

Manufacturing

Making Sense
of Online Marketing



The

DOWN LOAD

Constant Contact® 

THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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Introduction

People are looking for solutions to their problems online all the time.

Yes, it's true that many manufacturers rely on sales teams, word-of-mouth, and referrals to attract new business.

BUT DID YOU ALSO KNOW?

70%

of B2B buyers have come close to making a buying decision before contacting your sales group

ACCORDING TO SIRIUSDECISIONS



This is the case even for manufacturers of custom products that require long, complex sales cycles.

In fact, the online presence of manufacturing companies are more critical than ever for attracting and engaging your prospects — engineers and technical decision-makers — during their research phase. Additionally, as new engineers join your client accounts, they're much more likely to turn to the internet than any other source when looking for vendors, or validating a company they found on the company's preferred vendor list.

Manufacturing companies that leverage their websites, social media accounts, and business listings to showcase product information, case studies, and useful resources like videos and articles or whitepapers can distinguish their businesses in crowded niches, and influence prospects. It's in this fashion that your online activities become a powerful "member" of your sales team.

To be sure, businesses with a vital online presence experience growth.



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

You're not alone.

If you're like many Constant Contact customers, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a business owner by trade and a marketer by necessity.

We've designed this guide to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

As a small business, you have a huge advantage over big businesses because you actually know your customers. Many times you interact with them in a way big businesses cannot. It's that intimate knowledge that can keep your business top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Many small businesses tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business. Even word-of-mouth referrals will visit your website before reaching out to you for more information, so your online presence is your chance to make a good first impression and generate trust.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



Here's what we're going to cover:

Chapter 1: How people find you online

Chapter 2: How to set yourself up for success

Chapter 3: How it all comes together

Chapter 4: Online marketing can work for you

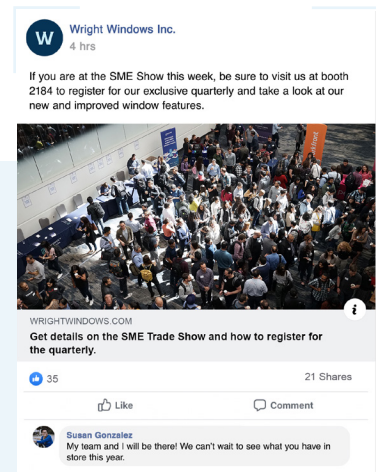
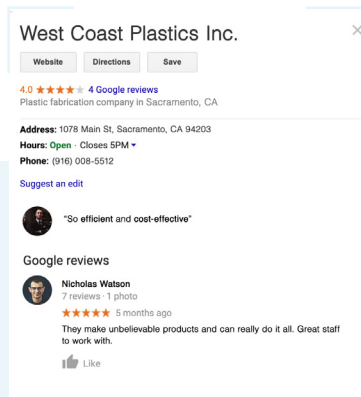
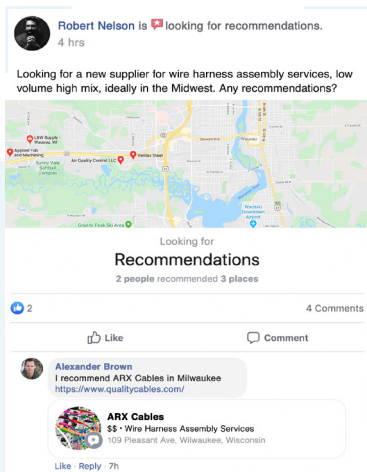
Now let's get to it!



How people find you online

We've mentioned that word of mouth now happens online.

People are looking up solutions to their problems online, rather than calling their favorite sales rep. They're consuming and sharing content they find useful or helpful from those businesses, and they're asking connections for recommendations. Your business has an opportunity to be part of more of these conversations. Search results in engines like Google and Bing are the biggest driver of visibility for manufacturing companies online, but social media also creates visibility.

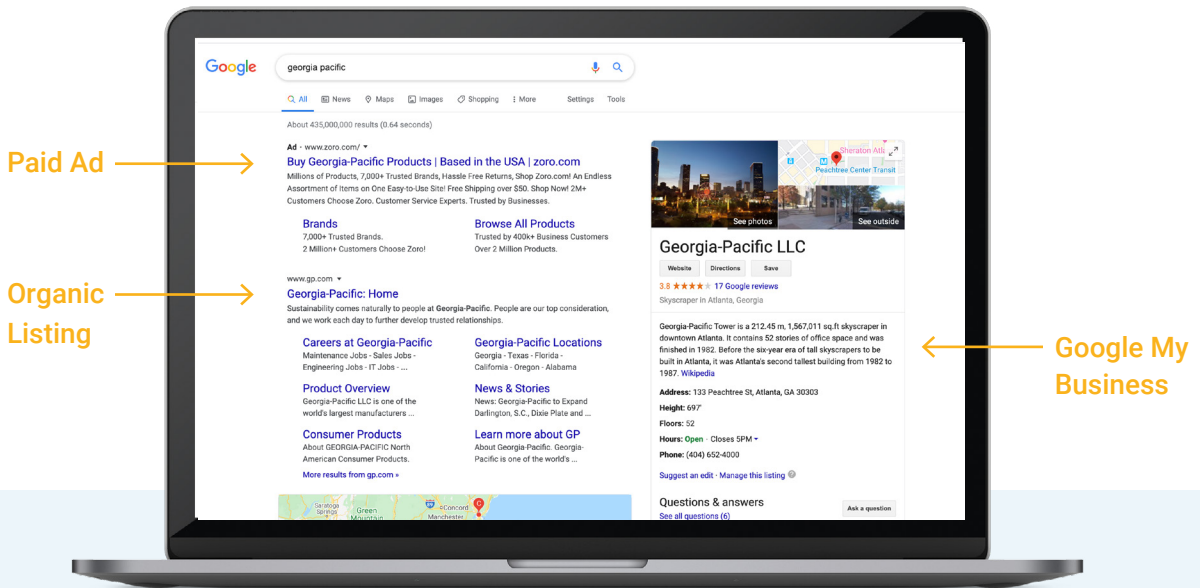


The more you can do to keep your business top of mind and make it easy for others to find and talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"

What do people find when they go looking online for your business?



Example using "Georgia-Pacific" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Knowledge panel (for publicly traded or large organizations)
- Google My Business listing
- Social media accounts
- Reviews
- Info from other sites

What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — Georgia-Pacific — by name. But, people don't always search by name. Sometimes they know they want to source a product or a service, but they don't know who offers it. Then they type in a more generic search term, like "contract manufacturers medical devices," or "fluid handling equipment."

They'll often have a good idea of what they need, and type in something highly specific, but not tied to any brand name, like "venturi flow meter high viscosity."

The screenshot shows a Google search interface. The search bar contains the text "venturi flow meter high viscosity near me". Below the search bar, there are navigation options: All, Shopping, Images, News, Videos, More, Settings, and Tools. The search results show "About 385,000 results (0.67 seconds)". A map displays the search area, highlighting three locations: MilliporeSigma, Primary Flow Signal Inc, and Siemens. Below the map, there are three search results:

- MilliporeSigma** - Ad - Corporate office, 4.5 mi - Bedford, MA, (781) 869-5141. Includes Website and Directions links.
- Primary Flow Signal Inc** - No reviews - Manufacturer, 48.0 mi - Cranston, RI, Open - Closes 5PM - (877) 737-3569. Includes Website and Directions links. A snippet states: "Their website mentions venturi, flow measurement, and high-viscosity".
- Siemens** - No reviews - Software company, 11.6 mi - Lowell, MA. Includes Website and Directions links. A snippet states: "Their website mentions flow meter and viscosity".

At the bottom of the search results, there is an advertisement for **www.johnernst.com/** (973) 940-1600, titled "Mechanical Flow Meters | Browse Online Today | johnernst.com". The ad text reads: "We manufacture & distribute flow meters for various measurement applications. Browse our inventory online & contact us to place your custom order. Quality Parts. Local Distributors. Custom Orders. Great Customer Service. Types: Flow Meters, Sight Flow Indicators. Digital Flow Meters · In-Line Shuttle Meters · Digital Water Totalizers · Vane & Piston Meters".

Let's take a look at an example.

Imagine you're an engineer, and you need to replace or source a venturi flow meter to be used with a high viscosity liquid. Your existing vendor list doesn't have a suitable vendor, so you go to your web browser and search "venturi flow meter high viscosity."

Here's an example of what may come up — of course, your actual results will differ.

Notice that adding "near me" to the search query brings up the listings in Google Maps first, as Google attempts to connect you with a local supplier. This information comes from Google My Business profiles (more on that later).

Beyond the map listings, you may also find websites, sponsored product listings, social media accounts, reviews, and listings of manufacturers and suppliers near your location in the search results.

