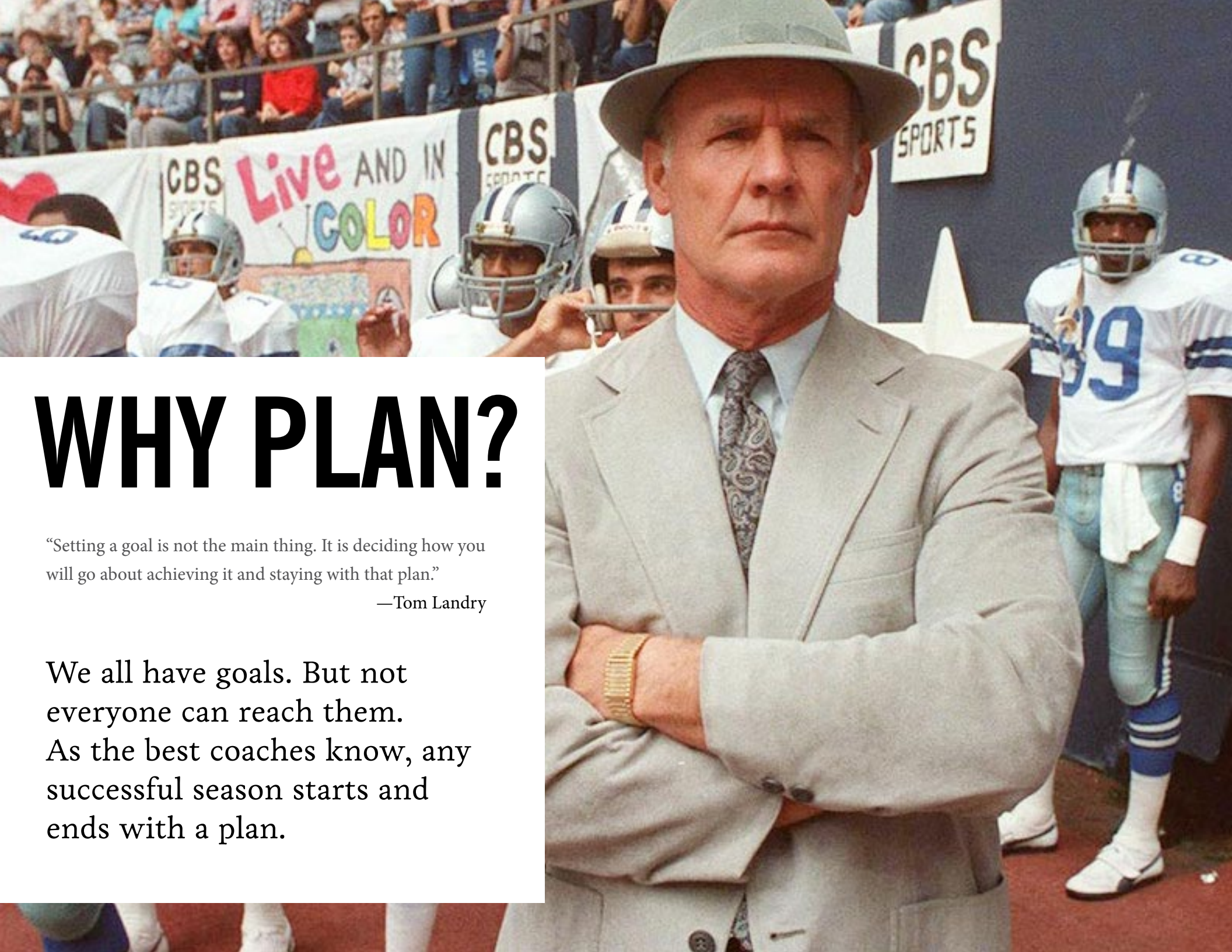


SCORE MORE

How to Create a Winning
Industrial Marketing Game Plan





WHY PLAN?

“Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan.”

