

Transformational marketing for manufacturers

How to succeed in the age of the customer

A collaborative guide by:



Understanding the “age of the customer”

Customer buying behaviors have changed over the years due to vast amounts of information available online. In today’s digital world, **78% of B2B buyers use the Internet to initiate research on products and services**. With information at their fingertips, your customers can be anywhere from **two-thirds to 90% of the way through their buying journey before they reach out to you**. And if they can’t get the information they’re looking for online from you, they’re more than likely going to seek out another source of information—which could very well be your competition.

The customer is in control. For manufacturers and B2B companies, it’s imperative to evaluate your current methods of communicating with your customers. Now is the time to change these interactions and provide meaningful, engaging content through the online channels that are relevant to your customers.

Today, sales are made through authentic customer connections. For manufacturers, winning in the “age of the customer” will require organizational and marketing transformation.

Empowered customers are disrupting every industry; competitive barriers like manufacturing strength, distribution power, and information mastery no longer create competitive advantage. In this age of the customer, the only sustainable competitive advantage is engagement with your customers. You must get to know them so you can communicate effectively.

Even if company leaders realize the need for customer engagement and digital marketing, often traditionally product-centric cultures do not have the people, processes and technologies to support a customer-centric approach to business. That’s why, according to **PWC**, customer centricity has become a leading initiative with 63% of CEOs making it a top investment priority.

To win in the age of the customer, companies must move from a product-centric to customer-centric culture by driving customer engagement in all areas of business—from strategy, to product development, to marketing. In short, your customers need to be at the center of everything you do before you begin your marketing transformation.

For manufacturing and B2B marketers, a significant part of your marketing transformation starts with creating and delivering content which connects to your customers and prospects in meaningful and relevant ways. You must know your customers—their needs and behaviors—so that you’re able to connect with them at the right time, in the right place, with the right message.

How do you do this?

“Transformational marketing for manufacturers” is a guide that will walk you through this process. With more than 28 years combined experience in the marketing and manufacturing industries, we have seen a change in customer relationships, tactics and methods of marketing implementation. The following pages are designed to get you thinking about marketing from a new perspective—to solve your customers’ pain points and engage with them well before they move through the buyer journey. We have provided guidelines and recommendations for how to do this successfully in the age of the customer.

Here is to a successful marketing transformation!

Melissa Harrison
CEO, Allee Creative



Todd Loudon
Advisor, E3 Marketing Group

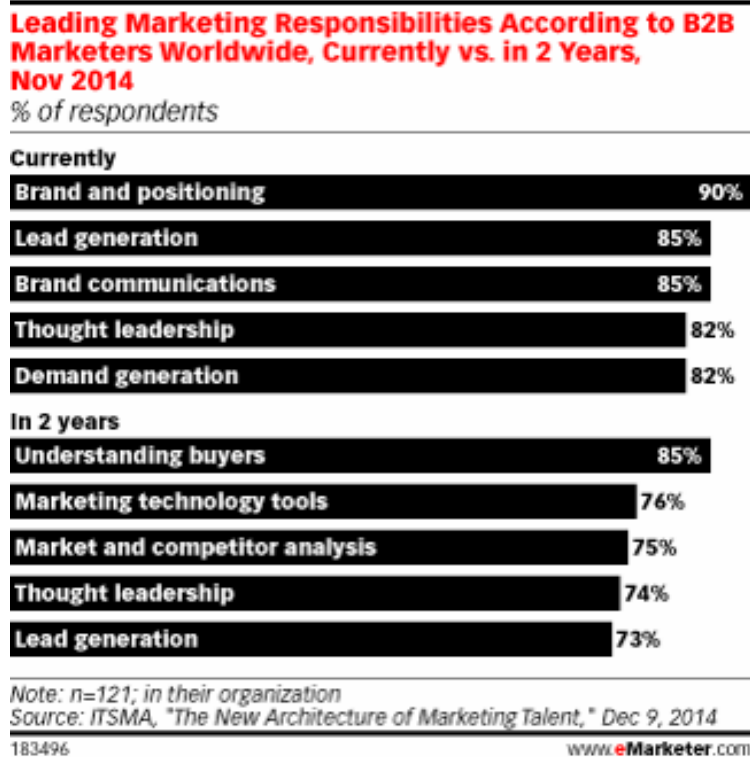


78% of
B2B buyers use
the Internet to
initiate research
on products and
services.

