

WE KNOW INDUSTRIAL MANUFACTURING

The Industrial Manufacturing industry is changing at a rapid pace as it begins to embrace the digital transformation within its commercial teams. Increasing global competition, new & changing customer expectations, and operational technology shifts - including robotics, 3D printing, IoT - are all having a huge impact on these organizations. Customers derive less value from relationships and more value from intelligence, insights, and innovative channels to engage their suppliers. Long standing relationships are being replaced with younger, digitally savvy buying teams, creating risks within existing revenue streams. The best companies are aggressively pushing forward with a digital transformation of sales and marketing, while the laggards are struggling to adapt to this new customer environment.



INDUSTRIAL MANUFACTURING BUSINESS CHALLENGES

Customer Acquisition

Expanded offerings, competition and customer demand make converting prospects difficult. Buyers prefer to collaborate with, and are targeted by, competitors with a strong digital presence.

Customer Renewal

Customers are underwhelmed with the engagement they get from their suppliers; usually having to contact the supplier after part failures rather than receiving proactive solutions from the manufacturer.

Cross-sell/Upsell

Industrials are under-leveraging customer data to predict future needs, especially for newer, higher profit offerings that legacy sales individuals tend to ignore.

Underlying Infrastructure

Marketers and Sales teams lack actionable insights on accounts and buyers to acquire, cross-sell and retain customers. The right information to attract digital savvy buyers at the customer site or plant is not available and in turn, brings risk to long-standing revenue streams.

WHAT INDUSTRIAL
MANUFACTURING
NEEDS



increase in
lead conversions



growth in cross-sell
revenue potential



reduction in
attrition

We can get you there. But how? Keep reading...

POWER UP

Sales Plays,

BLOW AWAY

Pipeline Targets

We believe a combination of data and content is key for Industrial Manufacturing enterprises to improve yield from existing accounts and drive new customer acquisition. Our solutions enable today's Industrial Manufacturers to more effectively engage today's customer and improve the ability to acquire, retain, and grow customer relationships.



CLIENTS



OUR PROCESS



AGGREGATE
data & content

ANALYZE

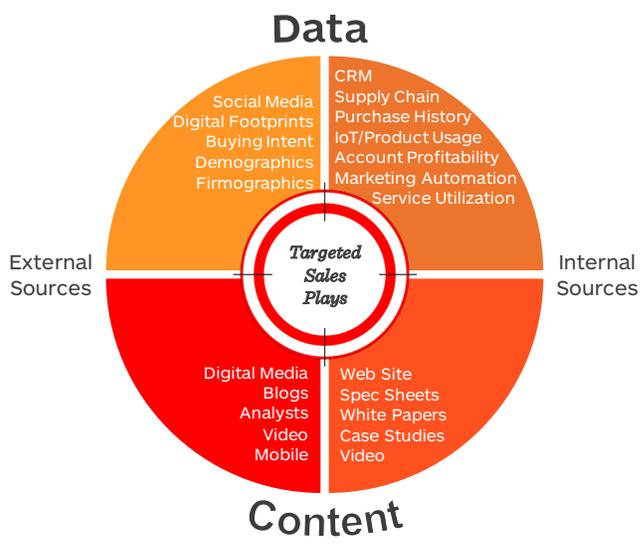
data to develop highly prescriptive insights

ACT

on those insights through marketing campaigns & sales plays powered by technology

- Who to target
- When to target
- What message and content to deliver

- Customer Acquisition
- Cross-Sell/Upsell
- Customer Retention



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