

A SHIFT7 WHITEPAPER

THE MANUFACTURER'S DEFINITIVE GUIDE
TO GROWTH MARKETING



A SHIFT7 WHITEPAPER

WE KNOW MANUFACTURERS WELL AT SHIFT7.

We know manufacturers well at Shift7. We were raised by them, we admire them, and now, we work with them. Here's something we've learned in that time: they love building things.

That's probably an understatement. What we should say is they can't live without building things. It can't be helped. New product development is the blood. Manufacturers are makers at heart.

Which is why it makes so much sense that B2B manufacturing companies often move on from a digital project right when it's launched. The box can be checked, and focus can be shifted to the next task. Project launched, mission accomplished.

Not so fast, my friend. It's a brain-breaking (but vital) realization to have: getting the digital experience built isn't the end. It's the start.

DIGITAL TRANSFORMATION IS AN ONGOING PROCESS

Field of Dreams had it easy; all they had to do was build it for people to show up. Nailing your customers' digital experience—and getting them to show up— isn't nearly as easy, but that's why we're here. We've built a business out of it.

Marketers often never get to the digital transformation phase because they're occupied by endless sales requests and product launches. They can't target an audience with custom and relevant messaging. They're too busy creating spec sheets, updating brochures, launching new products, and on and on it goes. If that's all your team is doing, you're not doing growth marketing. You can't. There's not enough time in the day.

But with a partner like Shift7, there's suddenly plenty of time in the day. More on that in a bit. For now, we're walking through 7 ways you can turn your current marketing into exciting, relevant, and revenue-building growth marketing.

1. KNOW WHAT YOUR CUSTOMER WANTS

Yes, you know your business best. But do you know your customers and what they want? Here are some questions you can ask—and answer—to truly know them.

- What is their ideal experience with you?
- How does that experience differ across each buyer stage?
- How can you use this knowledge to know what they think and give them what they need?

It's not good enough for your internal teams to think they know what your audience needs. Take the time to get those answers from them directly.

SAMPLE CUSTOMER PROFILES



Solutions Seller

“ My job is to solve any problems my customers and coworkers may have and to stay informed about products and applications.”

Engineer

Product Specialist

CHARACTERISTICS & TRAITS

<ul style="list-style-type: none"> • Motivated • Experienced • Degreed Engineer • Problem solver • Customer focused 	<ul style="list-style-type: none"> • Deep knowledge • Looked to for answers • Cares about doing it right • Detail Oriented • Technology minded
--	---

BIO

The Solution Seller is an integral part of their organization. They are the experts within the company that not only help with customers questions and solutions. They also are a valuable resource to internal employees. Solution Sellers are extremely busy therefore their time is valuable and it's important that they are able to be efficient in their day to day work. This means accessing documents and information quickly and easily.

COMMON TASKS

- Supports and assist with creating tools and resources that enable internal employees and external customers to access product information and pricing
- Assist in training and product support
- Helps put together price lists, planning and execution of new product releases
- Deals with product issues
- Keeping up with new product information

MOTIVATIONS

- Design a custom solutions
- Product and application research
- Efficiency
- Staying informed

GOALS

- Provide solutions quickly
- Access to tools & knowledge online
- Navigate to information easily
- Filter documents quickly
- Complete customer and internal questions/request easily

PAIN POINTS

- Finding resources / Information online
 - Lack of organization
- New Employees (lack of historical knowledge)
- Finding product details
- Overload of calls / lack of resources
 - Lack of time
- Identifying problems

MUST GIVE THEM

- Easy access to information they need
 - Online search and filterable document library
- Online support to handle their customers' needs
- Up to date application knowledge
- Ability to lower the call volume
 - More available resources online for customers to have access to.
- Detailed technical specifications and CAD drawings

Product Knowledge

Low High

Self-Sufficiency

Low High

Time Availability

Low High

Digital Savvy / Comfort

Low High

2. SET DIGITAL MARKETING GOALS

Put simply, your job as the marketing arm of the organization is to help drive revenue. You may even handle the full buyers journey, from awareness to consideration to transaction to retention and loyalty.

Regardless of how your work impacts the bottom line and where you influence the buyers journey, be sure to attach monetization to your marketing efforts.