Get to know your customers

For manufacturing and B2B marketers, a significant part of your marketing transformation starts with creating and delivering content which connects your brand to your customers and prospects in meaningful and relevant ways.

However, in order to do this, you must first know who your customers are—their needs, their pain points, their preferred methods of communicating. Only by knowing these things will you be able to connect with your customers at the right time, in the right place, with the right message. In fact, in a **recent ITSMA report**, B2B marketers indicated that their #1 priority by 2016 will be to understand their buyers.



This same ITSMA report indicated that B2B marketers will increasingly be considered the resident experts on the customer. The B2B marketing team will act as the customer experience conductors, orchestrating the various touch points that comprise the modern buyers' journey. They must foresee and manage the experience these buyers have with their brand, from first interaction to closed deal, retention and beyond.

Winning
in the age of the customer requires organizational and marketing transformations.

Understanding who your buyers are—their goals, motivations, preferences, challenges, concerns, etc.—can produce better customer-centric decision-making throughout your company.

The importance of marketing research

Marketing research is one of the primary ways to gather insights to help you better understand your marketing efforts and stay in tune with your customers. Through marketing research, you can also discover new opportunities and identify problems. You can use this information to prioritize your resources and make informed decisions. Marketing research provides information about:

- **Customers:** Who purchases the product or service? Who are the primary influencers? Is the purchaser different than the consumer or user of the product or service?
- **Company:** Is your product design effective? What promotions would help push the product? Is the pricing in line with customers' willingness to pay? What is the best product placement option? What services or sales support should you offer?
- **Competitors:** Where do your competitors land in pricing, promotions and product development? What does this mean for your organization?

All organizations work to convince buyers to purchase their products and services over the competition. To stay competitive, successful businesses need to extract customer insights as they work to improve their offerings. There are different ways to measure customer sentiment, but in today's digital world, online surveys are one of the most effective ways to reach customers and engage with them in a scalable way.

In terms of New Product Development (NPD), one of the most powerful tools to help ensure market success is Choice-Based Conjoint Analysis (CBC). This method allows you to simulate real-world customer decision-making in three important areas:

1. Identifying the right product for different product segments
2. Determining the right mix of features
3. Discovering the value of multiple configurations



The importance of understanding the Voice of the Customer

Voice of the Customer (VoC) is a term that describes your customer's feedback about their experiences with and expectations for your products or services. Different VoC platforms measure different things, but using a multi-source insight platform that focuses on customer needs, expectations and product improvements will help ensure you understand your customers.

No one becomes an industry leader without listening to the customer. Customer-perceived quality is the leading driver of business success. Effective VoC programs allow you to connect and engage with customers at key points in your customers' journey. In order to provide customer-perceived quality, manufacturers must:

- Customize products, services, add-ons and features to meet the needs and wants of the customers
- Maximize company profit
- Identify and prioritize the customers' voiced needs and wants
- Prioritize issues and developments
- Solicit and evaluate new concepts, ideas and solutions

Customer segmentation and product positioning

Customer segmentation is dividing your market into distinct customer groups based on similar characteristics. It is a way to identify unmet customer needs and develop messaging that connects with them in relevant and meaningful ways. For instance, you may have a broad group of customers that resonate with or need Product A and another set of customers that depend on you to provide Product B. Determine how these two groups are similar and different in order to strategize future communication and engagement strategies.

Companies that use market research for customer segmentation can outperform their competition by developing uniquely appealing products and services. It's important to be able to tailor your offerings or product positioning based on segments so you can serve each segment with distinct competitive advantages.

Buyer persona development

A buyer persona is a fictitious description of your ideal customer, for the purpose of figuring out how to market to your best audience. The persona is based on demographics and other data you collect, as well as educated guesses about your customers' behaviors and lifestyles.

