

# Industrial MARKETING

## Industrial Buyers Need Better Marketing Content

94%

of B2B customers research online before they ever buy a product

More than 70%

fully define their needs before engaging with a sales rep

Almost half

identify specific solutions before reaching out

"Technical buyers spend more than half of the buying process online before engaging with sales, and those under 45 years of age spend even more time online than their older counterparts."

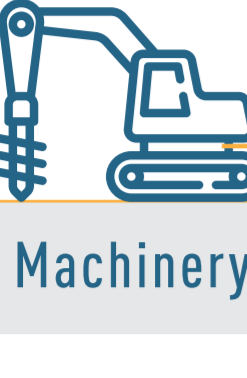


**Wendy Covey**  
CEO & Co-Founder of TREW Marketing

## HOW IS Industrial MARKETING DIFFERENT?

### Business to consumer marketing (B2C):

Focuses on reaching consumers



Entertainment



Clothing



Home goods

### Business to business marketing (B2B):

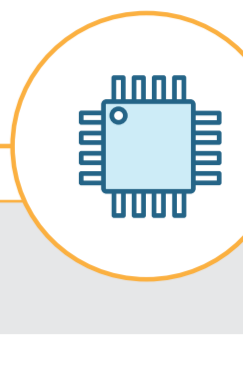
Focuses on reaching businesses



Accounting services



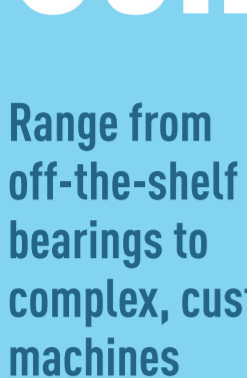
Office supplies



Software-as-a-service (SaaS)

### Industrial Marketing:

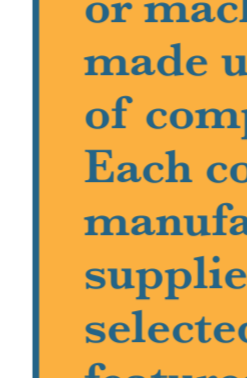
Focuses on materials, products, and components used to manufacture end products



Machinery



Buildings



Vehicles

## Industrial MARKETING? IS NOT CONSUMER MARKETING

Industrial marketing is more complex than B2C or traditional B2B marketing

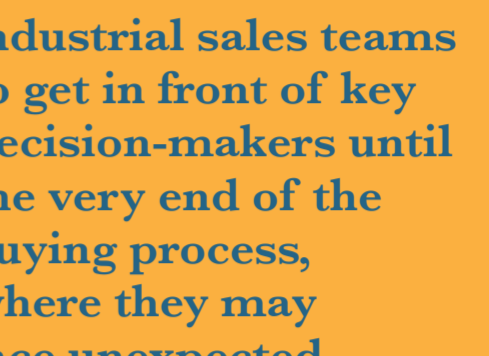
## Complex Products

Range from off-the-shelf bearings to complex, custom machines

Selling industrial products requires a lot of technical knowledge

Marketers often sell products into multiple industries

"Complex industrial products like aircraft or machinery are made up of millions of components. Each component is manufactured by a supplier and carefully selected based on features, performance and overall fit."



**Adam Beck**  
Director of Marketing at CADENAS PARTSolutions

## Expert Buyers

Buyers are uniquely knowledgeable and analyze products closely

Products are evaluated based on measurable specs and ROI

Sales teams often don't speak directly with final decision-makers



**Achinta Mitra**  
President of Titeca, Inc. & Founder of Industrial Marketing Today

"Today's industrial buyers are in self-serve and self-select mode, preferring to remain anonymous for most of their buying journey. This makes it difficult for industrial sales teams to get in front of key decision-makers until the very end of the buying process, where they may face unexpected objections that could scuttle deals."