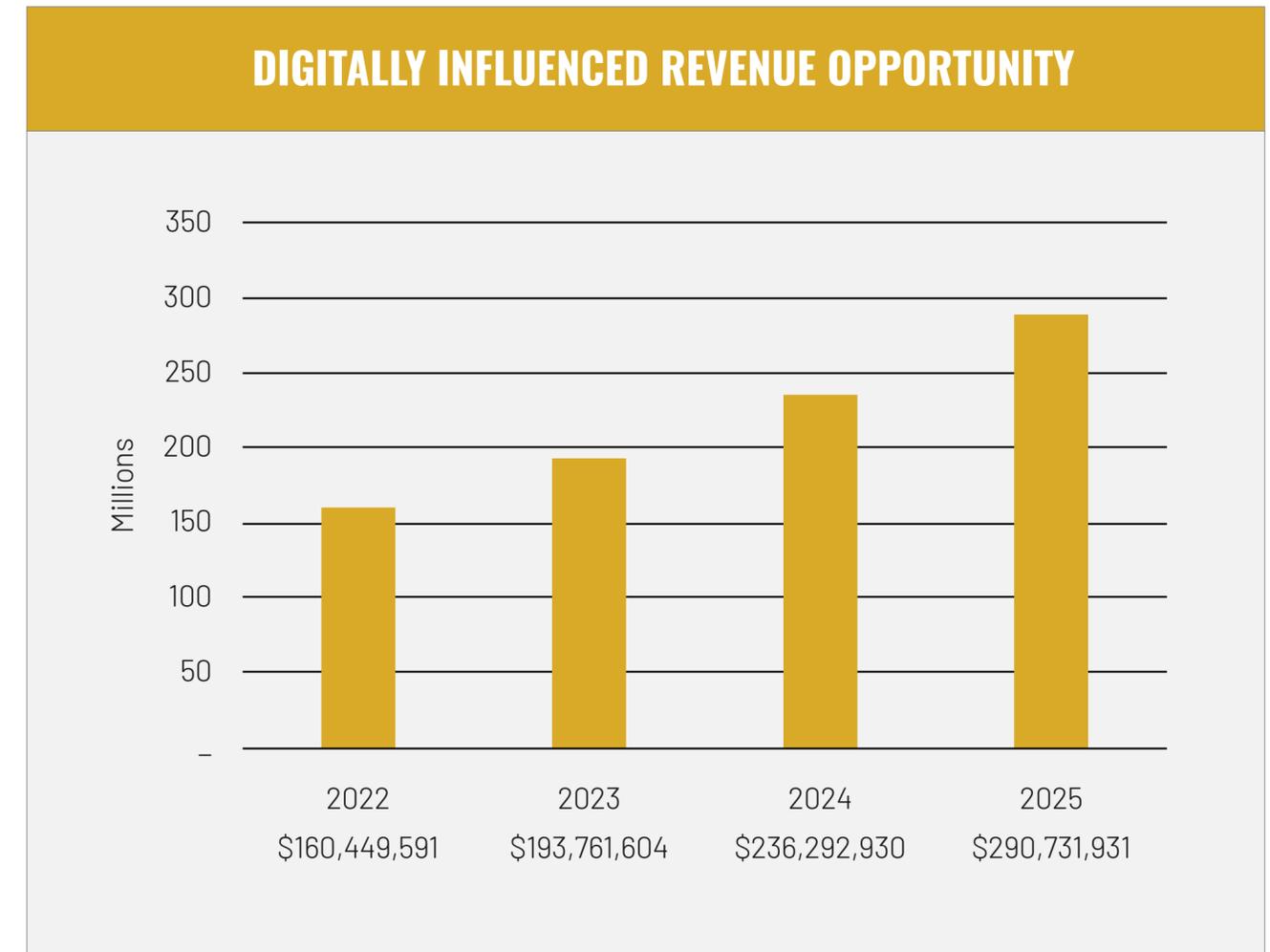
Because we're concerned with digital marketing, the most important goal you can have is for your website. What is its #1 function?

- Does it drive leads to your distributors or inside sales?
- Does it use e-commerce to transact some or all of your product portfolio on-site?
- Does it drive incoming traffic to an external marketplace like Amazon or Home Depot?

From here, you can formulate your most relevant marketing KPIs and calculate what they equate to in monetary value. And if you built a high level buyers journey in Step 1, now you can also lay out your digital marketing goals at the channel and content level—and with specific audience segments.

SAMPLE REVENUE OPPORTUNITY

For one of our clients, SHIFT7 identified an opportunity for \$881M in sales over four years based on the potential for new digitally influenced revenue.



