

New Marketing as a Service Launched

May 2020

Manufacturing Marketing

GROWING YOUR BUSINESS

SELL WITH LINKEDIN

7 TYPES OF
LINKEDIN REQUESTS

COVID-19 EMAIL
MESSAGING

GOOGLE ADS
CREDITS FOR SMBS



While difficult, the shutdown has given us the time to work on things we kept pushing back.

We'd like to announce our new **Marketing as a Service** program with content marketing and paid search subscription plans plus a brand new Marketer-at-Large program.

We've also spent time re-assessing and learning how to use LinkedIn. Since being purchased by Microsoft in 2016 for \$26.2 billion, LinkedIn has undergone some real improvements – which is why we believe it's worth a look for small manufacturers.

In this issue you'll find an exclusive interview with Nathan Dube of Industrial Packaging on how the company is using LinkedIn to generate leads and **sales**. We also cover some of the tools and features the platform now offers.

On a personal note, things are slowly returning to normal for Rachel and me. Rachel reports New Zealand has moved out of its strict lockdown with more businesses reopening. Here in New Hampshire, I received a text from my hair stylist for an appointment as salons, barbers, and golf courses re-opened May 11. Yay!

Tell us what you've been working on during the shutdown. We'd love to hear.

The next issue of *Manufacturing Marketing* will arrive at your inbox June 9, 2020.

– Dianna Huff, Editor and Rachel Cunliffe, Designer

Manufacturing Marketing

Issue 44



COVER:

With this issue, we celebrate the launch of our Marketing as a Service programs.

Editor Dianna Huff

editor@manufacturingmarketingmagazine.com

Designer Rachel Cunliffe

rachel@cre8d-design.com

Contact Manufacturing Marketing

Manufacturing Marketing is published monthly by Huff Industrial Marketing and cre8d design. ISSN 2641-0214 (online).

37 Plaistow Road, Unit 7-245

Plaistow, NH 03865

(603) 382-8093

inquiries@manufacturingmarketingmagazine.com

Subscribe to Manufacturing Marketing

huffindustrialmarketing.com/magazine

Magazine Archives

huffindustrialmarketing.com/magazine/archives

Sponsor Manufacturing Marketing

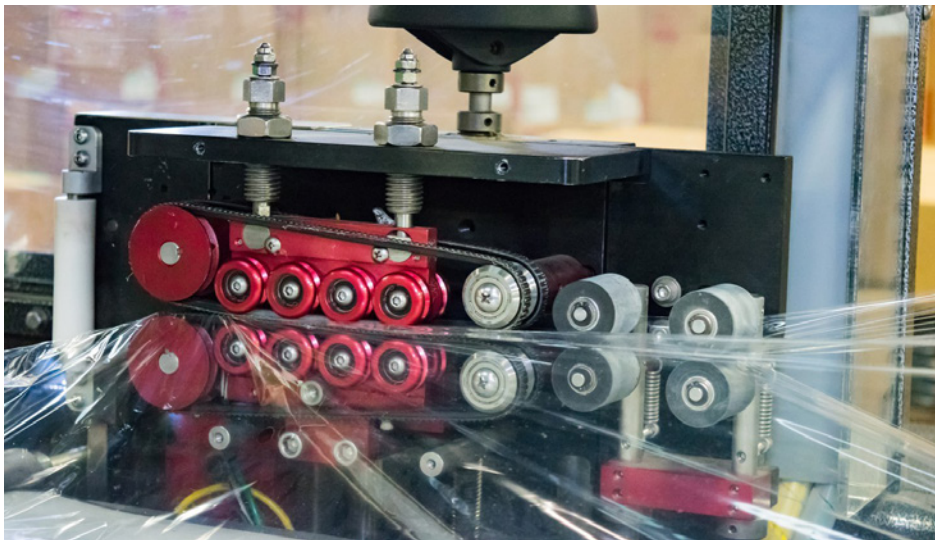
inquiries@manufacturingmarketingmagazine.com

© 2020, All Rights Reserved.