## Niche Marketing

Products are a small, niche market — not a homogenous group

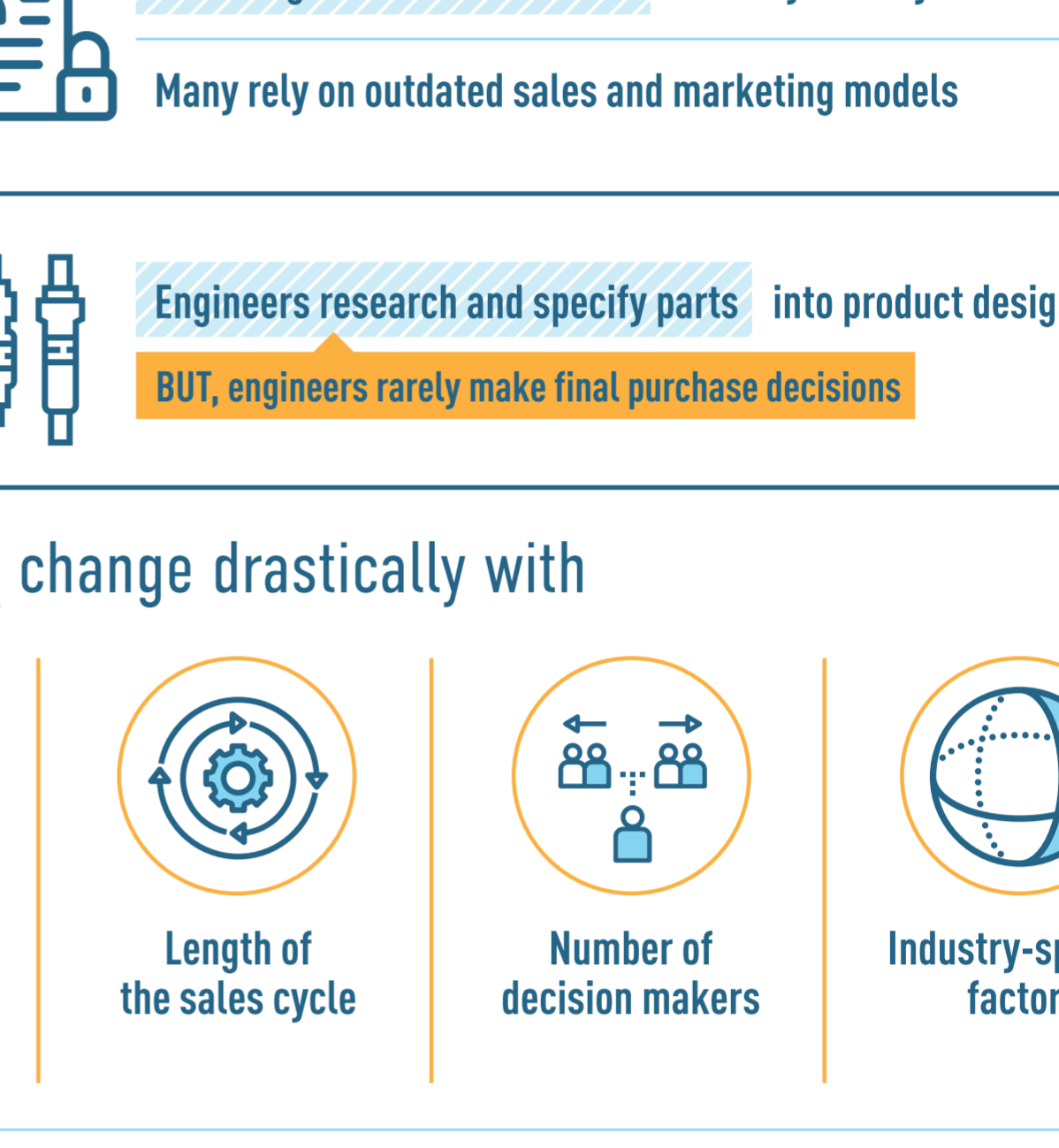
Statistical market research methods generally do not work

From first contact to sale, the sales journey can take years

"One of the most important pieces of advice I can give is to consciously choose an audience segment. If you don't, your content won't resonate with anyone in particular and won't gain the traction you need to make progress."