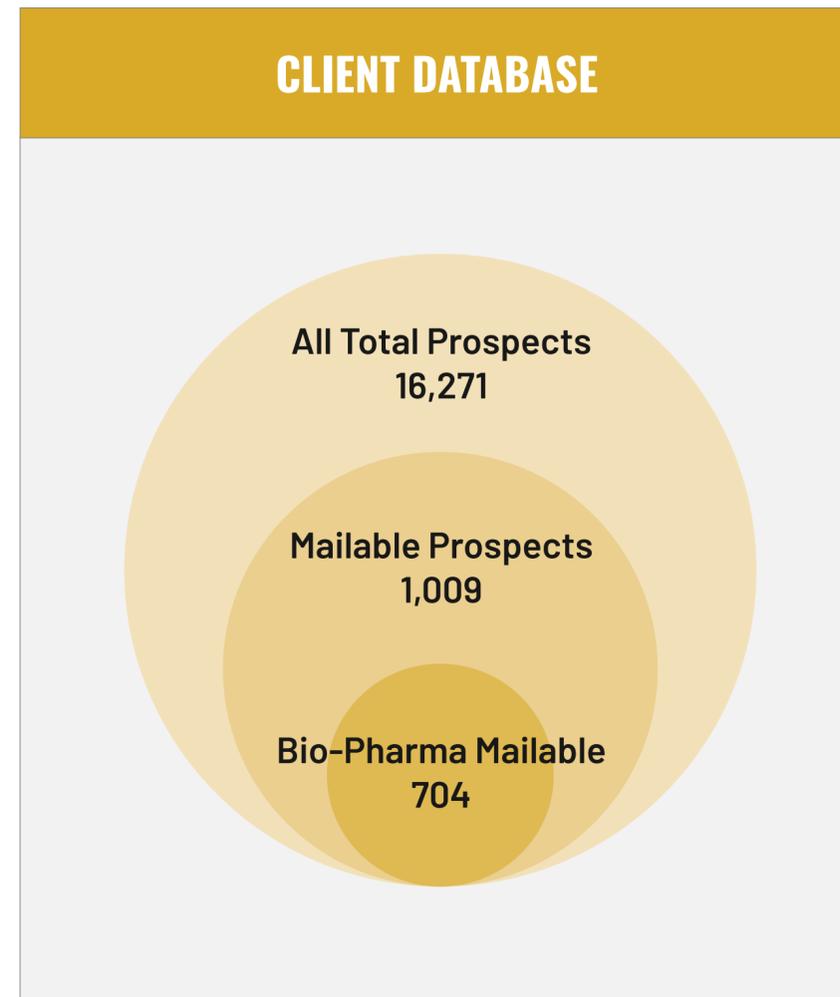
3. EXAMINE YOUR CUSTOMER DATABASE

Taking time to understand how your database is composed will tell you where and how to focus your efforts, based on what the data tells you about the individual and where they are in your business's lifecycle. You'll also be able to identify segments with low hanging fruit that can provide quick marketing wins. On the other side of the coin, you might discover contacts that you want to deprioritize by spending fewer marketing dollars on them.

Some questions you can ask as you identify your best targets:

- Who have you already done business with where there's room to gain wallet share?
- Who haven't you done business with yet, but could be part of a great new growth segment?
- Whose engagement is consistent, and whose is lackluster? In other words, who opens your emails regularly?
- Which leads are hot and which are cool?
- Who fits your ideal profile?

SAMPLE DATABASE OVERVIEW: BIO-PHARMA (USA)



4. COLLECT DATA

Know your business objectives before you begin ramping up your marketing effort, measuring and collecting data.

