

Engineering And Manufacturing

4 Factors for Success of Marketers in Manufacturing

For manufacturers, digital marketing is a cornerstone to connect with their target customers and drive them to make a purchase. As a leader in your industry, you've spent years innovating, designing, and producing quality products and services, so why not invest the same amount of resources in marketing your products to your ideal customers?

Here are four key factors that influence the success of marketers in the engineering and manufacturing industry, and how Deck 7 can help you with each of them.



INCREASE BRAND AWARENESS

When your manufacturing company employs a digital strategy aligned with your business goals, you can increase brand awareness of your business and attract a wider audience. In an industry where digital lead generation is quickly becoming the new normal, how can you gain more customers online without a strategic digital presence? Your manufacturing company must have a strategy in place to capture valuable online traffic and convert these online visitors into new business.



IMPROVE CUSTOMER LOYALTY

A digital marketing campaign will allow you to expand your company's customer service. When you are engaging and interacting with customers online or through social media, you have an opportunity to respond "at the moment," providing immediate responses to a request for information or addressing questions or complaints in a timely fashion. Companies need to provide a level of transparency which contributes to overall customer satisfaction.

"HEY SAY THAT TIME CHANGES THINGS, BUT YOU ACTUALLY HAVE TO CHANGE THEM YOURSELF."

ANDY WARHOL

With two decades of experience listening to clients, Deck 7 helps their customers pay more attention to the quality of content that establishes them in the world and helps companies create digital customer experiences across multiple platforms to reinforce customer loyalty and brand awareness.

With 7 channels of engagement, Deck 7 provides marketers with the ability to use the right mix of channels to engage with their audiences in multiple ways. Digital communication grants transparency for your organization that improves customer satisfaction.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

DECK⁷

Crafting and supporting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work to drive campaign performance. Deck 7 creates data-driven social media marketing strategies for our clients that engages prospects and encourages conversations from your target audience.

3



SHOW OFF YOUR CAPABILITIES

Digital marketing, particularly social media, provides an outstanding platform to demonstrate your marketing capabilities. Since customers have such a strong attraction for posts with images, using visual content can promote your business and what you manufacture. People only remember about 10 percent of the information they hear which makes it crucial for companies to put their best foot forward in all channels.

With specified Engineering and Manufacturing publications and over 1,500 campaigns in deep segments of the Engineering and Manufacturing landscapes, Deck 7 marketers work alongside clients to identify high-value accounts and to gain access to decision-makers at these companies.

4



IDENTIFYING INVISIBLE BUYERS

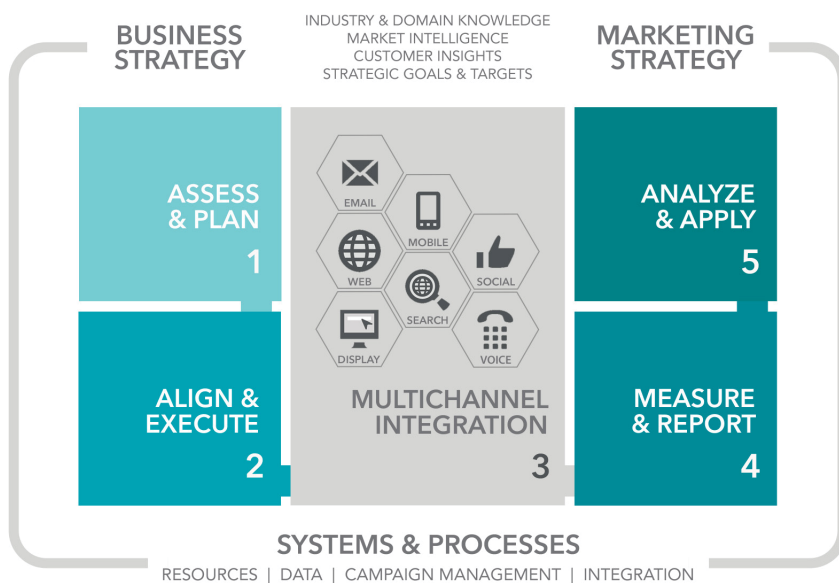
Today's industrial buyers are in self-serve and self-select mode, making them virtually invisible and hard to reach. They don't want to talk to your salespeople for product information. Your buyers will engage with your sales team only when they are ready.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

DECK⁷ FRAMEWORK FOR DIGITAL™



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

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Demand Generation. At Scale.