**Joe Sullivan**  
Thinker & Founder of Gorilla 76



## THE CHALLENGES OF INDUSTRIAL MARKETING:

Manufacturers need to protect their intellectual property



Unwilling to share information with buyers they don't trust

Many rely on outdated sales and marketing models

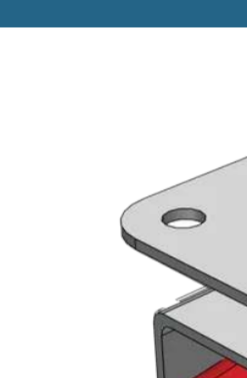
Marketers are not in direct contact with decision-makers



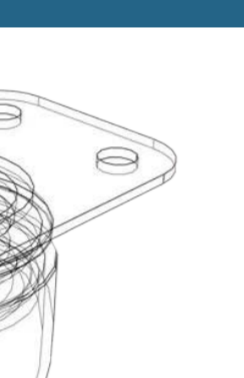
Engineers research and specify parts into product designs

**BUT, engineers rarely make final purchase decisions**

Marketing strategies change drastically with



Location, availability, & delivery



Product type & size



Order cost and scale



Length of the sales cycle



Number of decision makers



Industry-specific factors

Industrial manufacturers historically focused on sales teams and trade shows

Today, manufacturers need to help customers research and learn about products BEFORE talking to a sales rep



**Achinta Mitra**  
President of Titeca, Inc. & Founder of Industrial Marketing Today

"Product specifications and features are essential in the early stages of the buyer's journey. Suppliers need to earn the trust of specifiers with content that shows they understand the challenges of the design process. Manufacturers can win the mindshare of younger engineers and specifiers by providing online tools that save time and improve design accuracy."

**56% of engineers are in the 2nd or 3rd stage of the buying process BEFORE they contact a part vendor**

## COMPONENT Sales

## START WITH DESIGN ENGINEERS

Design engineers factor specific parts and components into their designs

94% consider supplier websites as a valuable resource for product details

Engineers need high-quality, accurate data and 3D models to specify parts

Engineers are the primary specifiers of components

82% of engineers who download a CAD file for a part ultimately make a purchase

On average, they purchase 20.9 parts per download

From the 2021 Industrial sales and Marketing Report

## Your Sales Funnel Starts WITH PRODUCT DATA

If a supplier doesn't have what an engineer wants, they'll move on to an alternative vendor