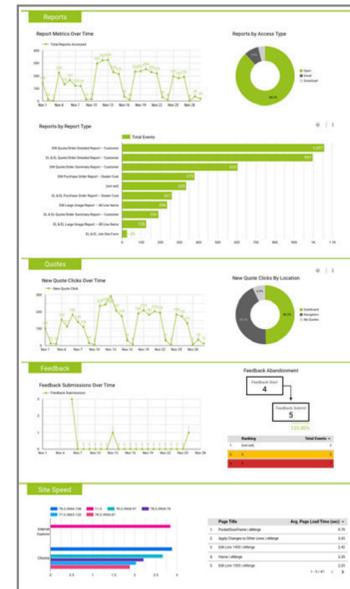
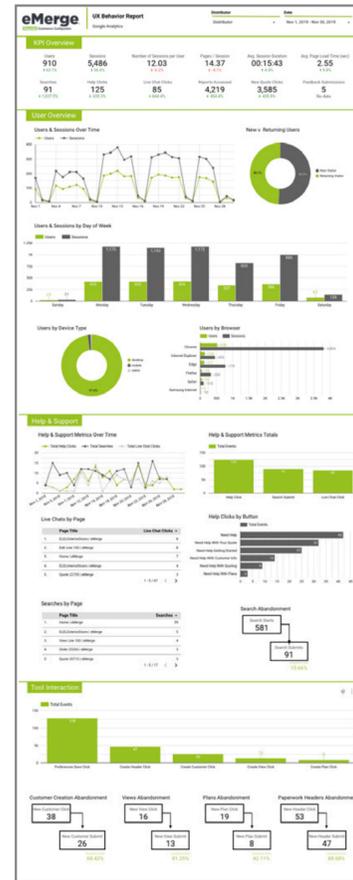
Thanks to the monetization model in the previous steps, by this point you have already set the stage for more granular measurement. While that model will help you to think through your business goals, what the target segments are, and what the monetary impact will be from marketing efforts, there's a more detailed measurement plan you'll need to answer key business questions at each buyer stage.

Once you engage the segments via channel, content, and website, it's critical to ask the right business questions at each stage for relevancy. From a data lens, you have the right data points to answer those questions. Why is that important? Pro tip: Not every data point is relevant for every stage, much less every business. Don't collect the kitchen sink. Collect what's right for you and your audience.

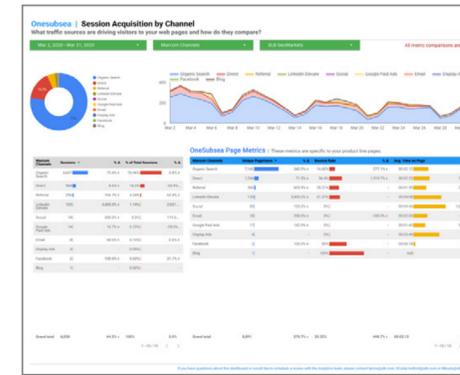
SAMPLE REPORTS

POWERFUL REPORTS VISUALIZE MEANINGFUL DATA

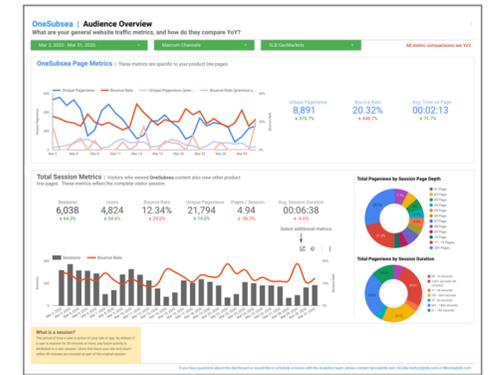
HOLISTIC ENGAGEMENT VIEW



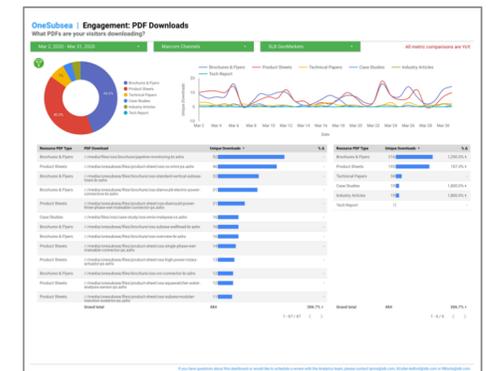
CLIENT PERFORMANCE



CLIENT SITE VISITS



CLIENT SITE ENGAGEMENT



5. SHARE THE RIGHT CONTENT

Messaging—the kind that resonates at each stage—is everything. To move people from one stage to the next, conduct audience mapping, know the content you’ll serve them and keep building communications around it.

In B2B, we often stop romancing people once they become our customers. This is a mistake. Keep the flame alive by returning often to the Awareness phase. Deliver information they don’t know yet and tell them why it’s relevant to them.

Pay attention to the product detail pages on your website. We like to call this the product romance content. You have to woo your prospects and customers with more than tech specs. You need meaningful, natural messaging that’s optimized for internal and external searchability.