If we apply these results to what may show up for your business, your customers may find:

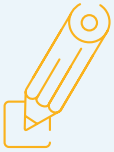
- Your website
- Sponsored product listings
- Social media accounts
- Directory listings
- Videos
- Competitor listings

The screenshot shows a Google search for "venturi flow meter high viscosity near me". The search results are categorized into several sections:

- Competitor Listings:** A section on the left lists several websites offering flow meter services and products, such as "Viscosity Testing Services | Speak To One Of Our Experts" from rheologylab.com, "Reliable Low Flow Measurement | Liquid Flow Specialists" from intekflow.com, "Flow Meters | Premium Quality, Fairly Priced" from tacticalflowmeter.com, and "Blue-White Industries | Made in the USA" from blue-white.com. An arrow points from the text "Competitor Listings" to this section.
- Sponsored Product Listings:** A section on the right titled "See venturi flow meter high..." displays a grid of product listings with images, prices, and ratings. Examples include a "Flow Meter SS316/PTFE..." for \$948.00, "Great Plains Industries..." for \$189.63, "Solid State Flow Sensor, SV5610" for \$283.00, "Pulsafeeder 0.50 to 30 gp..." for \$172.04, "OMEGA | In-line Flow Meters f..." for \$200.46, "Dwyer VFA-3-SSV..." for \$56.10, "GPI 03A Series 2 in. NPT Digit..." for \$779.99, "Brooks 10 to 100 scfm..." for \$265.74, and "Gems Sensors 0.5 to 5 gpm..." for \$147.29. An arrow points from the text "Sponsored Product Listings" to this section.
- People also ask:** A section at the bottom left contains four search suggestions: "Which flowmeter is the most accurate?", "How do I choose a flow transmitter?", "What are the different types of flow measurement technique?", and "Why does viscosity affect flow rate?".

Competitor Listings →

↑
Sponsored Product Listings



ACTION STEPS



Search for your business.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms for your business.

Is your business there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

Here's the reality: If you're not online, prospects can't find you.

Whether people search for your business by name or something related to your business, your customers and prospects should be able to find you. You'll want to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Can this business solve my problem? Do they have the right products or expertise, and will they be a trusted vendor to my business? Will working with them be a career-boosting move or a risk?"

If your business is presented well online, providing clear information and conveying trust, and better yet — providing helpful resources, you'll increase the chances of people finding your business and choosing you.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.



How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-friendly website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





A mobile-friendly website: Your online hub.

Yes, your business should have a mobile-friendly website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-friendly website important for today's consumers.

When we say mobile-friendly, what we mean is mobile-responsive. A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-friendly website.



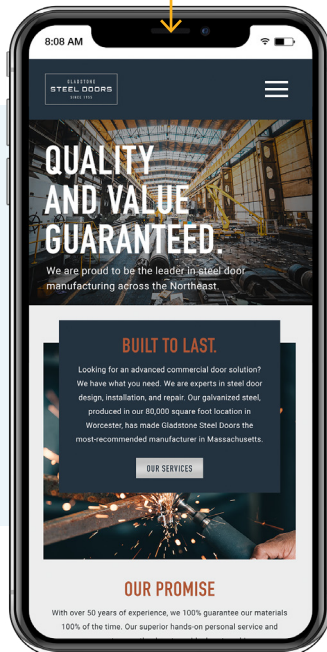
TIP

Buy a domain name for your website to match your business name.

In the early stages of your business, you may use free tools to get online. You'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



With a mobile-friendly website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile

**DID YOU KNOW?****Want a custom designed site?**

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

Your website should have at least four pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.

**HOMEPAGE**

Your front door

**PRODUCTS/SERVICES PAGE**

What you offer

**ABOUT PAGE**

Your story

**CONTACT PAGE**

For your visitors to request a quote or conversation with sales

Think about your business specifically to add additional pages. For example, you'll likely want an individual page to go over the details and specs of each product. If your products (or a subset of them) can be sold online, you should have an Online Store. If your offerings are more customized or service-based, you'll instead want a Services page. In this case you'll also benefit from a Case Studies page that tells stories about how you've solved specific problems. Market or Industry pages that detail how your offerings apply to different applications can be helpful. If your products are sold through distributors, include a Find a Distributor page. Most manufacturers benefit from having a resources (blog) section on their site as well (more on that later).

What should you put on those four core pages? Let's take a look.



HOMEPAGE

What questions should you answer on your Homepage?

What is your product or service?

People don't have a lot of time. Be clear. Be specific, and assume they don't know you yet. This should be done in the opening banner of your website, followed by images of products or categories of products/solutions to help people see clearly what you do.

Who is it for?

The visitor is asking, "Will this solve my problem?" Who is your ideal customer? Do you serve a particular industry? Make it clear who your product or service is for. If you serve several markets, list or show them on the homepage. If you serve one primary market, note that here as well.

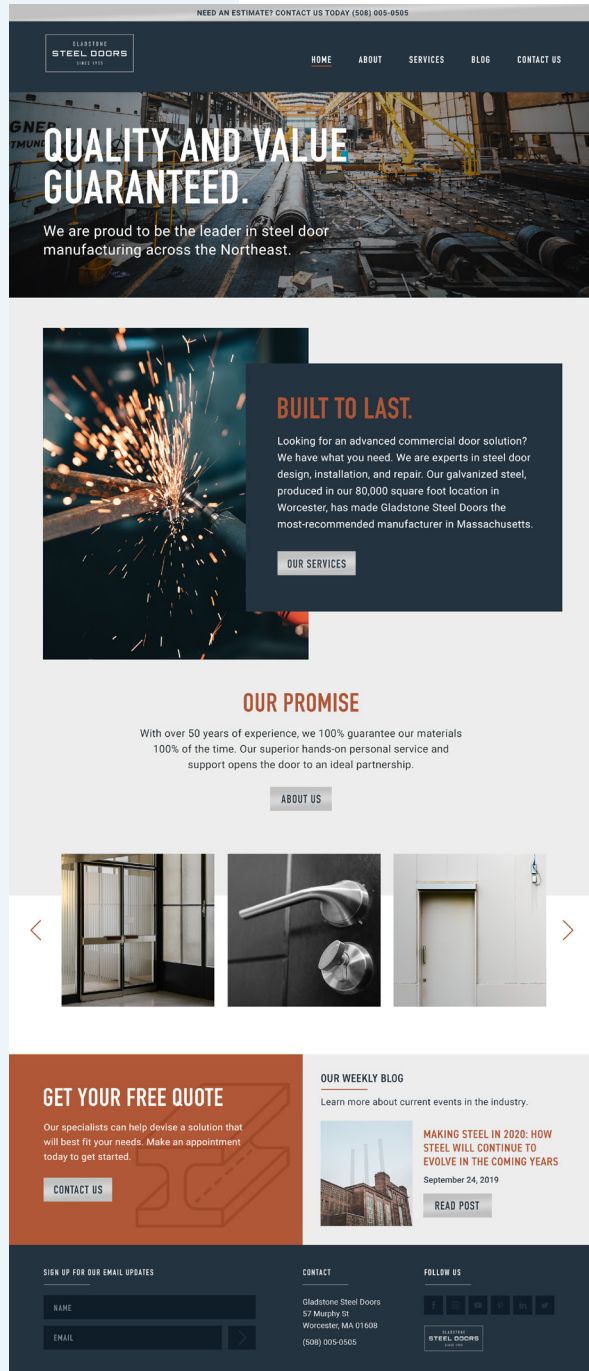
So what?

Why would your potential customer care? Why should they choose you? Is there something about your product or service that makes it unique? Be brief, but let people know what's different about you and how you help solve your customers' needs.

What should visitors do next?

Learn more about product details? Ask for a quote? Make a purchase? If they're not ready to talk to sales yet, should they give an email address to subscribe to your resource articles? Make it clear what action people should take as their next step.

CONSTANT CONTACT



Homepage example



PRODUCTS/SERVICES PAGE

What questions should you answer on your Products or Services page?

What problems do your products or services solve?

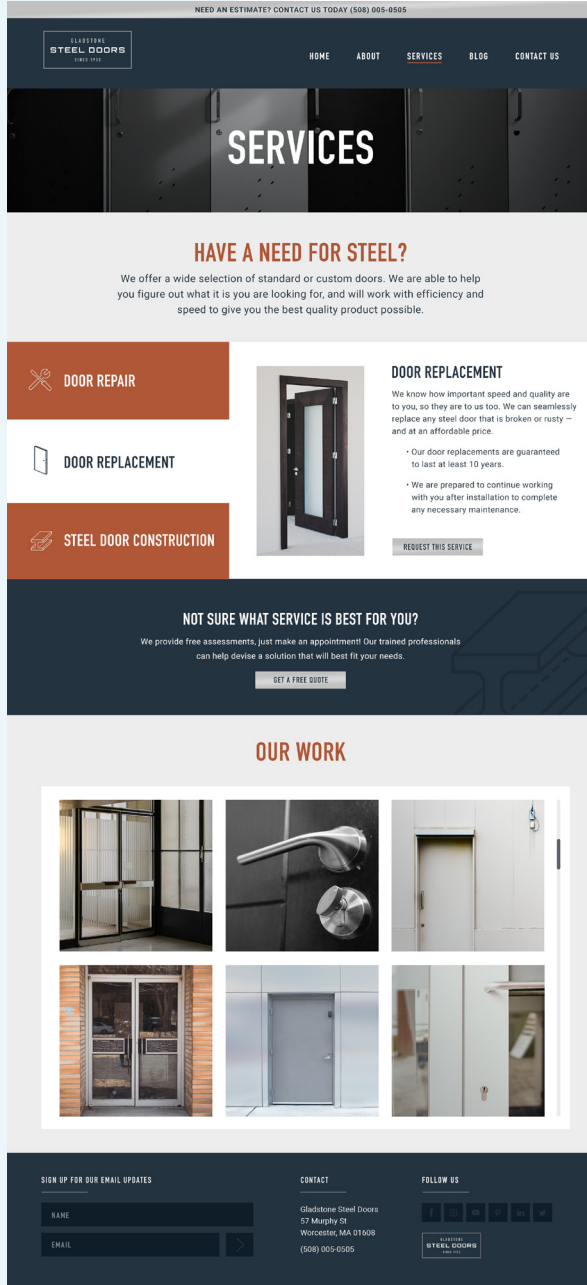
What are the use cases and important features and benefits that may not be obvious based on product specifications? How can visitors determine which product to use in which application?