—Tom Landry

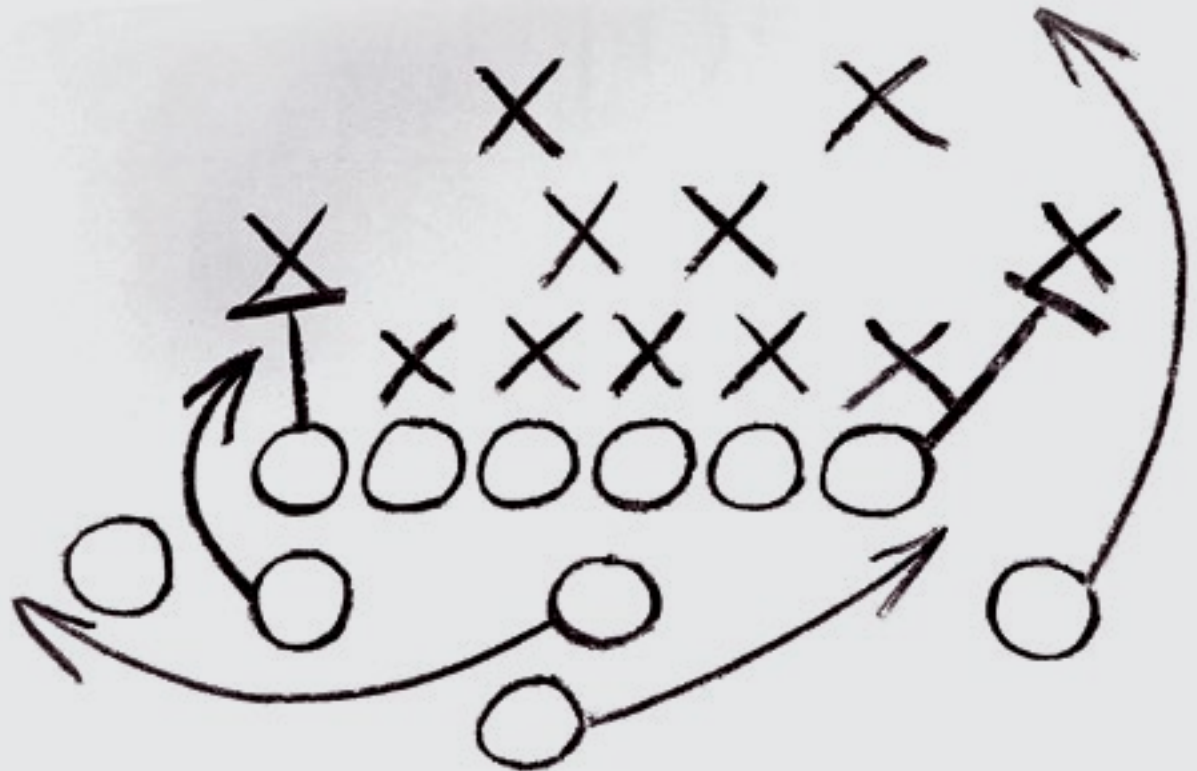
We all have goals. But not everyone can reach them. As the best coaches know, any successful season starts and ends with a plan.

RULES OF THE GAME

“In football, like in life, you must learn to plan within the rules of the game.”

—Hayden Fry

Before you start your season, review the rules of the industrial marketing game. You won't succeed if you don't have a firm grasp of the fundamentals.



Review #1

REGULATION TIME

The industrial buying process is a simple game played in four quarters:

Q1. NEED.

BUYER SETS THE PLAY IN MOTION.

Q2. RESEARCH.

BUYER SURVEYS THE FIELD.

Q3. CONSIDERATION.

BUYER WEIGHS HIS OPTIONS.

Q4. PROCUREMENT.

BUYER SCORES.

With a proper marketing plan, you can get open and join your buyer in the end zone.

Review #2

NEW FIELD DIMENSIONS

Take note: This year, the game's got a new regulation field — a mobile-ready website. Guarantee yourself a home-field advantage with a site that performs on any device.