SAMPLE AMAZON A+ CONTENT

JACKSON SAFETY

Jackson Safety 5G Safety Glasses
The Jackson Safety 5G safety glasses are the only genuine safety eyewear product under the Jackson Safety brand. Designed with the wearer in mind, these premium glasses offer outstanding comfort, fit, style, and durability. Available in a variety of frames and lenses, the Jackson 5G family of products is the clear choice in eye protection.

Design
The glasses are made from a specially formulated, ultra-strong polycarbonate material to provide unmatched durability and toughness.

Fit
The glasses feature wraparound-style lenses to extend protection to the periphery. All models come with a convenient neck cord to prevent loss.

Certified
The glasses meet ANSI Z87.1, CSA Z94.3, and CE 166 and provide 99.9% UV protection. The indoor/outdoor lenses provide glare reduction without distorting color as well.

The Jackson Safety Difference
For nearly a century, professional workers in all walks of life have demanded Jackson Safety for their working and personal protective equipment needs. When it comes to providing innovative safety solutions, long-lasting value, and comfort, Jackson Safety has set the standard.

	JACKSON 5G with Black Frame and Indoor/Outdoor Lenses	JACKSON 5G with Camo Frame and Clear Anti-Fog Lenses	JACKSON 5G with Summit Frame and Clear Lenses	JACKSON 5G with Summit Frame and Clear Anti-Fog Lenses	JACKSON 5G with Blue Frame and Light Blue Lenses
Application	Indoor/Outdoor	Indoor/Outdoor	Indoor/General	Indoor/General	Indoor
Lens Coating	Clear with Coating	Clear	Clear	Clear	Light Blue
Lens Material	Polycarbonate	Polycarbonate	Polycarbonate	Polycarbonate	Polycarbonate
Lens Description	Indoor glass without affecting original color	Maximum visible light	Themselves Lenses	Themselves Lenses	Provides Enhanced Contrast
Lens Coating	Anti-Scratch	The Clear Anti-Fog	Hardcoat Anti-Scratch	The Clear Anti-Fog	Anti-Scratch
UV Protection	99.99%	99.99%	99.99%	99.99%	99.99%
Frame Color	Black	Camo	Summit	Summit	Blue

VARY YOUR CONTENT TYPES

Different pieces of content helps to tell the whole product story. Different angles of the product, spins, longform content, helpful documents, testimonials and user-generated content from other platforms can all play a part.

UPDATED, BRANDED LOGO HEADER

PRODUCT DESCRIPTION

PRODUCT SELLING POINTS

COHESIVE BRAND STORY

CROSS-SELLING COMPARISON TABLE

6. MEET THEM WHERE THEY'RE AT

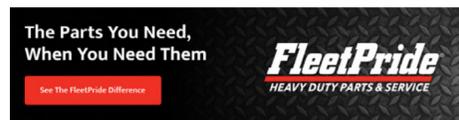
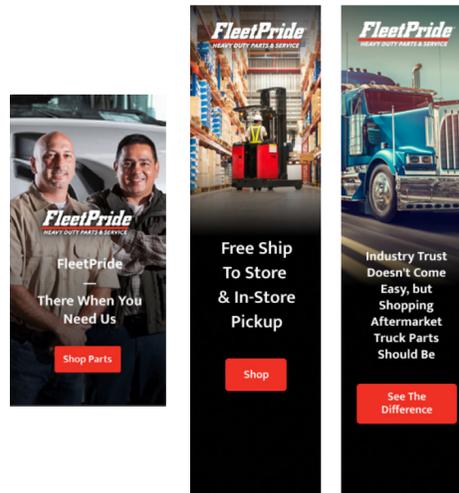
Marketing channels matter, and the right one matters even more. Some channels, such as email, can run the buyer's stage gamut. Others depend on your unique audience and how they prefer to consume content and do business with you.

For example, do you find that many of your customers want immediate notifications when their order ships, or if you're running a flash sale? SMS is a great channel for that.