What are your products, what are their specifications?

The more detail you provide, the better. Unclear specifications will prompt visitors to go to another website, rather than contact you with questions. Include clear product numbers for easy reference. Ideally you'll have a "products" page as well as an individual page for each product itself to provide plenty of details. If you instead offer a customized service, provide information about the types of services you provide, benefits of the service, and how it works.

How can visitors get access to your products or services?

Are they custom, off-the-shelf, or made to order? Can users purchase online or do they need to get a quote? Be sure to include clear buttons or links for "get a quote" or "add to cart" as appropriate.



Products/Services page example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

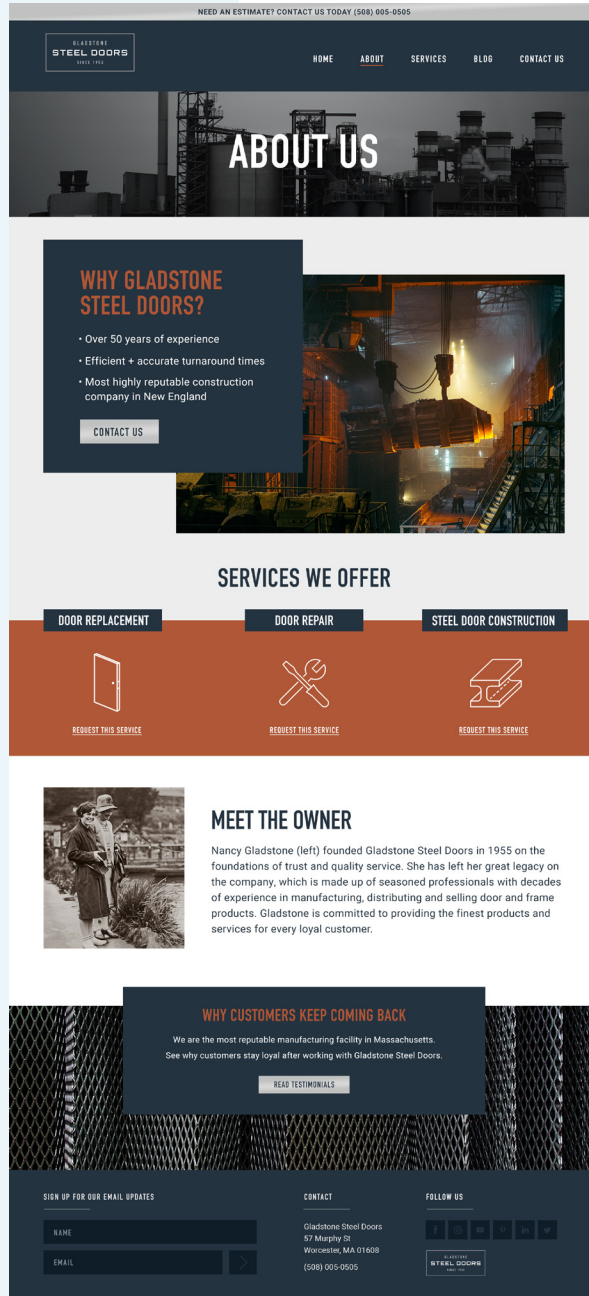
What problem are you trying to solve for your customers? How can you convey trust, longevity, quality, and experience? If your online footprint is small, generate trust by showing an image inside your facility that displays cleanliness, organization, and capacity. Focus less on the history of your business, and more on how you're well suited to help your customers.

Why should people care?

How will potential customers benefit from working with you? How will you solve their problem and give them peace of mind? Do you have testimonials to support?

What makes you or your business different?

What are you better at than anyone else? How do your offerings help your customers?



About page example



CONTACT PAGE

What questions should you answer on your Contact page?

How can I contact you?

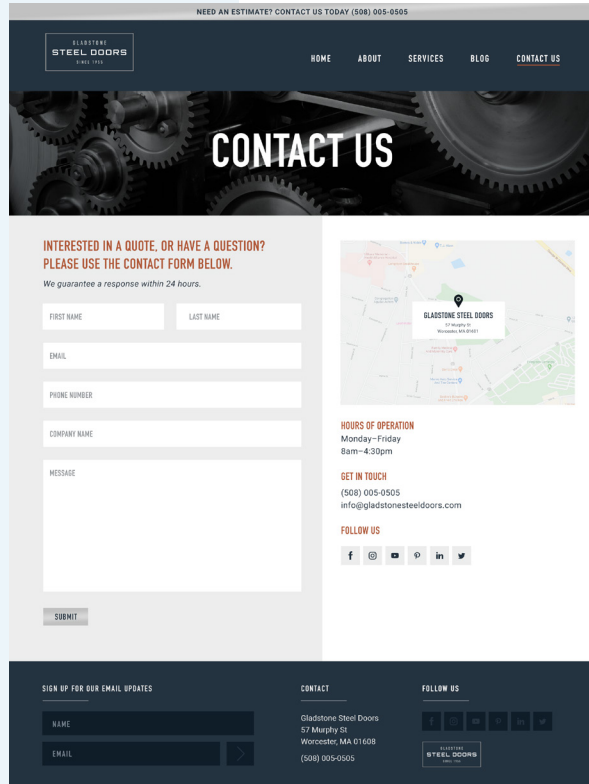
Is there more than one way? Start with your preferred method. What should they expect in terms of a reply?

Where can I find you?

Do you have a physical location(s)? Where is your company based and what regions do you serve?

When can I reach you?

What are your hours of operation? Are there different hours for support? Other functions?



Contact page example



TIPS

Do you have multiple reps for different geographic areas?

List them on the contact page so visitors can make a direct connection.

Keep contact forms short and easy to fill out.

Ensure that key information (phone, email, company name, message) are required fields.



Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images, but be careful to ensure that they're relevant to your business. It's important to convey products with real photos (preferred) or 3D renderings.



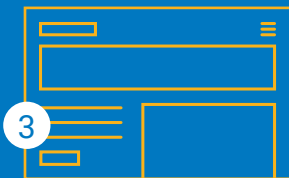
HOMEPAGE

Show what success looks like for someone using your products or services. Your offerings may be used in many different applications, so try to use an image that's general and covers most customer uses, or represents your target customer.



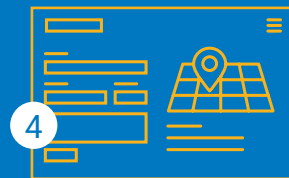
PRODUCTS/SERVICES PAGE

Show images of your products. Group them in families or categories if applicable. Real photos taken by a professional photographer are the best; a second choice is high-quality 3D renderings or illustrations.



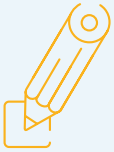
ABOUT PAGE

Use professional images of yourself and your staff that show your personalities, and show an image from inside your facility to show your size and attention to detail. You want people to imagine what would it be like to work with you.



CONTACT PAGE

Show your physical location, especially if it's not in an obvious place. Include a map if you want people to visit you on-site.



ACTION STEPS



Create a simple website.

Don't have a website?
[Create one with Constant Contact in minutes!](#)



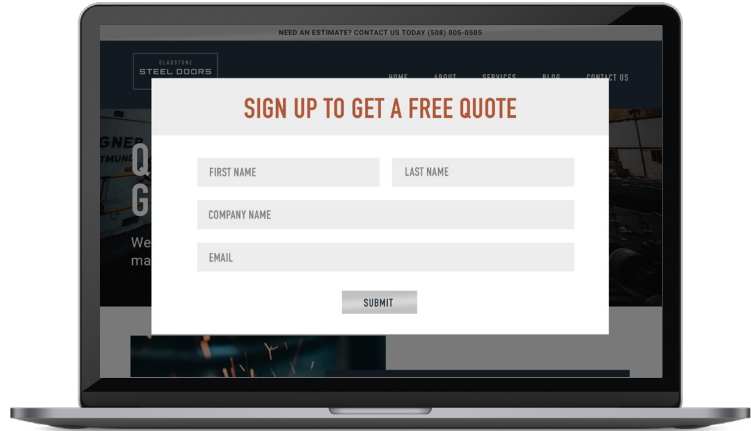
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



What happens if someone visits your website and doesn't contact you or make a purchase?

They may or may not come back again on their own. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. Technical people tend to be very guarded with giving away their email addresses, but they do tend to be interested in relevant information that will help them succeed in their business and career.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages. This could include a mix of industry updates, case studies, and new product offerings.



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time. When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business.

Take advantage of this time when a new contact is highly engaged and automate an initial email to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list.

More on the following pages.



Here are two emails to include in your automated welcome series.



WELCOME EMAIL

Welcome/delivery email

Send this Welcome email immediately after someone signs up. Don't hard sell; instead welcome your new subscribers, and reiterate what they should expect in the future. Highlight popular case studies, resource articles, or videos that tie back to your offerings and make the breadth of what you offer clear. Make it clear that you don't intend to inundate them with sales messages, but are offering information that will help them.

Let your new contacts know of the other ways in which they can engage with you—including a sales rep's contact information, and your social channels—and invite them to connect with you.