OFF SEASON

“It’s not the will to win that matters — everyone has that. It’s the will to prepare to win that matters.”

—Bear Bryant

Don’t neglect the off season. Use the last quarter of your current fiscal year to do some exercises to strengthen your marketing.

Exercise #1:

SEARCH CHECK

- ④ Make a list of all the terms you need your company to rank for with search engines.
- ④ Take a look at your website analytics and see how you rank for those terms.
- ④ If you don't have analytics installed, search for the terms using Google, Bing, or Yahoo!, noting whether your company appears on the first three pages of results.

Exercise #2:

SCOUT THE COMPETITION

Identify your top three competitors. Take a look at their presence online and make some notes on what they are — and aren't — doing well. Using a grid like this one is good way to organize your thoughts:

	Website	Blog	Social Media	Other
Sample topics to make notes on →	Calls to Action, offers, distinguishing factors (e.g., photography)	Topics, tone, and frequency of articles	Number of followers and frequency of posts	Anything else (e.g., ads) or opportunities to exploit
Competitor #1				
Competitor #2				
Competitor #3				

Exercise #3:

KNOW YOUR AUDIENCE

Categorize your customers into 4–6 types.

For each persona, note their:

- ④ Job Title
- ④ Company Type
- ④ Company Revenue
- ④ Motivations
- ④ Goals
- ④ Pain Points
- ④ Common Questions

DRAFT SEASON



“A good football coach needs a patient wife, a loyal dog, and a great quarterback, but not necessarily in that order.”

—Bud Grant

Once you’ve got a sense of the league you’re in, evaluate your marketing resources and consider what you need to succeed.

HUDDLE UP

Check in with your current marketing team. What are they doing well? Do they have everything they need? How far do they think they can go this season? Are they looking at any challenging rivalries?

A simple way to organize your thoughts is to use the classic SWOT grid:

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

RECRUIT PLAYERS

In order to field a strong team, you may need a few new players. Focus on recruits that can address your weak spots. Popular drafts these days include:

- ⚽ Brand Strategist
- ⚽ Content Strategist
- ⚽ Graphic Designer
- ⚽ Social Media Strategist
- ⚽ User Experience Designer
- ⚽ Web Developer



CONDITIONING

“If you train hard, you’ll not only be hard,
you’ll be hard to beat.”

—Herschel Walker

Putting in the hours
to tackle the busywork
isn’t glamorous, but
it pays off. If you stay
strong and focused,
you’ll give yourself the
best chance to win.

OUTLINE A TRAINING PROGRAM

Marketing without a clear program may see you through a game, but it won't get you through the season. Integrate your marketing efforts by creating a calendar that captures your year in:

④ Communications

④ Product Launches

④ Media

④ Trade Shows

REVIEW THE LATEST EQUIPMENT

Find out more about the latest technologies companies are using to give their teams an edge. Some of the most effective digital tools include:

- ④ Marketing Automation Suites
- ④ Remarketing Ads
- ④ Social Media Management Tools