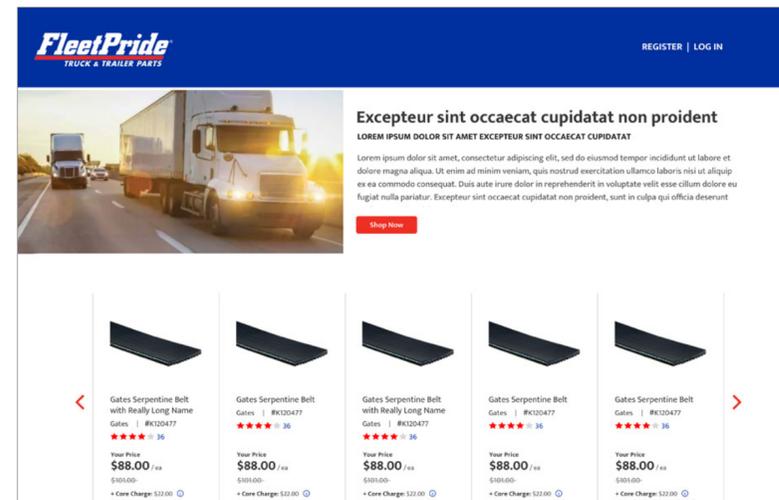
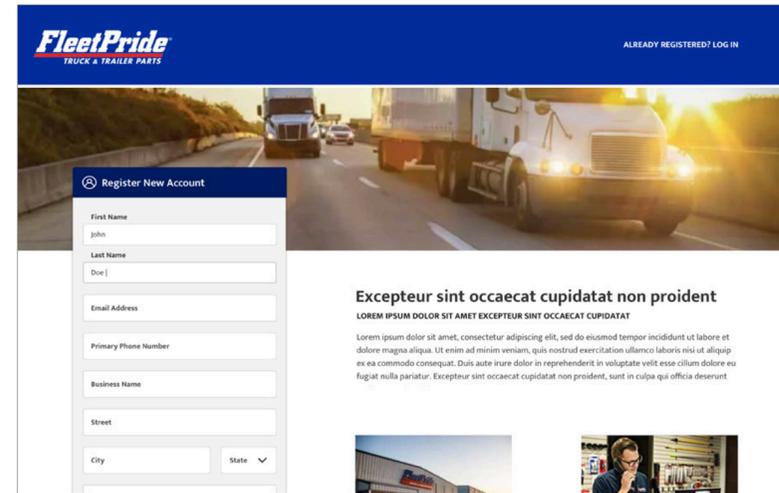
And if you find your customers like being sent thoughtful articles on industry trends—again, this is benefit driven content for them, and they're not being sold to!—email is the perfect channel to deliver consistently.

SAMPLE MULTI CHANNEL CONTENT

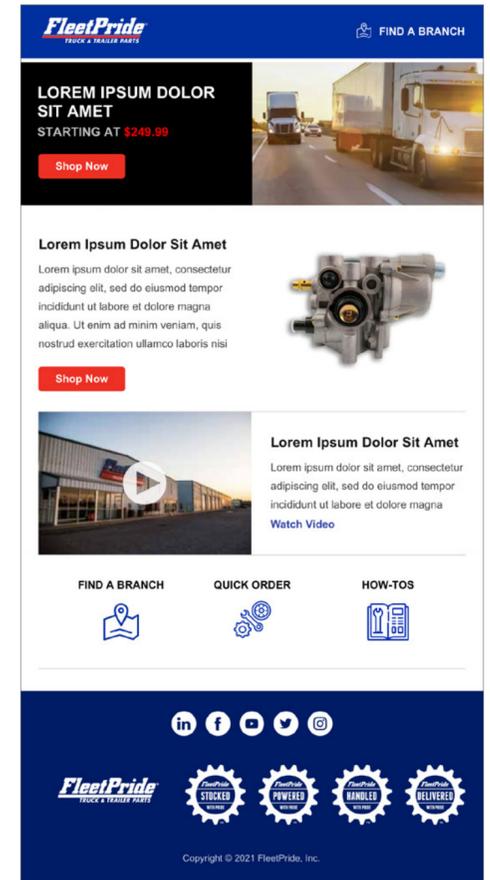
TARGETED ADS



LANDING PAGES



EMAILS



7. YOUR NEXT STEP: MAKE THE SHIFT



If all of this sounds like a lot of work, you're not wrong.
Thankfully, you don't have to go it alone.

If you've felt a nudge for some time that your digital presence needs a transformation that lasts, your mission is a simple one: talk to Shift7. Nobody else knows manufacturers like we do. Wherever you are in the journey, we've been there, and we're ready to help you make the shift to a modern online customer experience that delivers business growth.

SHIFT7DIGITAL.COM/CONTACT