Welcome email example



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be trade shows you'll be exhibiting at, new product launches, industry trends or news, or case studies that describe how you've helped another customer's problem. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.

DID YOU KNOW?




Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

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GET A QUOTE

VISIT OUR SITE | SCHEDULE AN ASSESSMENT | WATCH ON YOUTUBE



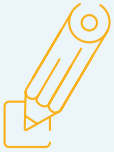
COME MEET US!

We'll be at Design & Manufacturing New England this weekend showing off our exciting new product launches! This is the most comprehensive industry event in the region, and we can't wait to see you there.

REGISTER

57 Murphy St, Worcester, MA
info@gladstonesteeldoors.com

Promotional email example



ACTION STEPS



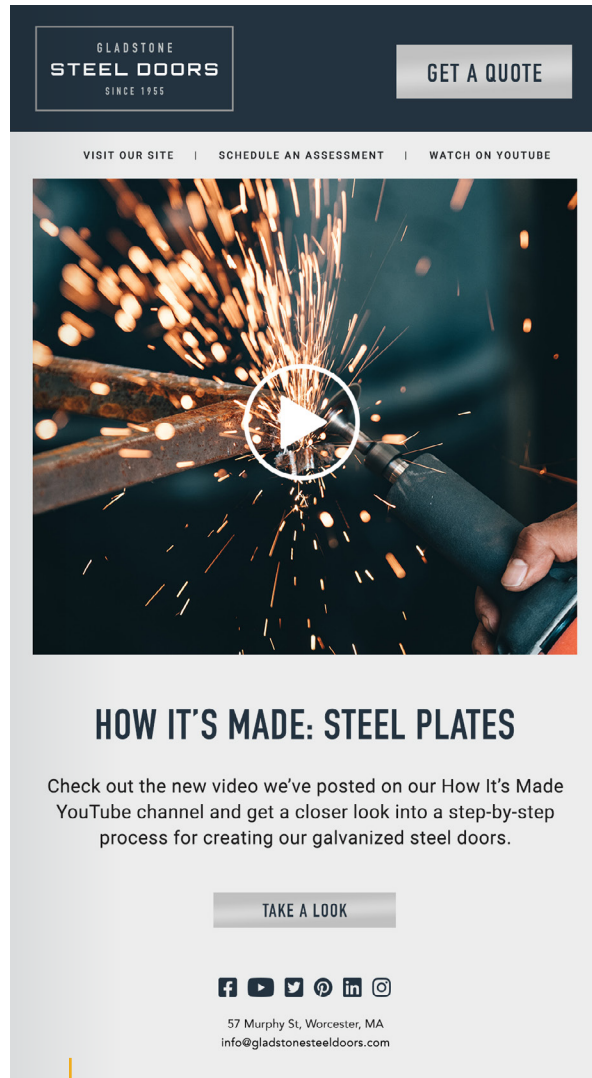
Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



Resource email example

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list. You can even use email automation to follow up on leads who requested a quote and then didn't respond.



Social media: It doesn't have to overwhelm you.

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. Once you have a solid website, an email marketing strategy, and your social channels claimed, the next level is to start utilizing social media for marketing. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business.

For manufacturing, the channel to get started in will most likely be LinkedIn or YouTube.

- **LinkedIn:** A business-focused channel that's great for connecting with C-level business leaders and sales departments, but engineers are rarely active here.
- **YouTube:** Great for sharing product demonstrations and how-to videos.
- **Facebook:** It's for everyone and anyone, and can also be helpful for recruiting and staffing/retention.
- **Instagram/Pinterest:** For products/services where people really care about what the product looks like.



TIP

**Choose the right
social media platform
for your business.**

[Find out how.](#)



Choose a primary social channel based on the customers you're trying to reach.

 **LinkedIn**

 **YouTube**

 **Facebook**

 **Instagram**

 **Pinterest**

 **Twitter**

Social media marketing provides direct connections with your audience, and also provides an SEO (Search Engine Optimization) benefit. If you can find a way for social media to be relevant and engaging for your company's target market, it will help you rank better in search results, potentially driving traffic and leads.

Ideally, choose a primary social channel based on the customers you're trying to reach, and any hiring/staffing efforts that you want to support. Also, consider what channel you're most comfortable using, how it fits with the personality of your business, and the nature of your products or services.



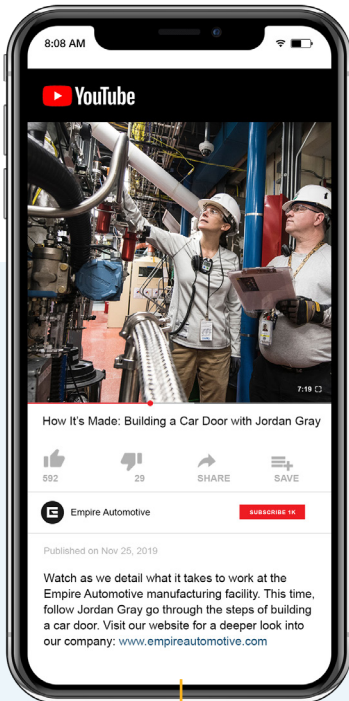
Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise. It can be a useful tool for sales reps, promote your culture, and help with recruiting.



EACH SOCIAL CHANNEL IS UNIQUE

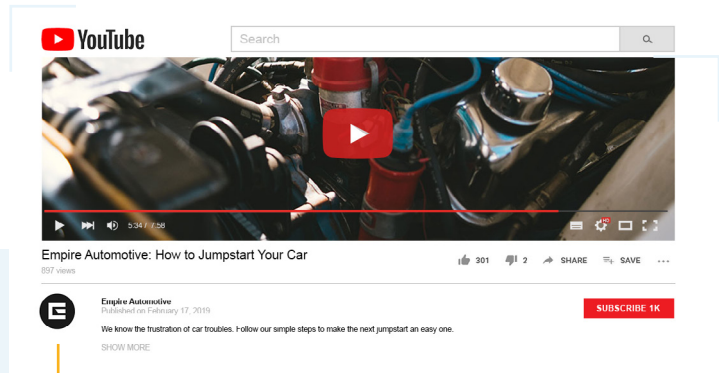
YouTube

Video content that's educational and entertaining. This platform is great for sharing how-to videos and product demos. Be sure to include titles and descriptions that include terms that engineers or technical viewers may use to search, and a link to your website for more information. Also embed the videos on your website, so that websites visitors can easily find them.



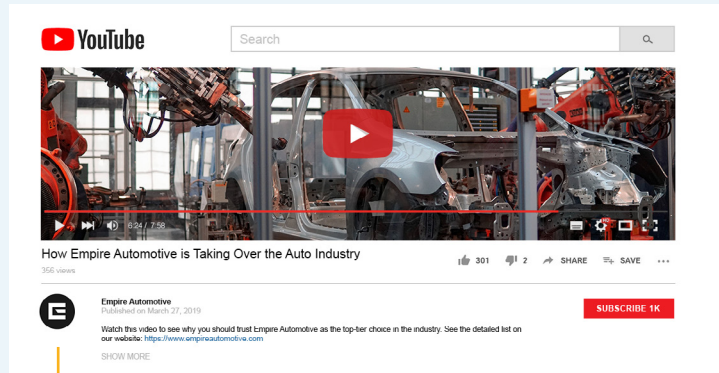
STAFFING/RETENTION

Introduce staff members in short videos showing how a product is made, making them and the product the star.



AWARENESS

Create how-to videos for support or installation questions that end users might have.



DRIVING ACTION

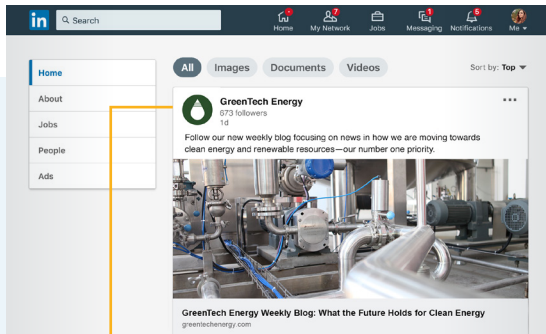
Drive sales by sharing detailed product demos and testimonials that highlight features and specs. Send people to your website to get more information.



EACH SOCIAL CHANNEL IS UNIQUE

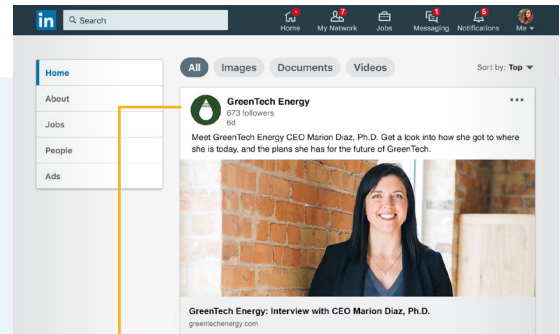
LinkedIn

More of a professional network, LinkedIn can be extremely impactful in B2B marketing. Engineers won't be here very often, but C-level executives and salespeople will be.



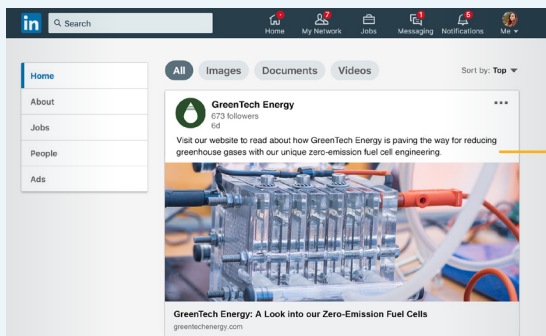
AWARENESS

Share new blog/resource content on your website, or a video about a new product or innovation.