Buyer personas should represent:

- Who your buyers are
- What they are trying to accomplish
- What goals drive their behavior
- How they think
- How they buy
- Why they make buying decisions

In order to identify your buyer personas, you need to research current and former customers as well as potential customers. Surveys and interviews will help you find out who your customers are, what they value and what solutions they need.

Persona Name

BACKGROUND:

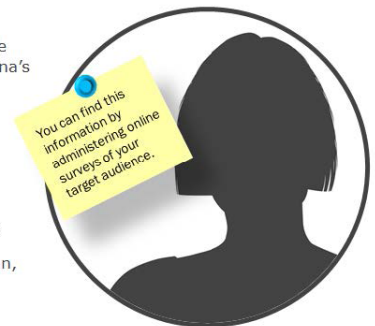
- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

- Buzz words
- Mannerisms



Become a customer-centric organization

By 2017 fifty percent of consumer product investments will be redirected to customer experience innovations. Will your company be ready for this change?

Your customer is your competitive advantage

Buyer behavior has changed dramatically. Information is power and thanks to the Internet your customers have all of the power. Whether they choose social media, review sites or blogs as their outlet, your customers can build or destroy the value of your brand.

It doesn't matter if you're a small manufacturer, mid-sized company or large manufacturer, today's digital environment demands agile, customer-centered approaches for conducting business. In short, your customers have to be at the center of everything you do—and you have to move fast.

For manufacturers operating in product-centric environments, taking a customer-centric approach will require business transformation. According to PwC, the vast majority of CEOs are making this organizational transformation to customer centricity a top priority. Indeed, recent research by Gartner found that by 2017, 50% of consumer product investments will be redirected to customer experience innovations and **50% of U.S. commerce will be done so digitally, via mobile devices**. This is information you cannot afford to ignore. If you are not prepared to offer digital engagement in way of purchasing power, information or otherwise to your customers, you will be surpassed by the competition. This is all part of becoming a customer-centric organization.

Manufacturers need to transition to this operating model in order to remain relevant and competitive. Empowered customers are disrupting business operations in every industry, including manufacturing. Where companies could once establish advantages through internal environments, they now need to focus their efforts on their customers—to understand them more deeply and to serve them better through more tailored products and services.

To win in the digital age, you need to know your buyers intimately—their needs, pain points, buying behaviors—and be able to drive that knowledge throughout your organization for building better customer relationships. Customer centricity is not a project-based approach, it is a strategy that must be maintained for the long term.



How customer-centric is your company?

Typically, a manufacturing company's values, culture and operations are very product-centric. In fact, being product-centric is most likely so inherent to how you do things, you may struggle with the very concept of what it means to be customer-centric.

The exercise on the right outlines questions to ask yourself in order to determine if your company is focused on products or on customers. Be honest in your answers and then work with others in your organization to start the transformation to a customer-centric philosophy.

How customer-centric is your marketing?

As first thought, it may seem like marketing is the easiest area for customer centricity, because the customer is what marketing and sales are all about, right? Again, looking at a few simple questions will help know if your company takes a customer-oriented approach to marketing:

- Do your sales and marketing teams sell products or look for ways to satisfy and retain their customers?
- Is a key marketing strategy to produce new products in order to generate more sales or to develop the right product for the right market based on differentiated needs?
- Do you market product specifications or position products based on providing customer solutions?
- Are your value propositions functional and direct or functional plus empathetic to your customers' situations?
- Are your company's marketing investments focused on one-to-many transactions or focused on one-to-one interactions for building relationships?
- Are your company's technology resources allocated for internal operations or do they also support processes which help engage your customers?

Product-centric vs. Customer-centric

Ask yourself the following questions to find out what type of company you are:

Are your strategies centered around creating the best products or the best solutions for your customers?

Do you have a culture that looks for new products to develop or one that searches customers' unmet needs to fill?

Are your processes focused on new product development or finding solutions centered around the customer experience?

Do your employees get rewarded for new product development or for using deep customer insights for developing the right products for the right customers?