Reproduction in whole or in part without permission is prohibited.

Industrial Packaging Increases Lead Generation with LinkedIn

By Dianna Huff



A distributor of packaging machinery and materials (think shrink wrap, pouches, and stretch film), Industrial Packaging made a commitment in early January 2020 to bring in as many sales-qualified leads as possible through content, including e-guides, videos, and informational blog posts.

To do this, the company began using LinkedIn in a much more strategic way.

“LinkedIn is the largest network of business people in the world,” says Nathan Dube, Digital Marketing Specialist for Industrial Packaging. “It’s not

easy to sell on LinkedIn, but if you have the right content strategy, you can generate sales-qualified leads.”

CONTENT THAT EDUCATES PROSPECTS

To produce the content that helps prospects through the sales process, the Industrial Packaging marketing team tracks every single question it receives.

The team then produces two blog posts a week based on these questions, and feedback from the sales team, and posts them to the company LinkedIn page (as well as Twitter and Facebook)

IN BRIEF

- **100K mask fundraiser.** Our friends at Authenticity 50 need your help. [Donate](#)
- **A rant about COVID-19 email messaging.** What NOT to send. (Love this.) [Read](#)
- **50th anniversary.** Original NBC newscast of Apollo 13 rescue. [Watch](#)
- **Google Ads announces credits for SMBs.** Pauline Jakober gives the details. [Learn](#)
- **How a CRM is supposed to work.** Mexico car dealer closes 10x more sales. [Read](#)
- **Survey says . . .** Only 30% of business owners have an SEO strategy. [Learn](#)
- **Pure escapism.** Hundreds of hours of MTV from the 1980s. [Sing along](#)

BUILDING YOUR BRAND

every Tuesday and Thursday.

Dube explains they have two goals when creating this content: The first is to help the sales team answer questions, and the second is to allow prospects to better understand the company and its products.

“Industrial Packaging has been in business 67 years,” says Dube. “We work with a select group of manufacturers and know which products are best suited for industrial as well as speciality applications.

“For example, a chef contacted us about which frozen food packaging applications would be best for packaging the large volumes of food she’s now sending out, due to COVID-19, for curbside pickup and delivery. This was actually a fantastic lead and one we’d not typically see if not for our content strategy.”