STAFFING/RETENTION

Highlight your culture, staff members and/or community involvement to boost retention and recruiting efforts.



DRIVING ACTION

Drive sales by letting people know about shows, product launches or new case studies. Send people to your website to get more information.

TIP



Searching for and connecting with specific companies, job titles, and/or industries, and sharing useful content directly with individuals is effective in driving leads.

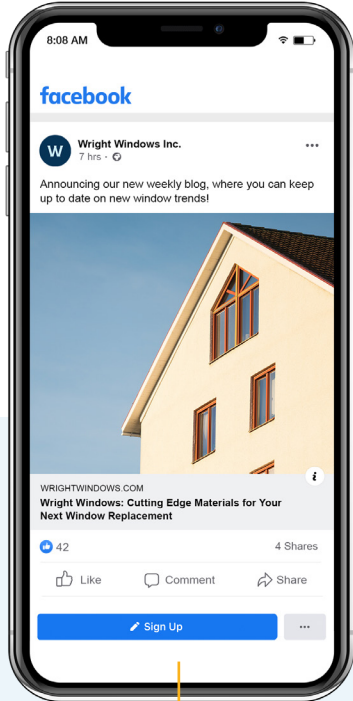
If your leadership and salespeople aren't on LinkedIn yet, encourage them to set up professional profiles and make friendly, non-salesy connection requests with leaders at companies you're doing business with today, and would like to do business with in the future.



EACH SOCIAL CHANNEL IS UNIQUE

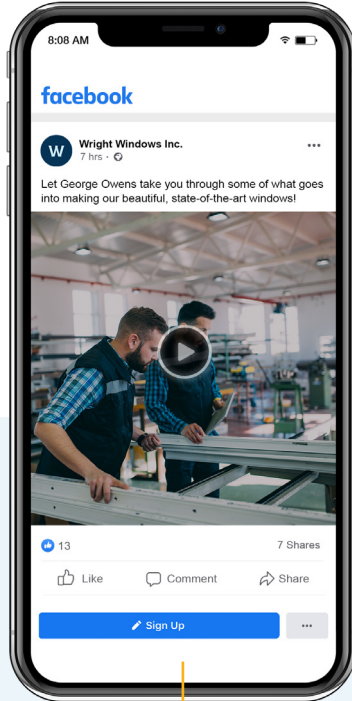
Facebook

In the news feed, you'll be competing with friends, family, and local and world headlines.



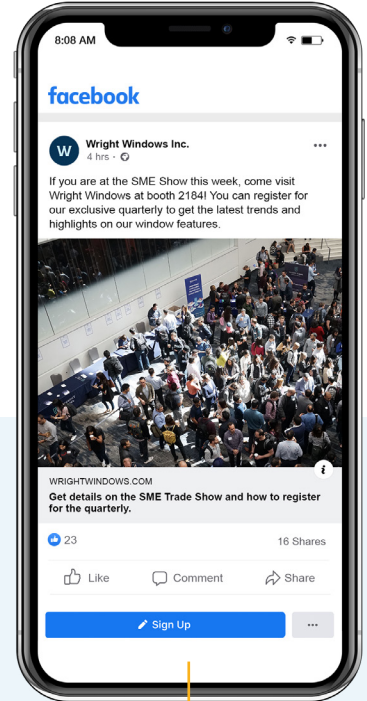
AWARENESS

Share new blog/resource content on your website, or a less formal video about a new product or innovation.



STAFFING/RETENTION

Highlight your culture, staff members and/or community involvement to boost retention and recruiting efforts.



DRIVING ACTION

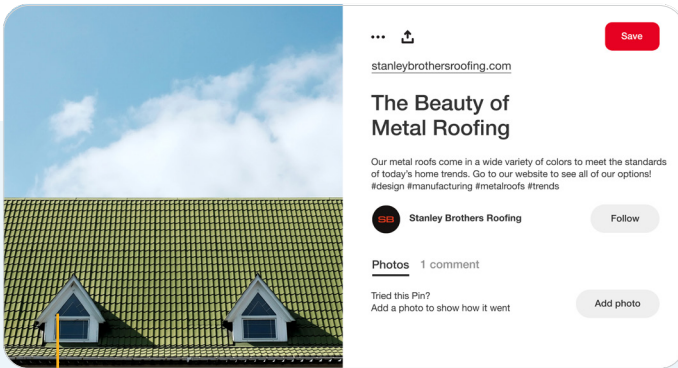
Drive sales by letting people know about shows, product launches or new case studies. Send people to your website to get more information.



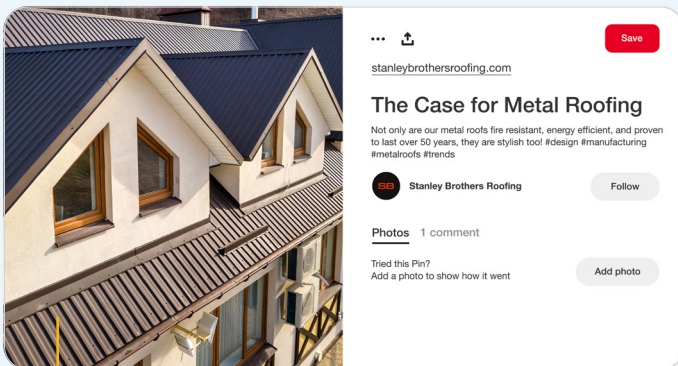
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

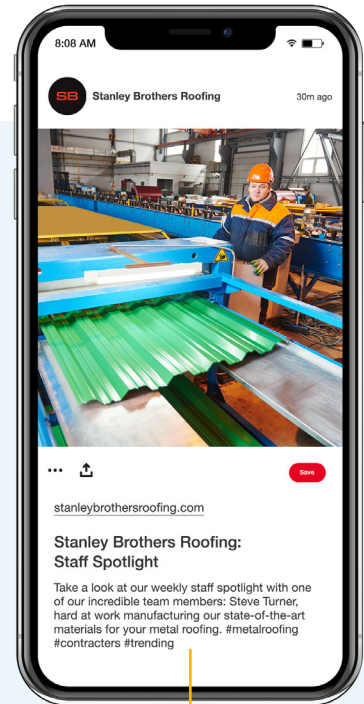
This platform offers highly visual image “boards” combined with tips and ideas. Try this platform if you have very visual products, especially if there’s a B2C aspect of your business. If yours is a product where people care about how it looks, they may “pin” your images, creating more visibility for your brand and driving traffic to your website. Many manufacturing businesses will not find this channel relevant.



AWARENESS Share photos or videos of your product, focusing on the visual aspects.



DRIVING ACTION Share photos or videos of your product, offering tips/tricks, features, points of view, or differentiators.



STAFFING/RETENTION

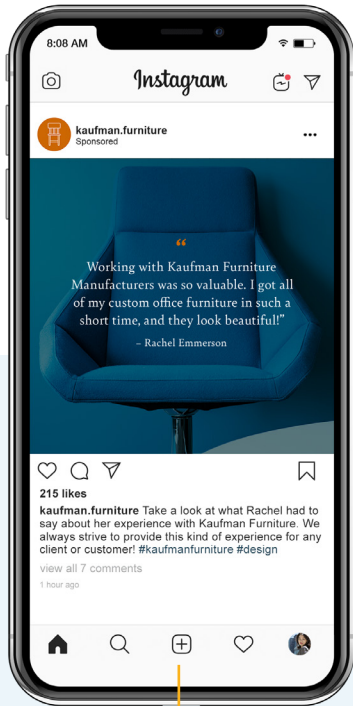
Feature team-members in photos, showing how it’s made or installed, to foster engagement.



EACH SOCIAL CHANNEL IS UNIQUE

Instagram

A highly visual network. This channel is most relevant if you have a visually interesting product, the ability to capture high quality photos, and an audience that is interested in imagery and visuals. Many manufacturing businesses will not find this channel relevant.



AWARENESS

Share photos or videos of your product, an installation, a testimonial, or your facility.



STAFFING/RETENTION

Highlight community involvement or staff members.



DRIVING ACTION

Post photos of your booth at shows, and include your website URL and booth number.



EACH SOCIAL CHANNEL IS UNIQUE

Twitter

Public news feed of what's happening now. This channel also tends to be less used by manufacturers than others, but you may find opportunities to engage with followers of industry-specific publications. Experiment with retweeting others' content with your own commentary as well as sharing your own content.



AWARENESS

Share new blog/resource content on your website, or a video about a new product or innovation.



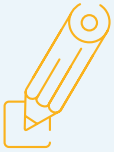
STAFFING/RETENTION

Highlight your culture and community involvement to boost retention and recruiting efforts.



DRIVING ACTION

Drive sales by letting people know about shows, product launches or new case studies. Send people to your website to get more information.



ACTION STEPS



Set up a profile on each with your logo, link to your website, and contact information, but then determine which social channel makes the most sense for your business to actively manage.



Set business goals for this primary channel across three categories.

- Awareness
- Driving action
- Staffing/retention



Create a plan for this channel to reach your business goals.

Keep focused on how social media can help you with business goals such as awareness, driving action, and staffing/retention.

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



Don't forget social media isn't the only place where people may find and engage with your business.