Is your organization structured around product divisions or customer segments?

Customer centricity for large manufacturers

For larger enterprises, CMOs and corporate leaders need to drive customer-obsessed cultures which actively seek to meet the needs of their customers. Companies with a long history or an entrenched product-centric culture, need to embrace a top-down commitment to culture change for business practices and marketing operations. Visions, strategies and objectives must be clearly defined, documented and aligned to business goals. Practices that don't support goals will need to be eliminated and silos will need tearing down in order to create frictionless customer experiences.

The key to establishing customer centricity at large manufacturers is that employees are empowered to own every customer moment by executive leadership. For example, even activities which seem tactical in nature, like content marketing and lead generation, may need to be a CEO/CMO/CIO led initiative if it requires establishing new processes and technologies.

For large manufacturers, changes in processes and technologies should eventually be implemented across the organization for maximum business impact. Executive buy-in is needed to support a high level of stakeholder collaboration with a commitment to provide the necessary budget and resources.

63%
of CEOs
are making customer
centricity their top
priority this
year. Are you?

A manufacturing executive's guide to establishing customer centricity

- 1. Invest in research and customer-driven knowledge** in order to understand your customers, their buying journey and life cycle. Incorporate customer feedback (VoC) into processes and behaviors and measure change against desired outcomes.
- 2. Innovate business and marketing processes** to establish customer awareness so you're equipped to win, serve and retain your customers. Foster a philosophy of transparency by driving customer awareness through the organization in ways that relate to each individual's contribution to the customer experience.
- 3. Enable alignment for customer engagements** with a clear understanding of vision, strategies, goals and responsibilities. Align operations, technologies and processes to support positive engagement. Consistently communicate customer segments, needs and behaviors for optimized engagement.
- 4. Create positive customer experiences** by moving away from the notion of "this is how we've always done things" and tearing down silos. Use new data and customer information to empower employees and channel partners to create ownership of these new processes and experiences.
- 5. Establish accountability** for building better customer experiences by defining KPIs (key performance indicators) and metrics that support the overall business goals. Customer centricity is an ongoing process, not a project. Start by focusing development around targeted areas for behavior change.

Content marketing for the customer

Content is everywhere. Long gone are the days where companies can rely on traditional marketing alone. As we've seen on the previous pages, your customers are online and are using the Internet to conduct research about your company whether you are there or not. In fact, they prefer to get their information online and are not looking for your self-promoted pieces. Consider the facts:

- 87% of consumers say online content impacts their vendor choice (**B2B Marketing Insider**)
- 63% of consumers are more influenced to purchase by blogs than by magazines (**Marketing Query**)
- 43% of consumers are turned off by blatantly self-promotional marketing approaches (**B2B Marketing Insider**)

For manufacturing and other B2B marketers, customer-focused, consistent content marketing strategies lead to quantifiable value to their brands over time. In addition, with the onset of social media and a rapid increase in digital technologies, effective marketing strategies need to be a comprehensive mix of both traditional and digital with content marketing at the center.

What is content marketing?

Content marketing provides relevant information to your audience—solutions to their needs or pain points. It is a way to communicate consistent, relevant information that encourages engagements and 2-way conversations.

Content marketing should lead to actions that support your business goals such as website visits, click-thru increases, shared content or sales conversions.

By offering relevant and valuable content to your target audiences, you build relationships that allow you to be a part of their lives. It allows your company to have ongoing, two-way communication using channels your customers are comfortable with (and already using), so when they need your products and services they turn to your company because they already know and trust you.

But, just like any relationship, there is a need for maintenance. Content marketing involves listening and learning—it is not another push marketing tactic. The information you learn about your audience's wants and needs from content marketing strategies provide you with information to adapt and evolve.

Content marketing allows you to:

Remain fluid with ongoing marketing and business strategies with the ability to change based on feedback and analytics received from your audiences.

Provide the ultimate customer experience, meeting them where they are, through channels that are not only relevant to them, but have the potential to be seen by their extended networks as well, growing your potential reach.