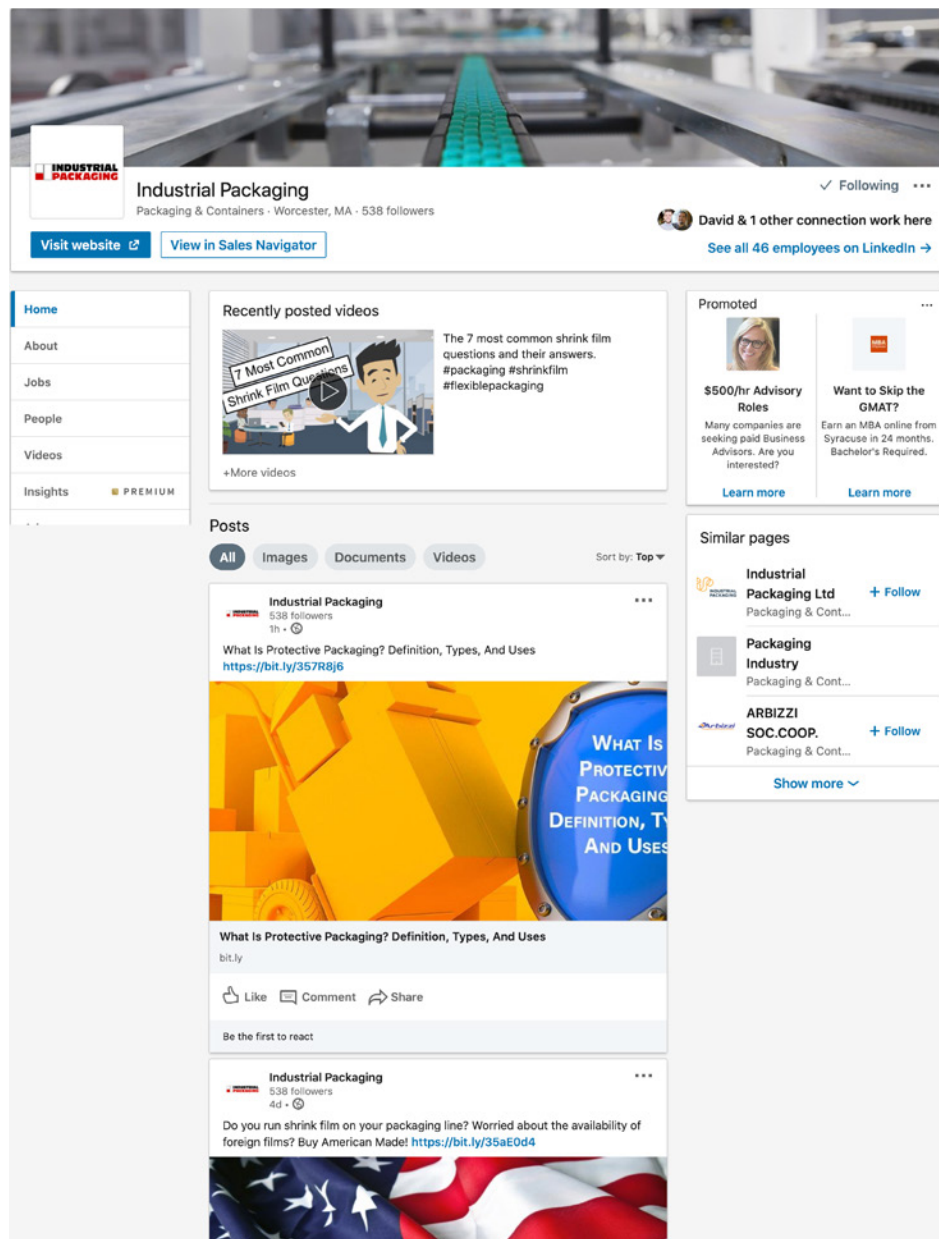
Dube says that 60% of the content the team produces for the website Learning Center is related to the questions the company receives.

“Our marketing and sales teams meet once a month for the specific purpose of brainstorming ideas,” he says.

REPURPOSING CONTENT INTO ANIMATED VIDEOS

One of the nice features of a LinkedIn company page is the ability to add videos – without needing a YouTube or Vimeo account.

Hiring an agency to create custom animated videos can cost



The Industrial Packaging company LinkedIn page

\$10,000 or more. However, Dube uses a tool that automates this process through the use of stock animated images. Dube writes the script and provides the voice-over in addition to editing the video with Adobe Premier.

When you visit the

company’s LinkedIn page, you’ll find an animated series featuring characters that ask questions such as, “What’s the best solution for packaging fishing lures that protect my customers’ fingers while also remaining visually appealing.” A pinned

video answers the seven FAQs about shrink wrap.

TRACKING RESULTS

The company tracks all LinkedIn post views and engagements through Hubspot – a tool that integrates marketing data and a CRM. Dube says the marketing and sales team can track prospects from initial content viewed to sale.

“We track all interactions and clicks in a very detailed way,” he says, “which is how we know we’re seeing a huge increase in traffic and leads from LinkedIn.”

It’s also how they can track sales. Dube reports they attracted two deals in an SQL worth \$65K from someone who used the LinkedIn “contacts” bar to search for an industrial packaging company.

“The gentleman actually private-messaged me on LinkedIn to ask if I could help him. I introduced him to our sales manager and three hours later, they had a meeting set up. The gentleman was using LinkedIn as a search engine – rather than Google – which shouldn’t be surprising really, but it was. It made us see LinkedIn in a very different way.”

To increase LinkedIn engagement, Dube recommended to his team that all corporate employees “like,” share or comment on the company’s posts. His president and leadership agreed.