KEEPING SCORE



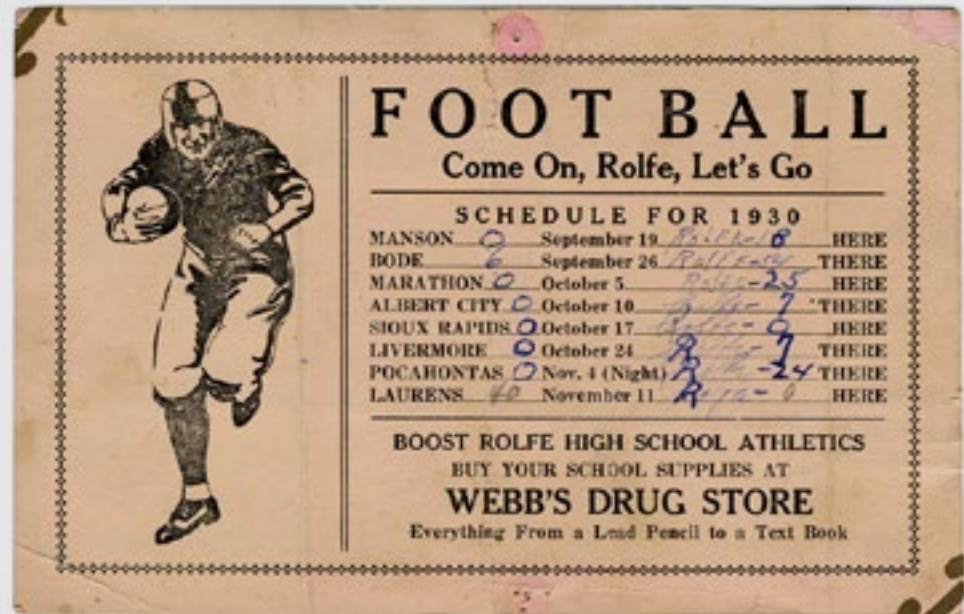
“We’ll do whatever we can to score as many points as we can — and definitely one more point than the opponent.”

—Russell Wilson

Just scoring isn’t enough to win at industrial marketing. You have to put enough points on the board to swing the game in your favor.

MAKE A SCORECARD

Take the time to assess which marketing metrics matter to your business and set some realistic goals. If you don't already, keep a scorecard that covers basic reporting stats. From there, you can move into more advanced measurement and analysis.