**Content
marketing
provides relevant
information to your
audience—solutions
to their needs or
pain points. It is a
way to communicate
consistent, relevant
information,
encouraging
engagement and 2-way
conversations.**

Content marketing is more than social media

Many people assume that content marketing is synonymous with social media, however, social media channels are just a few of the ways to deliver content. Without content, there wouldn't be anything to publish on social media. Think of your content marketing strategy holistically. What are additional channels you can use to support the process and your goals? A few ideas may include:

- Websites
- Microsites
- Blogs
- E-newsletters
- How-to videos
- Case studies
- White papers
- E-books
- Podcasts
- Infographics

Your brand's content can be distributed in an infinite number of ways; the challenge is choosing which channels will work best for your intended audiences while demonstrating the best use of your time and resources.

5 steps for a successful content strategy

“The less effort it takes for consumers to accomplish their goal when they contact you, the more loyal they become.” ([Forbes](#)). Just as we have moved into a customer-centric world, so has our marketing. It is not about you; it is all about your customers. Understanding this is the first step to creating an effective content marketing strategy.

As you move through the product-centric vs. customer-centric exercises on the preceding pages, think cohesively about your brand. Content marketing—any marketing—needs a clear understanding of what your company stands for and how you will portray yourself on the various channels.

1. Understand your brand

Before you embark on a content marketing strategy you must define your brand. Who are you? What sets you apart from the competition? What personality will you show through your communication?

Gain your clients' loyalty by not only providing a service, but by providing value. Go beyond the expected. Communicate effectively. Understand your brand message so you are consistent (and your employees are consistent) in all messaging.

A brand is more than a logo. It's a personality. It's value. It's the bond to your customers. It keeps you and your company top of mind among the other options out there.

Content marketing opens the playing field. And so now, more than ever, it's important to have a strong handle on what your brand represents—from your visual identity to your online messages and in-person interactions.

Be consistent and commit to your brand. A successful brand experience is only possible if you commit to your brand. A customer will not remain loyal to your company if you are not loyal to the promises you make as a company, as a brand. Consistency is important because it lets your customers know what to expect from you each and every time they reach out.

Consistency requires you to break down the walls (figuratively) between departments. Your content marketing goals should be tied to your business goals so that everyone is working to achieve the same thing. In addition, all employees need to live your brand. They need to understand the personality, values and mission of your brand and showcase them when working.

Defining your brand

Use the following questions as a starting point to define your brand's identity:

- What are your core strengths?
- What value do you offer?
- What do your clients want or need the most?
- What makes you unique?
- What feelings do you want to evoke? To be known for?

This exercise can be done in conjunction with target audience and brand persona development as well for a comprehensive brand message strategy.

2. Define your audience

Your target audience plays a huge role in determining what, when, where and how you will work through your content marketing plan. By defining and understanding your target audiences, you will ensure the right message is getting to the right people. The audience that desires your company's products or services may or may not be the same as the manufacturer next door; be concerned with what works for you and who your primary market is—not those of your competitors. Work with your team to answer the following key questions:

- What needs do your products/services fulfill?
- Which customers value your products/services the most?
- Are there additional needs that your company can meet for your existing audience?
- Are there audiences that purchase a competitor's product? Are you missing them?
- Describe your audience—demographics, behaviors, buying patterns
- Where do they spend their time (think of specific communication channels here).
- What are they looking for—motivation, answers, product, service.
- What does success look like to them? (what is their end goal?)
- What problems can your company solve for them (what are their shared pain points?)

Knowing your target audiences is key to successful content marketing. Very simply, understanding your target audiences will help you **identify key stakeholders** and decision makers, **understand where those people are** (and which channels they'll most likely use to access your content) and **develop messaging strategies** in order to provide the content they want.

