



Marketing For Manufacturers 101



Times have changed, and so have your customers buying habits. You've modernised your manufacturing operations over the years. Now it's time to transform the way you market by **embracing the power of digital.**



Your buyer is online:



94%

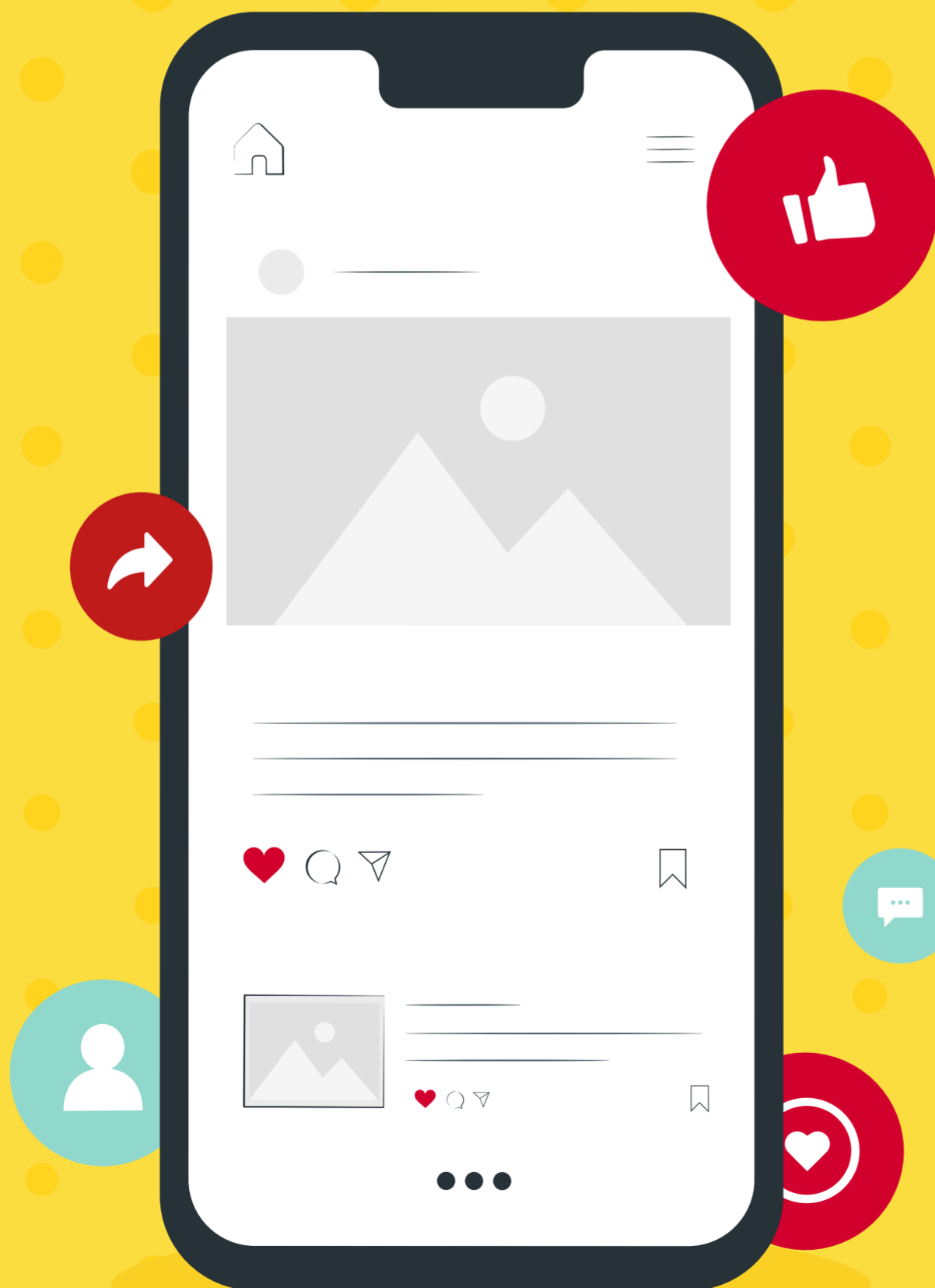
B2B buyers research online
before they ever buy a product.



84%

of people in the manufacturing industry **use the internet as a starting point** when searching for services.

A platform to get found:



+59%

of manufacturers are increasing their social media marketing efforts



90%

of all website visitors are from the first page of Google search results.

Investing in SEO and Keyword Research

can you get your business found on the first page of Google search results.



Highly qualified leads:

Digital marketing can generate **15% more business** from existing customers and prospects.



77%

of manufacturing marketers have noticed increases in their conversion rate since moving to digital.

Cost-effective & scalable:



**\$20,000 per year
saved by companies
investing more in Digital.**





Lead generation through digital marketing **costs $\frac{1}{3}$ less than traditional** marketing and generates **50% more manufacturing purchases.**



Digital Marketing is driven by data.

You can track, measure, analyse valuable data and metrics, and individual ROI for each marketing channel.

Get In Touch



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Sources:

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