DID YOU KNOW?



Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As the business owner, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business.

These listing and review sites are important search engine optimization tools, as they link back to your website, as well as additional ways for people to find you directly.



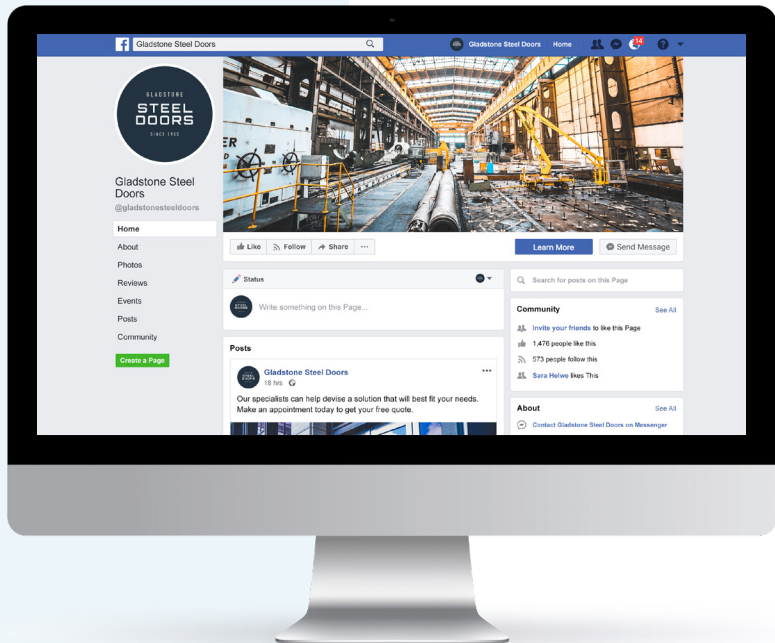
TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



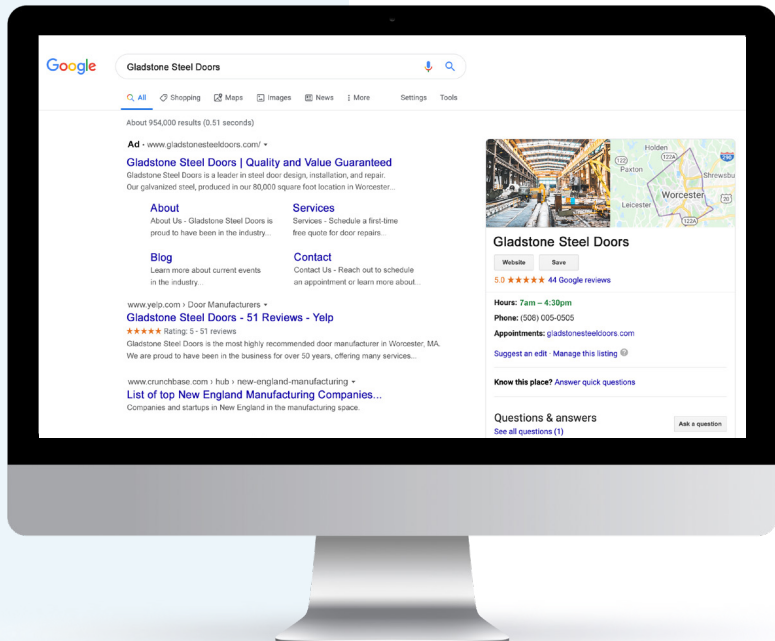
Facebook Business Page

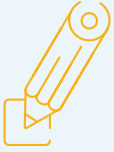
Your Facebook page should provide all the correct information about your business.



Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.



**ACTION STEPS**

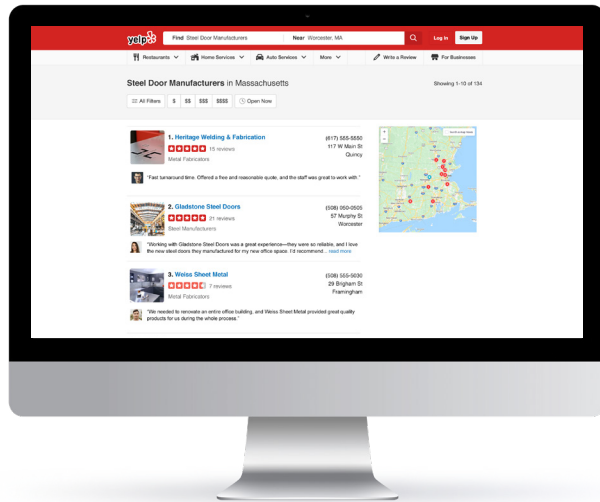
✓
Claim your Google My Business profile and Facebook business page.

✓
Identify any other key listings that may be important for your business.

✓
Make sure all information is correct on all sites.

**DID YOU KNOW?**

Find out more about setting up your [Facebook business page](#), [Google My Business profile](#), and [taking control of your listings](#).



At minimum, claim your Google My Business profile, and Facebook business page. Depending on the nature of your offerings, The Thomas Network (thomasnet.com) and Engineering.com directories may offer good visibility, as well as industry associations and directories specific to your niche. Yelp is another popular directory, but it is most relevant to restaurants and B2C local businesses. It's not critical, but can be claimed for local SEO purposes if you do a lot of business locally.

5



Create content: Increase your chances of getting found

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

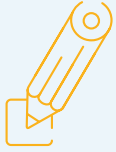
This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider for search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A resource section for your website, often called a blog, is functionality that makes it easy to add content, or posts, on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers. You might associate blogs with more entertainment-focused content, but a blog can be a great place to highlight information that engineers would love to read more about – whether it's case studies showing you solved a customer's problem with your products or services, new technology you're experimenting with, how-to information, or trends within the industry. Many reps answer numerous questions a day in complex sales cycles, and these answers could form the first draft of a highly useful blog article.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.



ACTION STEPS



Add a blog section to your website.



Determine product releases, how-tos, or case studies that could be shared.



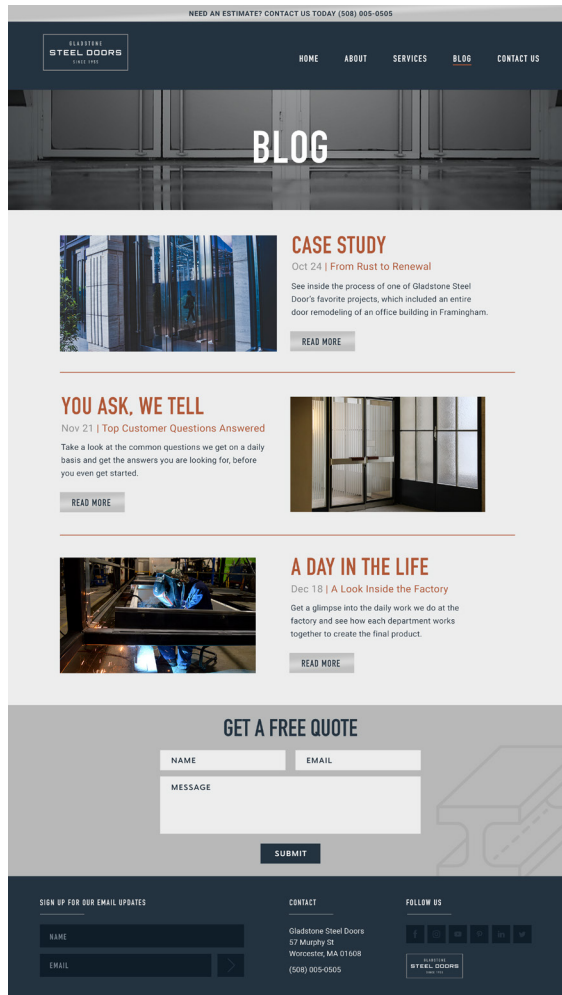
List the top questions you get from prospects and customers.



Create a calendar to regularly publish content that answers those questions and showcases other relevant topics.

Search engines love fresh content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week, or once a month, but aim for at least 4–6 times a year. You can then use this content on your social and email channels to lead people back to your website.



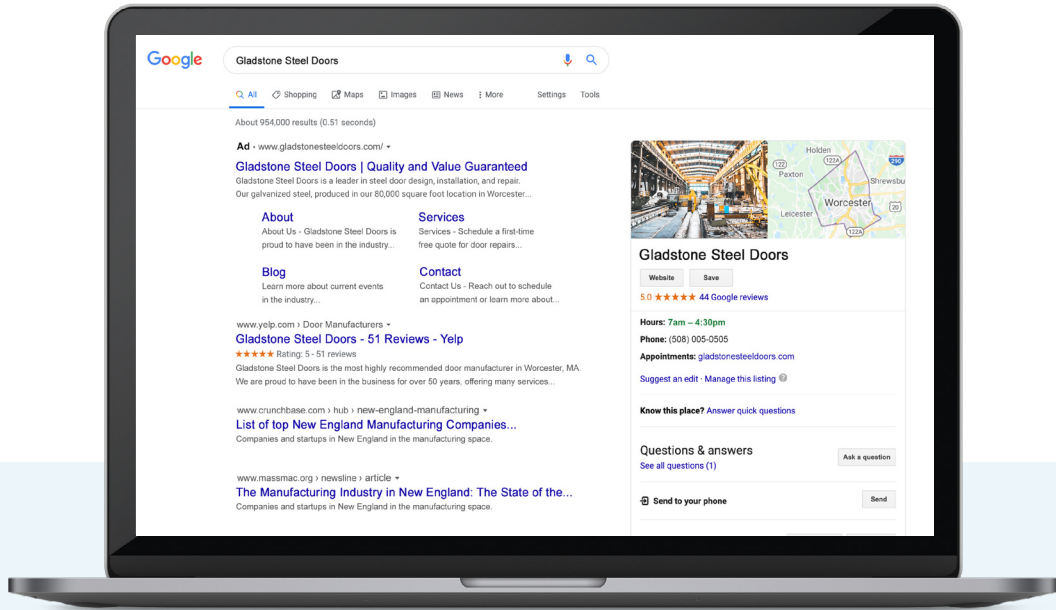


How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, today you need to do more to ensure that you can be found in a crowded online marketplace. Changing algorithms impact where your business ranks in search results.