Engineers need to know how a product works

Dimensions

Materials

RPMs

Range of motion

Tolerances

Frequency

Load capacity



## GET YOUR PRODUCT DESIGNED IN

## The Challenge:

## Industrial MARKETING requires a high degree of product knowledge



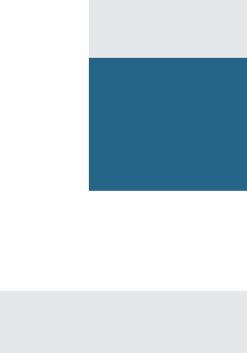
Complex products



Quickly changing catalogs



Multiple distributors



Availability of product specs

## The Solution

## TURN YOUR PRODUCT DATA INTO MARKETING CONTENT

Get product information in front of engineers with



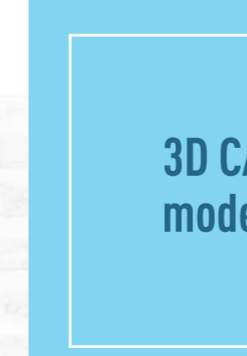
Videos



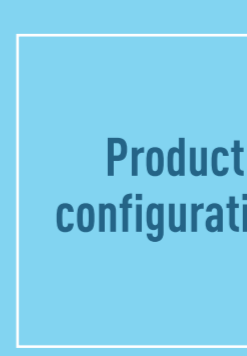
Articles



White papers



Webinars

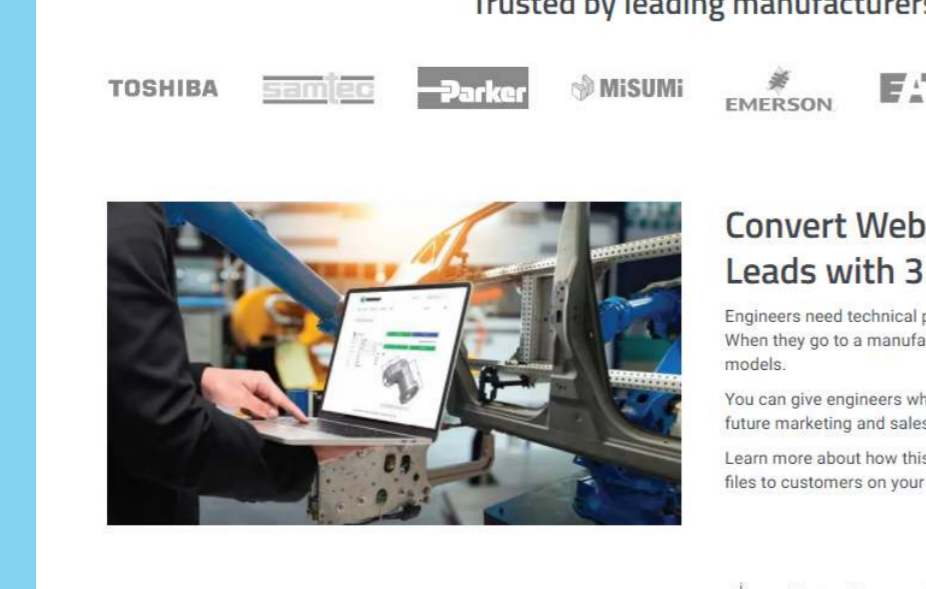


Product pages



3D CAD model downloads

## DELIVER COMPONENT DATA AND CAD MODELS



Let engineers configure the parts they need through your website

Enable online 3D previews so engineers can see parts from every angle

Provide product-specific data for all configurations

Embed metadata in your CAD models

Foster relevant communication with product-specific information

## DRIVE INDUSTRIAL BUSINESS BY MAKING THE BUYING PROCESS EASY



**John Joyce**  
Global Marketing Director at Brennan Industries, Inc.

"If you aren't taking customer experience seriously as an industrial manufacturer, you don't deserve your customer's business. Innovations in data sharing, delivery, accuracy, speed, and availability are just as important as other innovations and often become competitive advantages."