“Once we implemented this tactic, we saw an immediate 150% increase in interactions,” reports Dube. “Now everyone cross pollinates the posts.”

When asked what smaller manufacturers can learn, Dube says that to make LinkedIn work, “you have to get the entire team involved. Having a LinkedIn account is free – and everyone should have one.”

He also says not to be afraid to connect with people you don’t know but agrees this is a personal preference. 🏠

Industrial Packaging, based in Worcester, MA, is a value-added distributor of industrial packaging materials and machinery. It also provides contract packaging and fulfillment. To learn more, visit the company website at: www.industrialpackaging.com



Get ready for the coming manufacturing & reshoring boom

COVID-19 has made more people aware that many of the products we use aren’t made in the USA.

Businesses *and* consumers are now looking for companies that make things in the U.S because they want or need to:

- Shore up interrupted supply chains and/or create redundancy
- Support American manufacturing
- Enjoy higher quality products made by American workers

Now is the time to prepare for the coming boom. Whether you need a modern website that attracts buyers and job seekers or a Google Ads program for generating leads, we can help.

**Boutique Team
Integrated Services
Industrial Expertise**

603-382-8093

inquiries@huffindustrialmarketing.com

Marketing as a Service

We focus on your marketing; You focus on your business

From websites and search engines to CRMs and mobile devices, today's marketing involves a heavy tech component.

All this technology requires specialized knowledge, including how-when-why to use it, not to mention the hours of learning curve. Plus, you still need traditional marketing know-how: audiences, messaging, brand-building, lead generation, etc. to make it all work.

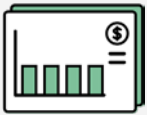
To help you cost-effectively (and painlessly) achieve marketing ROI, we offer these programs:

Content Marketing

Paid Search

Marketer-at-Large

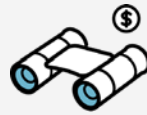
You choose the plan which best fits your budget and business growth goals. We then develop and implement your marketing strategy.



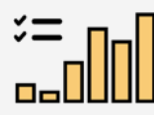
Predictable billing



Better results, faster



Business growth focus



Trackable results



We're thrilled with the results of Huff Industrial Marketing's content marketing plan. Since we started including content pieces on our website, we've seen our organic **search engine ranking improve**, from the second page of Google to the top of page 1. The content pieces have also **increased our online sales**. Since adding these content pieces, which explain in detail the differences between our systems, we've seen a **shift from standard equipment purchases to upgraded, top-of-the-line, machines**. We couldn't be happier.

—BRANDON ACKER, PRESIDENT, TITAN ABRASIVE SYSTEMS

LinkedIn for Manufacturers: Tips, Tools, and Features

Since purchasing LinkedIn in 2016, Microsoft has made numerous changes to the business platform. What used to be a cluttered, hard-to-navigate interface is now slimmed down and easier to use.

The platform has over 690 million users in over 200 countries and territories; over 30 million companies have profiles. And, it generates serious revenue: In 2019, the platform brought in \$6.8 billion in revenue for Microsoft.

One big change LinkedIn made, which considerably helped its revenue model, was discontinuing its API. This meant that CRM applications could no longer pull in subscribers' personal LinkedIn information – nor their contacts' feeds or information.

To recreate the same social selling experience, you have to subscribe to LinkedIn's Premium Sales Navigator tool, which costs \$80 a month for a single user.

What follows are the various parts of the LinkedIn ecosystem and how you can use them to build your company's exposure – as well as generate leads.

BASIC ACCOUNT – FREE

The Basic account is the personal profile where you list your job and education experience and connect with people you know.

Whether or not you use LinkedIn, we recommend you create a professional looking profile complete with a high quality headshot.

COMPANY PAGE – FREE

Setting up a company page is easy: upload a header photo and logo, add a tag line and include information on the About tab. You can also add videos, open jobs (fee-based), and live events – a new feature. (You can find it under “Admin Tools”).

When employees list your company on their profiles, they also show up on the People tab of your page.