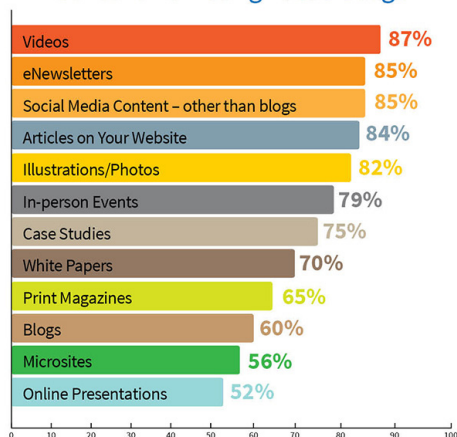
Without a true understanding of your audience, you will waste time on channels your audience isn't interested in or on content that they don't want or need. Keep track of your audiences and regularly review the above questions to help your company stay focused on your target market while identifying future gaps or opportunities.

3. Choose your channels

Just as you assess your target markets, you need to pay particular attention to where they hang out on and offline. The fact is, everyone is online. Men, women, younger generations, older generations. In fact, more than half of all online adults 65 and older (56%) use Facebook, which represents 31% of all seniors. These users are not just on Facebook, either: 52% of online adults now use two or more social media sites.

The Content Marketing Institute recently released its **B2B Manufacturing Content Marketing Benchmark Report** which takes a deeper dive into statistics that are beneficial for you to consider when determining your content channels. Take a look at the charts below to see how your organization stacks up. Use this information to plan which channels you will start with (or add more resources to) for ongoing content marketing efforts. Each organization is different—keep in mind that you don't want to be mediocre at them all, you want to be excellent at the ones that resonate most with your audience and business goals.

Manufacturers' Content Marketing Tactic Usage



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Manufacturers' Effectiveness Ratings for Content Marketing Tactics



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

4. Determine goals and KPIs

Transformations do not happen immediately. Your transformational marketing journey will span many months and include various elements and degrees of priority depending on your time and resources. It's crucial that you determine how you will measure success along the way. Start by assessing what you want to achieve by using content marketing strategies. Some ideas may include:

- Increased website traffic
- Brand awareness
- Growing an online community of customers/partners
- Utilizing influencers/ambassadors/partners to share and distribute your content
- Generating user-generated content
- Outreach to media and new PR possibilities
- Increased community engagement
- Retention (customers, employees)
- Recruitment (prospects, new employees)
- Real-time, personalized communication and information

5. Create content that engages

According to **Sprout Worth**, over half of the most effective marketers put out new content for their readers several times a week (at minimum). Engaging content will always win. Provide value and solicit actions for your audience. Create engaging content that is digestible and presented in multiple formats. Just as each person learns differently, your audience takes in content in different ways. White papers, videos, infographics, memes, podcasts, blog articles and reports are all valid ways to engage multiple audiences around a similar topic. The key is to provide information that is relevant and that your prospects look forward to sharing, clicking or commenting on. It's about them, not you.

Overcoming obstacles

As we discuss the notion of transformational marketing, it is not without its obstacles. Over the years, we've worked with many clients and spoke to those in the industry who understand the importance of content marketing but struggle with the reality of implementing a successful strategy.

The Content Marketing Institute reported in its 2015 Content Marketing Benchmark Report that the top three challenges for content marketers are **producing engaging content**, **measuring effectiveness** in order to show return on investment (ROI) and **budget constraints**. We would add **lack of time** to that list as well. Be prepared to face these challenges by focusing on positive changes and additions you can make to your content marketing strategy in the following ways:

Challenge #1: Producing engaging content

Creating engaging content requires you to retire the idea of "selling." Instead, think of content marketing as a way to showcase your expertise and build relationships; the sale is not always the end result of every piece of content you create.

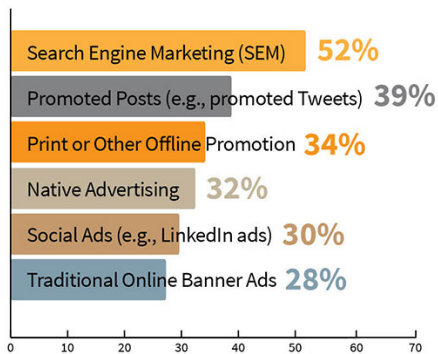
Ease into the relationship. Build trust. Ask questions and find out what your audience likes, what they need. The key to engaging content is that it proves you are helpful, knowledgeable, friendly and in it for the long haul.

