

The background features a dark grey color with faint, light grey line-art illustrations of various industrial components. On the left, there's a large gear and a long cylindrical shaft. On the right, there are several gears of different sizes and a smaller cylindrical part. In the center, there are two screws and a rectangular plate. The overall aesthetic is technical and industrial.

5 Ways to Keep Up with the Changing Industrial Buying Process

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INSIGHT	SOURCE	WHAT IT MEANS	WHAT TO DO ABOUT IT	LEARNING RESOURCES
Nearly 60 percent of the buying process happens online for the majority of engineers.	TREW Marketing and GlobalSpec study: <i>2019 Smart Marketing for Engineers</i>	Because of the ever-increasing wealth of information at our fingertips today, technical buyers are going online before anywhere else to find answers to questions and solutions to problems.	Your website needs to be a resource for these prospective customers – more than a digital brochure that talks about what you do and how great you are. Resourceful, problem-solving, question answering content will help you get discovered, earn trust and prompt conversations with future customers.	How to Influence the Industrial Buying Process with Smart Content Marketing / Read article
Engineers value online content sources most, primarily vendor websites and search engines.	TREW Marketing and GlobalSpec study: <i>2019 Smart Marketing for Engineers</i>	Digital content is available immediately. A simple Google search can turn up thousands of sources on a topic in a split second.	Before your prospective customers even know who you are, you want to be visible when those Google searches are performed, so you get the first crack at real sales conversations with those individuals.	SEO (Search Engine Optimization) for Manufacturers / Watch video
36% of engineering professionals say they'd request a proposal from a vendor based on thought leadership content, proving a direct link between content marketing and pipeline.	Engineering.com study: <i>How Engineers Find Information 2019</i>	Just as you and your sales professionals demonstrate expertise when talking with customers and prospects, your digital content needs to demonstrate expertise so you can earn the right to conversations you otherwise may not have had.	A regular cadence of content publishing will earn you and your business thought leader positions in your marketplace.	Content Planner Worksheet / Download tool
70% of respondents agreed they can demonstrate, with metrics, how content marketing has increased audience engagement and number of leads.	Content Marketing Institute study: <i>Manufacturing Content Marketing: 2018 Benchmarks, Budgets and Trends – North America</i>	Unlike many traditional forms of marketing, most things digital are also measurable. And with the right measurement systems in place, you'll know what impact your marketing activities are having on lead generation for your business.	Along with a content/inbound marketing plan, you'll need to put the right KPIs (key performance indicators) in place to measure success.	What Marketing Results Manufacturers Should Be Measuring / Watch video Marketing KPI Worksheet / Download tool
80% of respondents who do not currently have a content marketing strategy say they plan to have one within 12 months. 38% of respondents expect their content marketing budget to increase in the next 12 months.	Content Marketing Institute study: <i>Manufacturing Content Marketing: 2018 Benchmarks, Budgets and Trends – North America</i>	If your competitors aren't taking inbound and content marketing seriously yet, they will be soon.	There's no better time than now to begin extracting the expertise from your company's subject matter experts and converting it into content that will attract, engage and generate sales opportunities with the right people from the right companies.	How Manufacturers Can Generate Content Marketing Ideas / Read article