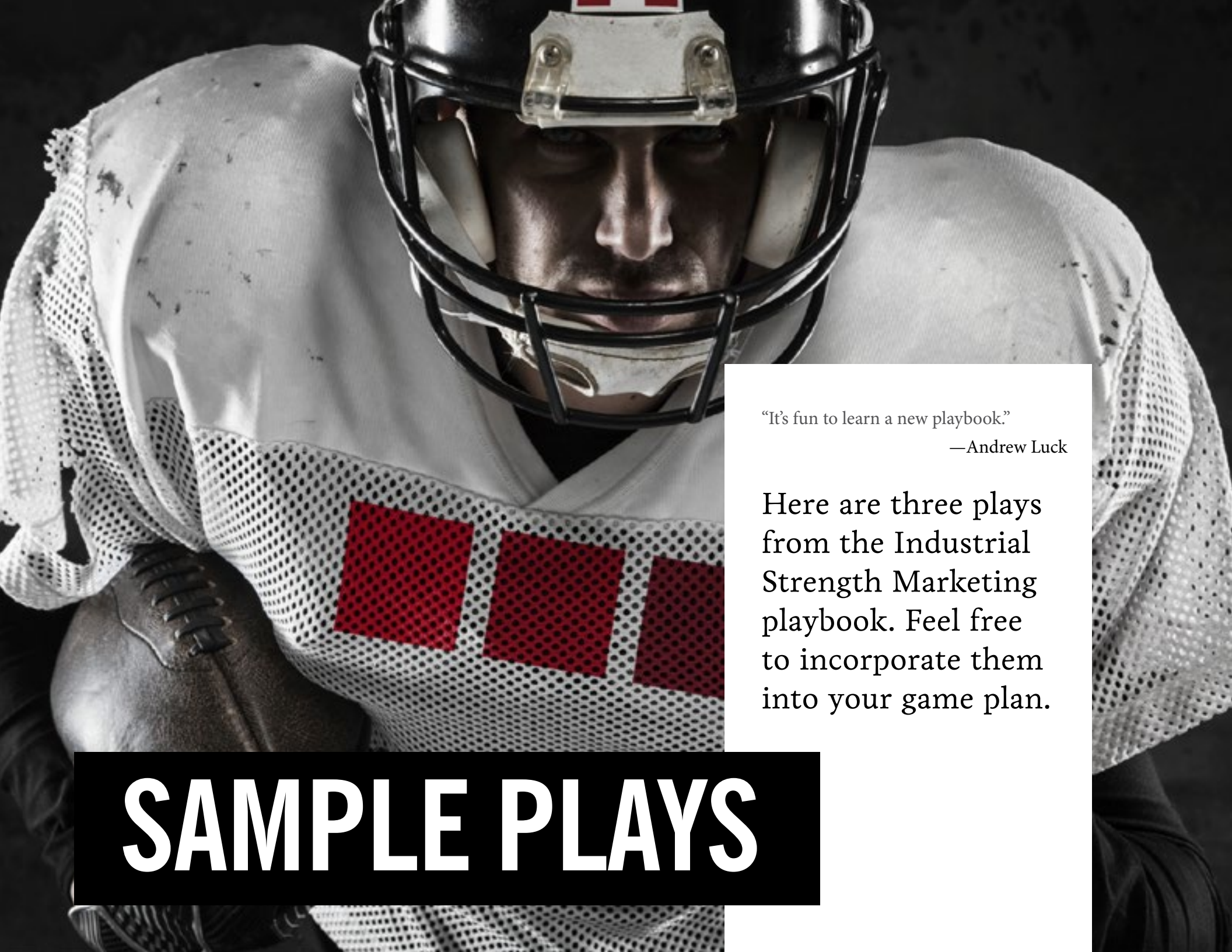
BASIC MARKETING SCORECARD

CHANNEL	GOAL	RESULT
Website		
# of Visitors		
Bounce Rate		
Time on Site		
Lead Generation		
# of Online Form Fills		
# of Phone Calls		
Email Marketing		
# of New Enrollments		
Open Rate		
Click-Through Rate		
Social Media		
# of Facebook Followers		
# of Google+ Followers		
# of LinkedIn Followers		
# of Twitter Followers		

FOR THE RECORD

At the end of the season, your most important stat is ROI. Whether you look at ROI for your entire program or by specific channels, make sure to calculate your return.

$$\text{ROI} = (\text{RETURN} - \text{INVESTMENT}) / \text{INVESTMENT}$$



“It’s fun to learn a new playbook.”