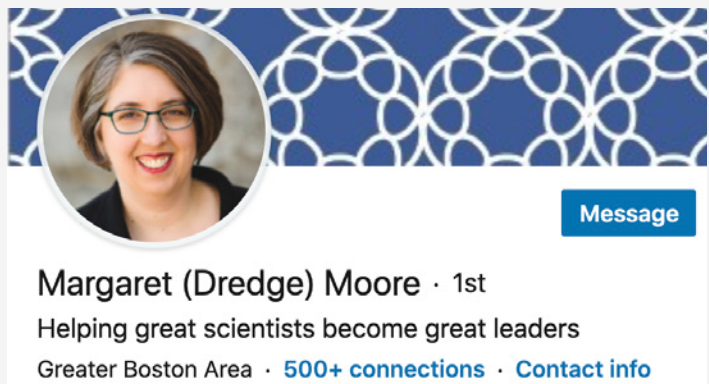
The company page includes analytics: how many followers your page has, the number of visitors per time period, and content metrics.

SALES NAVIGATOR – MONTHLY FEE \$80 SINGLE / \$134 TEAM

To get the most from LinkedIn, you can pay for a

LINKEDIN PROFILE TIP

The profile headline is the information directly below your name that describes who you are. It's also what others see when you post new content, comment on posts, etc. Instead of listing your job title, make your headline unique. We especially like Marget Moore's headline: “Helping great scientists become great leaders.”



BUILDING YOUR BRAND

Premium subscription. LinkedIn offers four of these plans, but the plan most relevant to manufacturers is [Sales Navigator](#).

We'll provide a detailed write up at the end of our four month testing period. Suffice to say, it's quite robust!

LINKEDIN FOR SMALL BUSINESS – FREE

This tool helps small businesses establish their brand.

We've looked through it but haven't explored it fully.

[Learn More](#)

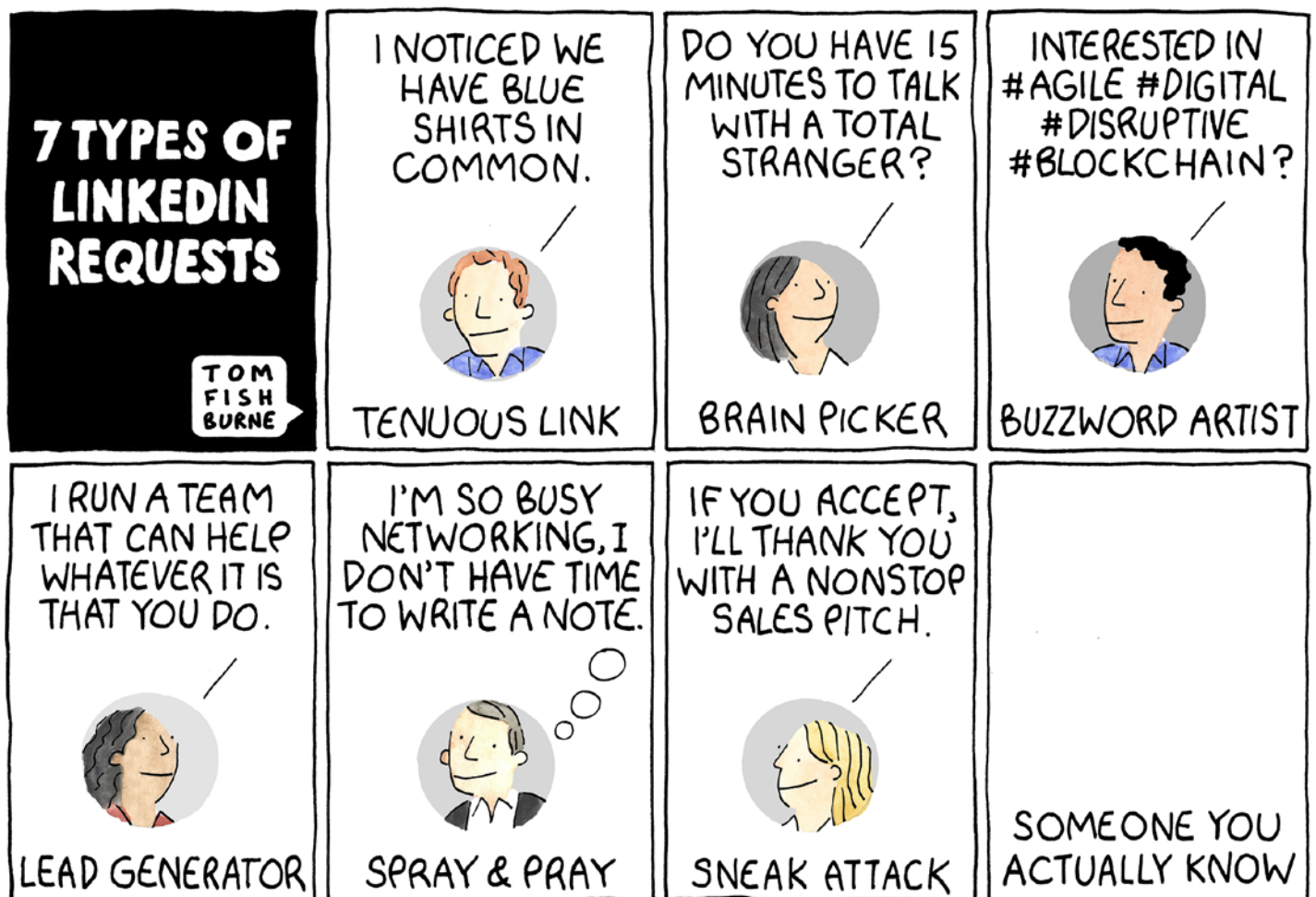
LINKEDIN MARKETING SOLUTIONS – FEE-BASED