In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Google Ads

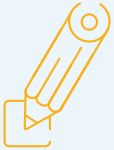
People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

DID YOU KNOW?



Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



ACTION STEPS



Set aside a budget of \$1,500–\$2,000 to experiment with paid advertising.



Drive traffic to your homepage and/or top-performing product/service pages on your website.

Use “exact match” keywords to start out, being careful to choose terms that are specific to your products, and reflect a high intent to purchase or hire, rather than someone simply looking for information. You’ll also want to ensure that you’re getting clicks from qualified business traffic — try running ads only during business hours, and limit by geography to only areas where your target customers are.



Encourage visitors from ads to get a quote, purchase, or sign up for your email list so that you can continue to market to them.

How much should you spend on ads?

When you’re first getting started set aside \$1,500–\$2,000 for testing. For manufacturers just beginning their AdWords efforts, you’ll need to set your first month’s budget somewhere between \$1,500 and \$2,000, or about \$50–65 per day. Yes, that’s a substantial investment — but the potential ROI is high. Take into account the average lifetime value of a new customer. Google’s conservative estimate is that advertisers earn \$8 for every \$1 they spend on ads. That’s not a guarantee, of course, as getting the most bang for your Google Ads buck depends on a number of factors: how you set up your ads, how you choose target keywords, how crowded your market is, how your direct competitors are using Ads, and more.

Regardless, determining the most effective Google Ads strategy requires a financial commitment. By investing the amount we’ve suggested, you’re more likely to get a sufficient baseline test of your keywords, and you’ll generate enough traffic to be able to track conversions. As you experiment and learn more about which ads actually generate results, you can adjust your budget from there. Many manufacturers can decrease their PPC budgets as their organic traffic increases through SEO efforts and directory referrals. As you learn what does and doesn’t work, you can invest more money in the ads that are working to bring you more business.



How it all comes together

Now you have a better sense of how consumers are finding manufacturing businesses online and the tools you'll need to position yourself for success.

How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your mobile-responsive website, and to your sales team. You now know that happens through your word-of-mouth referrals, searches online, paid advertising, or through listing sites.

Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

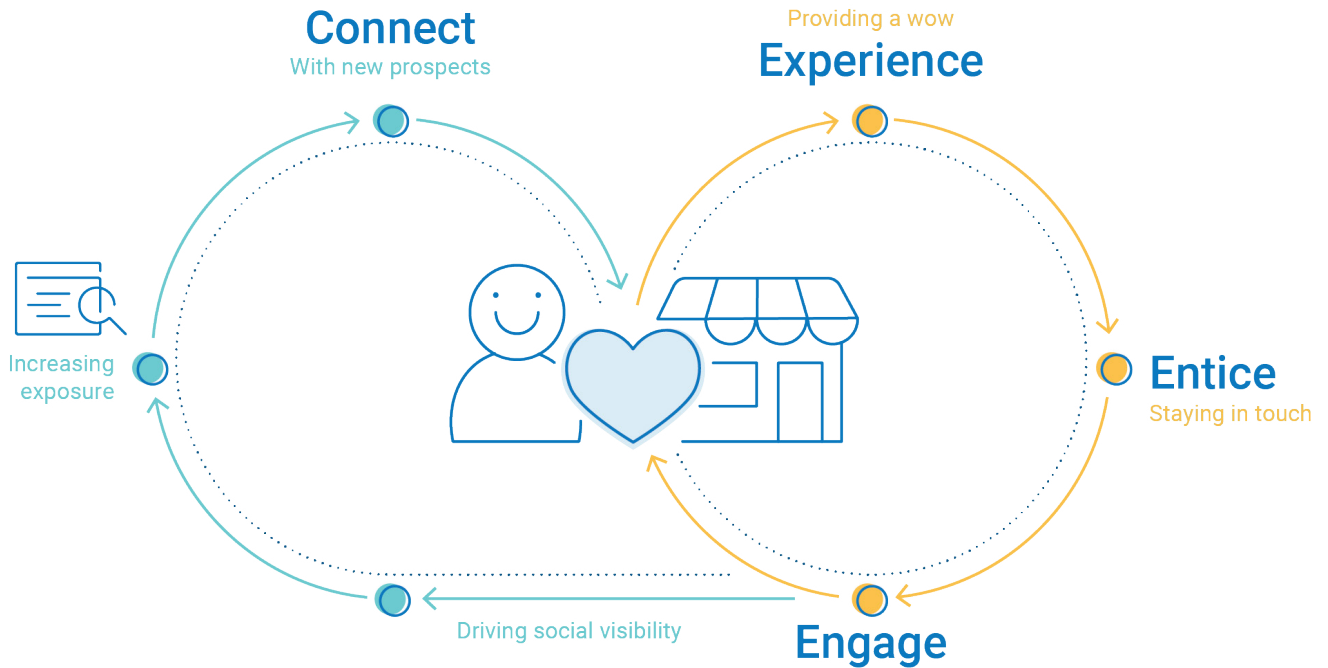
Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could mean joining your email list, or following you on your social channels.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your sales team.



When your connections share your content with their contacts, engage with you on social, or forward your emails, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

And that’s how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and online visibility that brings new customers through the door.

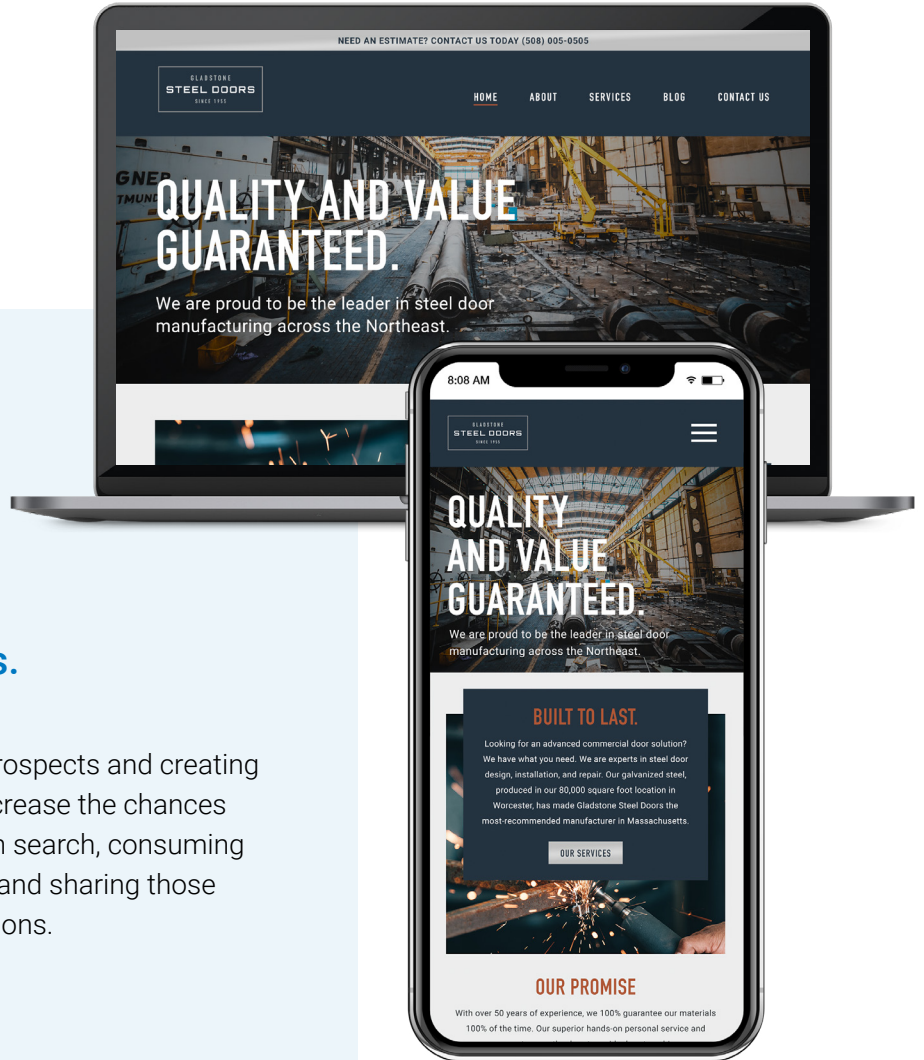
TO RECAP

Here's how you can take action:



Create a mobile-friendly website as a resource for potential customers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