Challenge #2: Measuring effectiveness

Be careful that you're not producing content just for the sake of producing content. And if you're having trouble convincing the C-suite and other senior leaders that this is the way to be competitive in today's market, be sure to present them with the facts. Use numbers to your advantage and assure them that you will monitor ongoing content efforts on a regular basis.

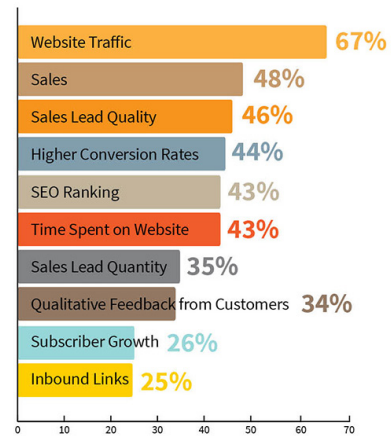
The following charts developed by the Content Marketing Institute can provide support in your transformational marketing journey. Use them as a launching pad for developing and tracking your success along the way.

Manufacturers' Effectiveness Ratings for Paid Advertising Methods



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Manufacturers' Metrics for Content Marketing Success



2015 B2B Manufacturing Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Challenge #3: Budget constraints

Sometimes the reality of wanting to implement new marketing tactics and the resources to do so can hinder our success. Don't let that deter you from building a successful content marketing strategy to engage with your next generation of consumers. **Shared content** and **user-generated content** are two ways to make your budget last longer.

eMarketer found that a **very low percentage of companies** actually audit or monitor existing content developing. Their suggestion? "In order to overcome resource, strategy and budget issues, marketers should consider having someone directly responsible for an overall content marketing strategy, as well as auditing, reusing and re-purposing content." In other words, If you make content a priority, you can stretch your budget and create more meaningful, successful campaigns.

Challenge #4: Lack of time

Plan ahead and stick to your goals. Use supporting tools to help with time management and start small—you don't have to produce all of your content at once. Additional tips for managing time:

- **Create a content calendar.** As you gather ideas, add them to an ongoing calendar.
- **Use source lists.** Add sources that you already monitor to a master list and tap into them when you're looking for new content ideas, ways to share industry information or for key influencers to help share your message.
- **Reuse content.** Re-work existing content into smaller, bite-sized pieces or into formats for other channels (ie: a blog post can be turned into an infographic or a short how-to video).
- **Schedule posts.** Use scheduling tools to post content. Use these tools with caution—you still want to engage in real-time conversations and be aware of posts that may need to come down or be rescheduled due to other events that take place.
- **Outsource.** Find a partner that has a passion for your business, understands your goals and can help track the success of your content strategy over time.

Content resources

Click on the following links for templates and guidance as you start your transformational marketing journey:

- [How to manage an editorial calendar](#)
- [Definitions for online marketing measurement](#)
- [How to plan a month of blog content in one week](#)
- [5 reasons social media isn't working for you](#)
- [From digital to in-person: Landing the C-suite](#)

Plan for the future

After reading through our “Transformational Marketing for Manufacturers” guide, you should have a good sense of where you can go from here. But it may take convincing of senior leaders as well as additional time and resources. Below are the key takeaways from this guide and information on additional training, services and support as you may need.

