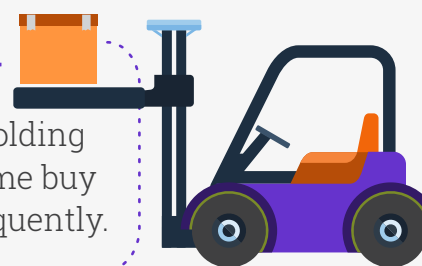


Average Length of Buying Cycle (months)

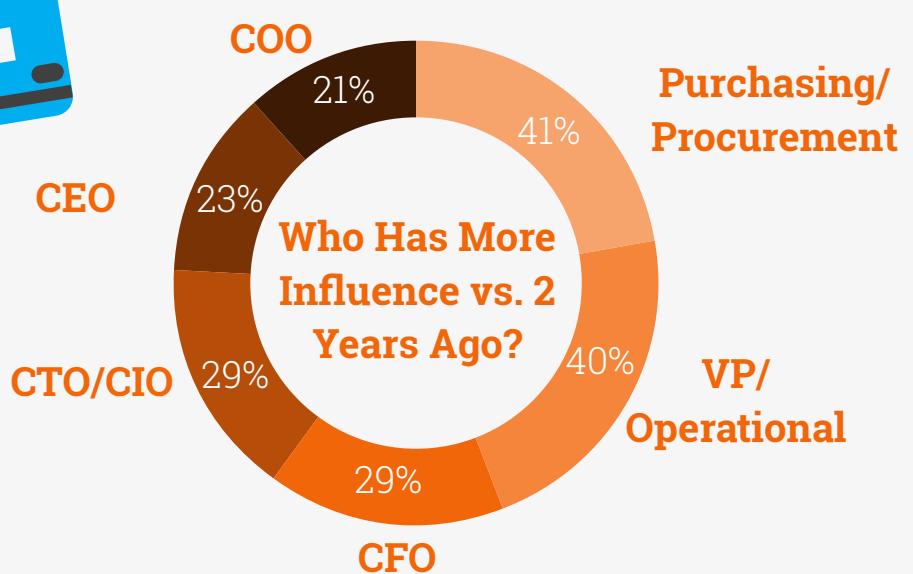


Anti-inventory

Shortening inventory-holding time saves money, so some buy small quantities more frequently.



Who Has More Influence vs. 2 Years Ago?



1 in 3



Marketing teams need to update manufacturing buyer personas.