## ADD VALUE WITH A STREAMLINED CUSTOMER EXPERIENCE

Data accuracy

Product availability

Supply control

Deliverability & logistics

Customer experience automation

Make product data easily accessible on your website

## THE BENEFITS OF EFFECTIVE INDUSTRIAL MARKETING



Improves customer experience



Increases the number of parts specified in designs



Saves engineers design time



Communicates accurate part specifications



Reduces the burden on technical resources



Generates high-quality leads and increases sales

## MAKE YOUR CATALOG Accessible WHERE DESIGNERS ARE WORKING

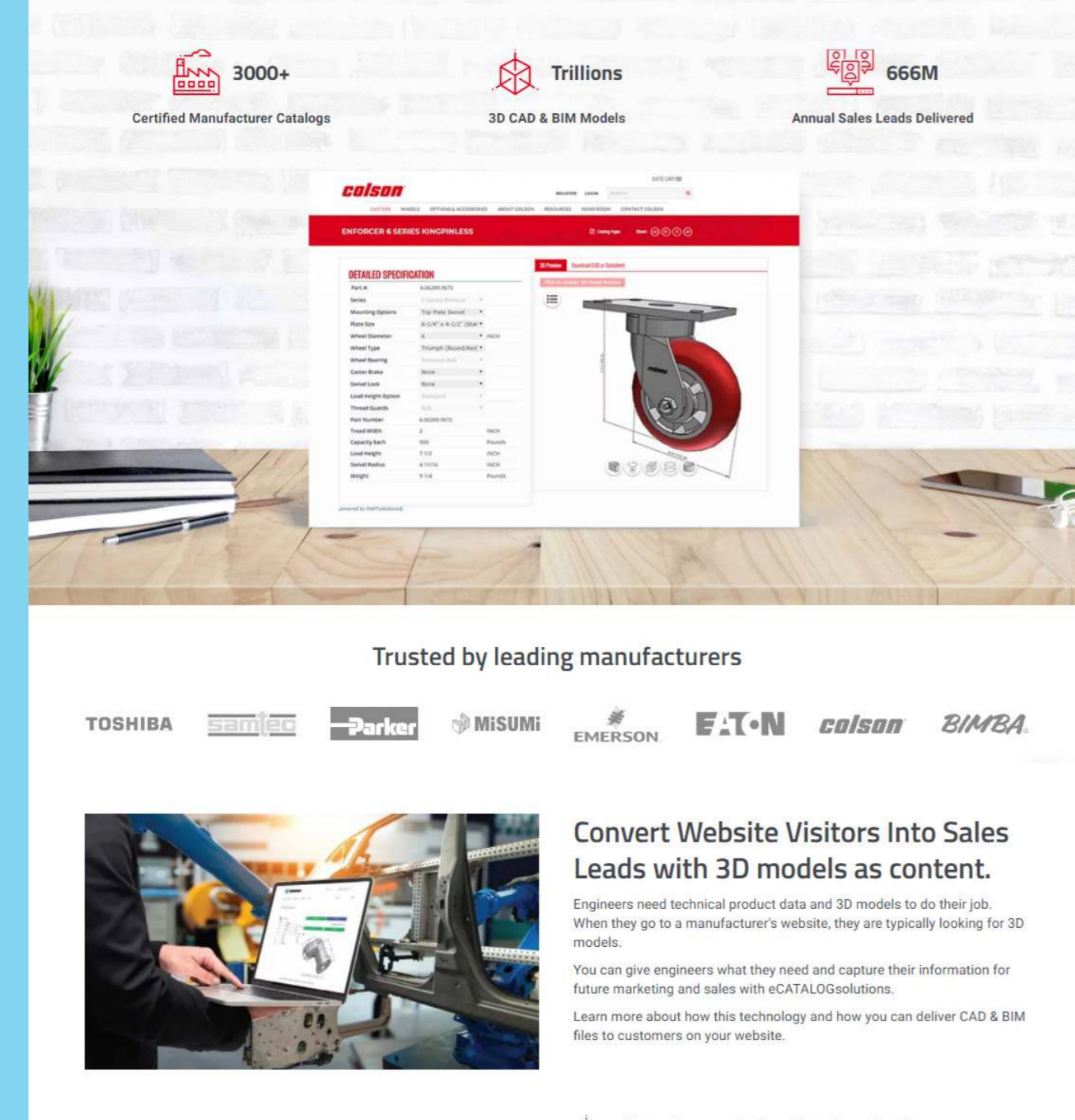
## THE IMPORTANCE OF DOWNLOADABLE CAD

80% of engineers will move on if they can't download CAD models from a part supplier

43% go directly to an alternative supplier

37% redraw the part

Just 20% contact the supplier for a model



92% of engineers and architects see 3D previews as an important factor for product selection

Engineers want to find the correct part, test within their design, and pass to purchasing



## eCATALOGsolutions helps you convert website visits into high-quality sales leads

### PROVIDING EASY ACCESS TO PRODUCT INFORMATION

3D CAD models

Product configuration

Interactive 3D previews

Detailed specs

On-demand product data

Native CAD file formats

### SAVES TIME FOR YOUR CUSTOMER SUPPORT TEAM

Instead of answering technical sales queries, your team can focus on creating new products

### SAVES TIME FOR YOUR ENGINEERING TEAM

Your engineers can focus on new product design instead of fulfilling CAD model requests

Trusted by leading manufacturers



Convert Website Visitors Into Sales Leads with 3D models as content.

You can give engineers what they need and capture their information for future marketing and sales with eCATALOGsolutions.

Learn more about how this technology and how you can deliver CAD & BIM files to customers on your website.

Get a Demo: Online Catalog Platform

Reach the design engineer at the right time with the right information

PARTsolutions.com

CADENAS PARTSolutions

Sources: entrepreneur.com/article/336074 mycustomer.com/hr-glossary/industrial-marketing go.partsolutions.com/hr-glossary/industrial-marketing 2020 Smart Marketing for Engineers Report from TREW / GlobalSpec forbes.com/sites/mkecolins/2015/02/17/industrial-marketing-is-not-consumer-marketing millerheimgroup.com/resources/news/study-half-of-b2b-buyers-make-up-their-minds-before-talking-to-sales-reps accenture.com/201506247211502\_w\_us-en/\_acmedia/Accenture/Conversion-Assets/Doc/Doc/Document/Global/Industries\_15/Accenture-B2B-Procurement-Study.pdf presswire.com/news-releases/cadenas-2021-industrial-marketing-report-reveals-92-of-engineers-and-architects-consider-a-3d-preview-important-for-product-selection-301249206.html