Executive summary

- In the “age of the customer,” where 78% of B2B buyers to use the Internet to initiate research on products and services, your customers are in control and have the power to build or destroy your brand. Your job is to be there with a cohesive content marketing strategy in order to be a part of the conversation.
- In today’s world, a sustainable competitive advantage is created through authentic customer connections by providing relevant and meaning information to your buyers. However, many product-centric manufacturers do not have the culture, people and processes required for creating positive customer experiences. That’s why 63% of CEOs are making customer centricity a top investment priority.
- Customer-centric organizations are empowered by their leaders to own every customer moment for creating positive experiences. But for this to happen, you need to know your buyers’ needs, pain points and behaviors. From there, you will be able to effectively drive this knowledge throughout the organization and provide the consistent, relevant content your customers want.
- Effective customer engagements start with understanding your buyers through marketing research and Voice-of-Customer (VoC) activities. Market research and VoC play a critical role in developing the right products for the right customers along with the required brand message and product positioning. That’s why the #1 priority for B2B marketers in 2016 will be to understand their buyers.
- The next step of your marketing transformation is to understand your brand, define your audiences and develop your content marketing strategy. A consistent content marketing strategy will help you deliver the right message at the right time to the right audience based on where they’re at in their buyer’s journey. Use your content to engage with your audience; it’s not always about the sale.
- Lastly, develop a content marketing plan based on your specific industry and buyer behaviors. Do not discount where your customers are—they are online! Your content can be created in many formats (case studies, white papers, videos, blogs, seminars, etc.) and distributed in many ways (events, email, websites, social media), but your channel and tactics are dependent upon your resources available and industry preferences.

We are here to help

Allee Creative and **E3 Marketing Group** are here to help you on your transformational marketing journey. **Contact Allee Creative** for content marketing planning, social media and digital communication execution, staff training, marketing campaigns, graphic design or website programming. A copy of the Allee Creative **services brochure** is also available online.

Visit the **E3 Marketing Group website** to see how they can help you discover actionable insights for business transformation strategy, product development, go-to-market planning and customer experience.

eBook attributions

You’re welcome to share this eBook in its entirety, or republish excerpts from this eBook as long as you link back to **Allee Creative** or **E3 Marketing Group** for attribution. Thank you for joining us in the transformational marketing conversation!

About the authors



Melissa Harrison, CEO and Founder, Allee Creative

Melissa founded Allee Creative at the age of 27, building the company utilizing a combination of traditional and new marketing tactics to the full-service marketing agency it is today. Melissa is a seasoned marketing professional with more than 13 years experience in marketing strategy and content management, branding and business development. Her accolades include being listed as one of the “Top Young Entrepreneurs” by Minnesota Business Magazine, a “Top Content Marketer” by the Content Marketing Institute and a “Mover and Shaker” by the Star Tribune. She has been featured in CU Management magazine, Association News, SheOwnsIt.com, Next Generation Radio and Biz Women Journal.

Melissa is a four-time recipient of the Hermes Creative Award and a national speaker on the topics of content marketing, business strategy and entrepreneurship. Melissa is also certified by Google Analytics Academy in Digital Analytics Fundamentals.

In 2015 Melissa was named one of 100 women to watch in the U.S. as part of The Inspirational Women Project, highlighted in a book of the same title. Melissa volunteers her time at her children’s schools and as a board member for Neighborhood Connections in St. Michael, MN. Follow her on Twitter: [@alleecreative](#)

Allee Creative

www.alleecreative.com

*Allee Creative specializes in content marketing and brand strategy for B2B companies. Services include content marketing strategy development, brand development, social media management, websites and digital marketing campaigns. **Contact for a consultation.***

Todd Loudon, Advisor, E3 Marketing Group

Todd is a business and marketing strategist, creative thinker and analytical problem-solver who excels in any situation that requires a new approach or innovative solution. His passion for customer focus was developed through his 15+ years of utilizing customer insights & market research for the successful development of products, business plans and go-to-market strategies.

Todd has a M.S. in Management and has held leadership roles as division manager for Yamaha Motor Corporation and global product marketing manager for Graco, Inc. During his career in the powersports and industrial manufacturing industries, Todd has also worked with major brands such as 3M, Polaris, BRP, Arctic Cat, Ski-Doo, Volvo Penta, Mercury Marine and Fox Racing.

Todd is an avid motor sports enthusiast who enjoys motorcycling and snowmobiling. Follow him on Twitter: [@E3_Insights](#)



E3 Marketing Group

www.e3marketinggroup.com

*E3 Marketing Group specializes in helping manufacturing, industrial and powersports companies understand their customers, define their brands, integrate insights into strategy and drive engagement with data-driven knowledge. **Contact for a consultation.***



“Transformational Marketing for Manufacturers”
Copyright 2015

Digital copies available at:
www.alleecreative.com/publications/marketing-for-manufacturers