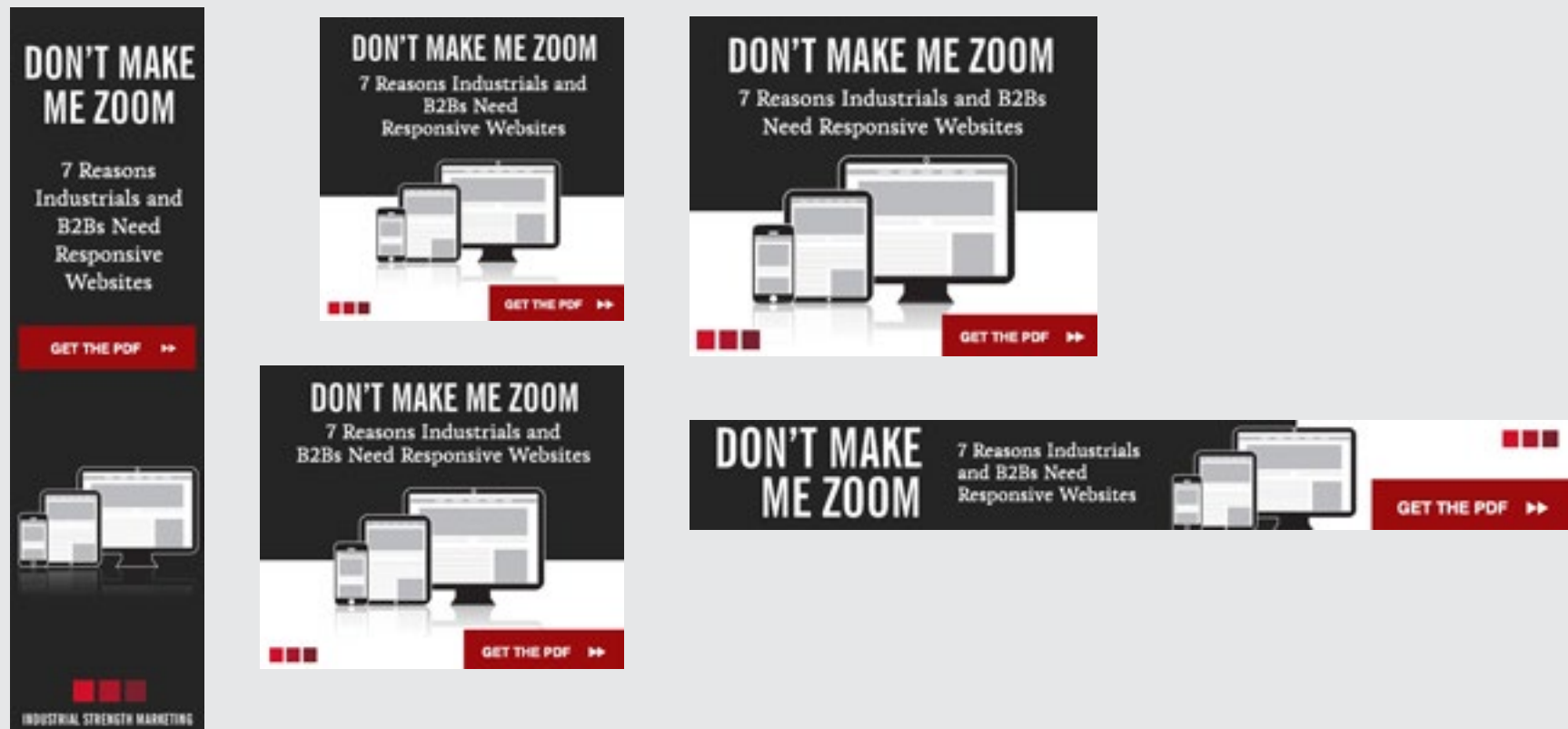
—Andrew Luck

Here are three plays from the Industrial Strength Marketing playbook. Feel free to incorporate them into your game plan.

SAMPLE PLAYS

REMARKETING ADS

Catch the attention of customers who have searched for topics related to your company by “following” them with Google Remarketing display ads.



Play #2

LANDING PAGE

Use a landing page to host a downloadable asset that visitors can access by submitting their contact information.

INDUSTRIAL STRENGTH MARKETING

DON'T MAKE ME ZOOM

7 Reasons Industrials and B2Bs Need Responsive Websites

Fill out the form to download.

[Sign in with LinkedIn](#)

FIRST NAME

LAST NAME

COMPANY NAME

EMAIL ADDRESS

[DOWNLOAD THE RESOURCE](#)

A definitive primer for industrials and B2Bs who need a mobile-friendly website.

Find out how responsive websites enhance users' mobile experience.

Learn how responsive websites can dramatically boost conversions.

See how responsive design improves SEO and streamlines analytics.

ABOUT INDUSTRIAL STRENGTH MARKETING
We are an integrated marketing agency focused on the industrial market. Our expertise in strategy, design, and development positions our partners to meet their unique.

BORN INDUSTRIAL. RAISED DIGITAL.
Nashville | Dallas | San Francisco

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Track referral sources to the landing page.

- Email
- Media
- SEO
- Social Media

Capture leads' contact information.

- Name
- Company
- Email

MARKETING AUTOMATION EMAIL WORKFLOW

Send automated emails to leads that filled out one of your contact forms, reminding them of their interest in your company.

- Thank-you Email
- 30-Day Reminder Email
- 90-Day Reminder Email



READY FOR KICKOFF

We hope you've enjoyed this playful guide and that it helps you prepare for the coming season. Best of luck to your marketing and football teams. Game on!



If you're looking for an edge or want to add a few more players to your roster, you're welcome to get in touch. We're all unrestricted free agents here at Industrial Strength Marketing.

INFO@MARKETSTRONG.COM
1-800-687-3208

Or, toss the pigskin to one of your friends by sharing this on social.