Similar to Google, Facebook, etc., LinkedIn offers a way to promote your business through advertising.

LINKEDIN TALENT SOLUTIONS – FEE-BASED

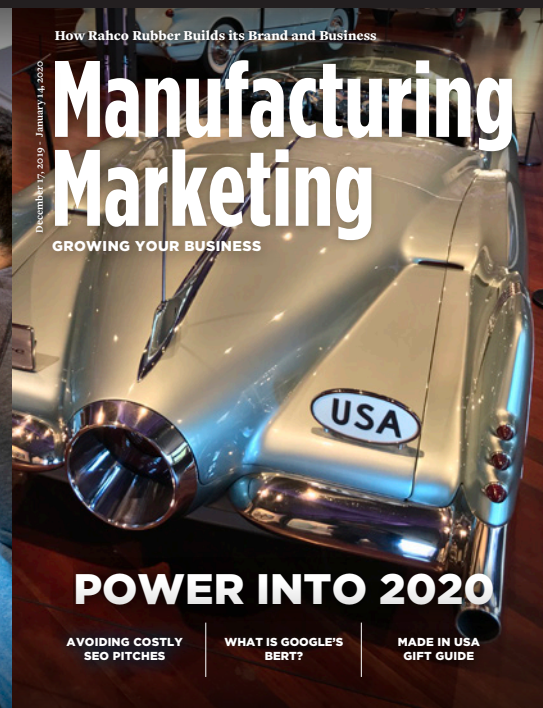
The platform's recruiting tool. You can post open jobs which also get listed in Google's Job Search box.

LinkedIn offers a robust combination of free and for-fee features and tools. What we like about them is their business focus – and how they tie back to Microsoft's goal of helping you connect with others while building your brand and business.



© marketoonist.com

Catch up on recent issues:



ADVERTISING

Showcase your product or service to manufacturers with an ad in *Manufacturing Marketing*.

AUDIENCE: Small and mid-sized US manufacturers

WHO SHOULD ADVERTISE: Manufacturers, consultants, software providers

ADVERTISING REQUESTS: inquiries@manufacturingmarketingmagazine.com