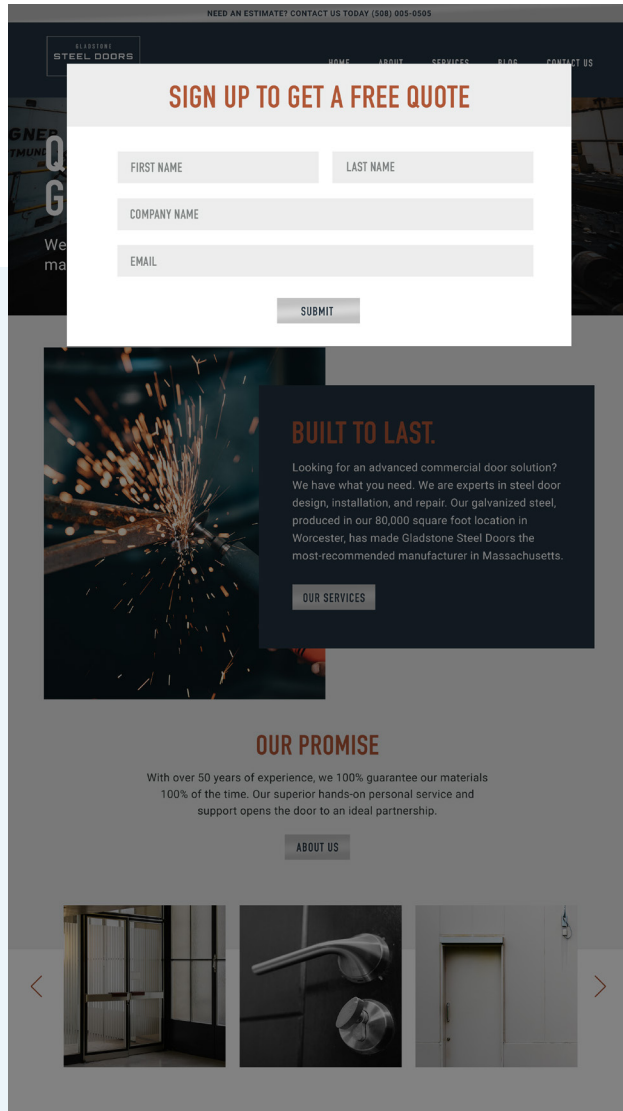
TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer tips, updates, or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.



TO RECAP

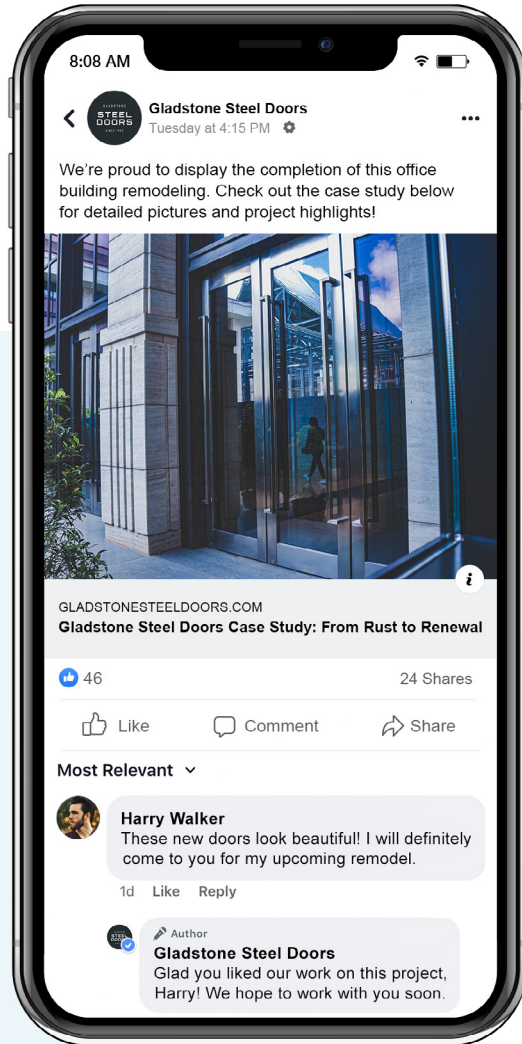
Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason.

Social works best when you're not just asking people to purchase your products or services. Use social to generate awareness, drive action, and help with staffing and retention. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you can take action:



Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

tacos, cheap dinner, Max's

Restaurants Home Services Auto Services More

Gladstone Steel Doors

Claimed

4.5 stars 14 reviews Details

Steel Manufacturing

Write a Review Add Photo Share Save

Book an Appointment

2 hours Response Time 95% Response Rate

Get a Quote

79 locals recently booked a consultation

Recommended Reviews

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. Learn more

Search within reviews Sort by Yelp Sort

Hannah Francis
Worcester, MA
19 friends
3 reviews

4.5 stars 7/16/2019
First to Review

Working with Gladstone Steel Doors was a great experience—they were so reliable, and I love the new steel doors they manufactured for my new office space! I'd recommend them to anyone looking for great quality products.

Comment from Jane Ross of Gladstone Steel Doors
Thank you for taking the time to share your experience! We are happy to hear that you are satisfied with our work. We hope to work with you again soon!

TO RECAP

Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.


Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with updates and information they won't receive other places. Email can also drive action on your social channels.

GLADSTONE
STEEL DOORS
SINCE 1955

GET A QUOTE

VISIT OUR SITE | SCHEDULE AN ASSESSMENT | WATCH ON YOUTUBE



COME MEET US!

We'll be at Design & Manufacturing New England this weekend showing off our exciting new product launches! This is the most comprehensive industry event in the region, and we can't wait to see you there.

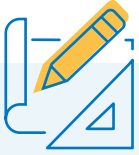
REGISTER

[f](#) [v](#) [t](#) [p](#) [i](#) [i](#)

57 Murphy St, Worcester, MA
info@gladstonesteeldoors.com

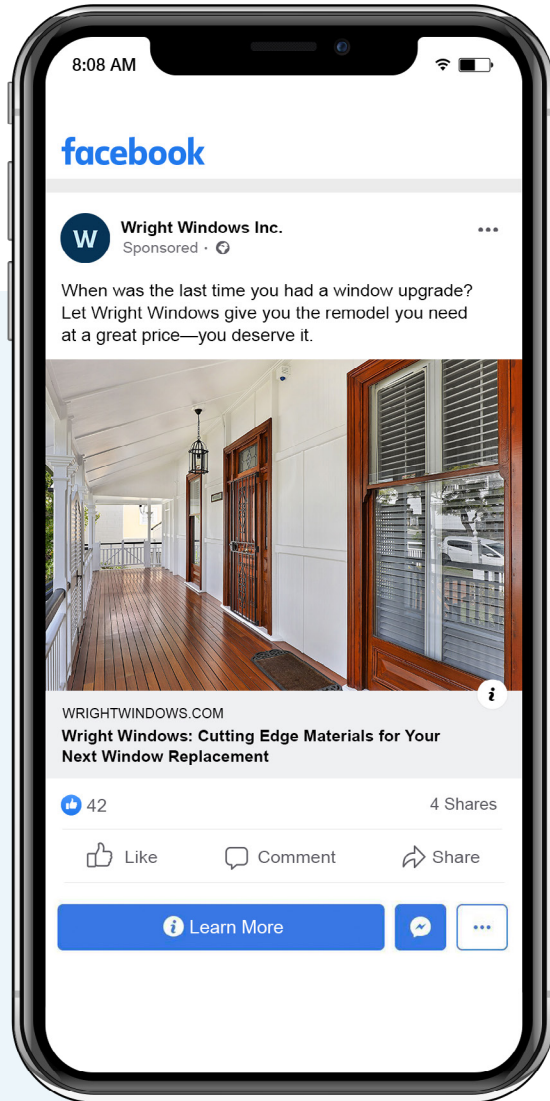
TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are the people contacting you qualified to buy?
- Are people making purchases or requesting quotes?
- Is your website and marketing helping your salespeople close deals?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-friendly website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



Online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.

REMEMBER

Be there when people go looking.

Provide consistent and helpful answers to their questions.

Engage to stay top of mind.

By doing these things you'll get the word out about your services, drive more people to your website, and do more business.

You've got this. You've got us.

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:
(888) IDK-MKTG
 (888) 435-6584

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile friendly?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these four pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Products/Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Email ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business? YES NO

Have you reserved your business name on the major social channels?

YOUTUBE

LINKEDIN

FACEBOOK

PINTEREST

INSTAGRAM

TWITTER

Have you chosen one channel as your primary area of focus? YES NO

Are you engaging with people trying to interact with your business on this channel? YES NO

Have you set business goals for your social activity across the three categories?

Awareness YES NO

Staffing/Retention YES NO

Driving Action YES NO

Do you have a written social plan to achieve those goals? YES NO

Have you identified the listings and review sites that are important for your business? YES NO

Have you claimed your business on these listings and sites?

Google My Business YES NO

Other Listings YES NO

Have you confirmed the information is accurate on these sites? YES NO

Are you engaging with people on these platforms? YES NO

Do you have a way to easily create content on your website such as a blog? YES NO

Have you made a list of commonly asked questions from your prospects and customers? YES NO

Do you have a written plan to publish answers to those questions on a consistent basis? YES NO

Are you currently doing any paid advertising? FACEBOOK
 INSTAGRAM
 GOOGLE
 OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your business? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are more people contacting you? YES NO

Are the people contacting you qualified to buy? YES NO

Are more people making purchases or requesting quotes? YES NO

Is your website and marketing helping your salespeople close more deals? YES NO

Find more powerful tools, marketing advice, and how to win with online marketing at constantcontact.com

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed — all in one place.

Constant Contact® 

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Waltham, MA 02451

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