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PARTsolutions

Trew
MARKETING

LIVE WEBINAR

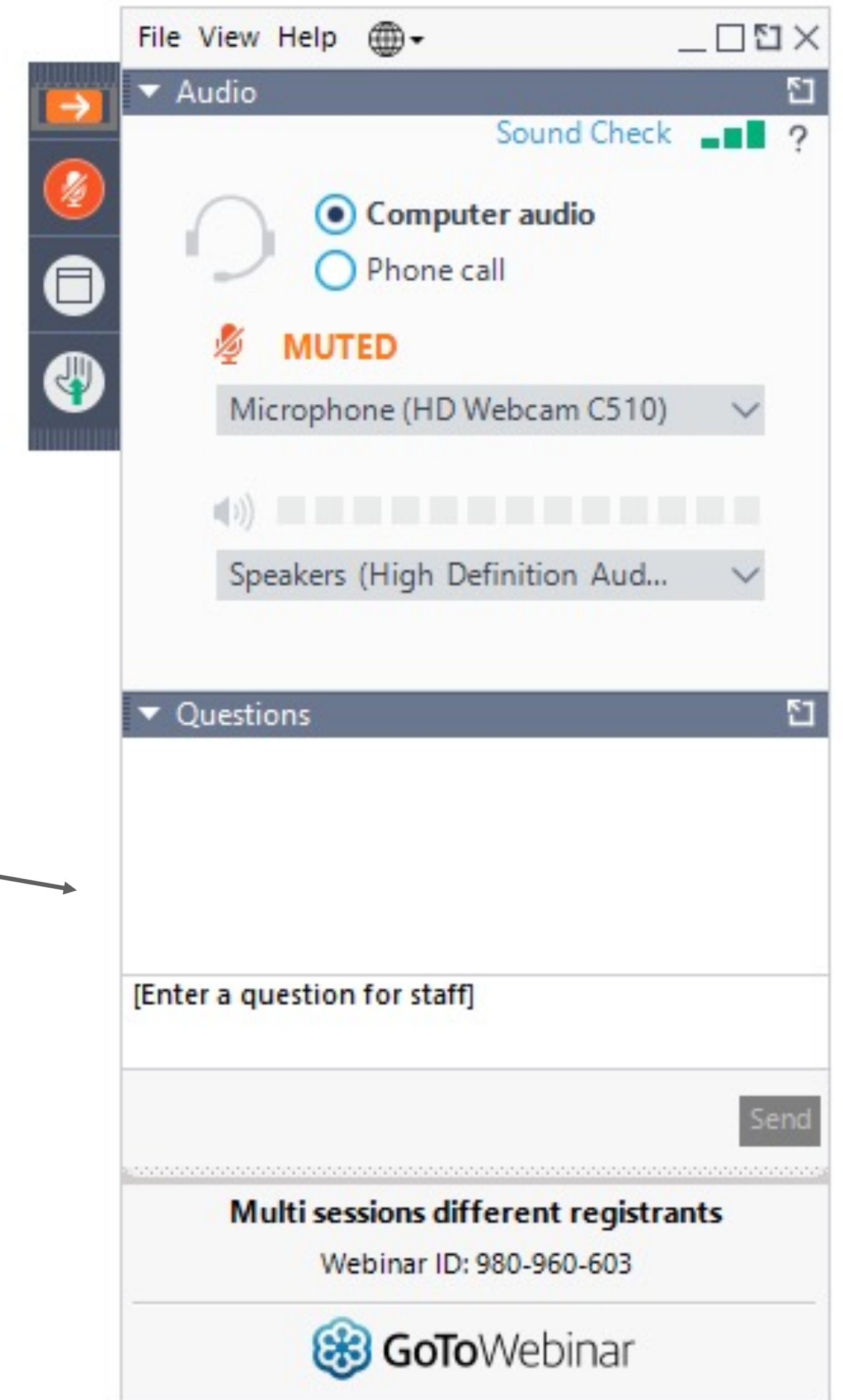
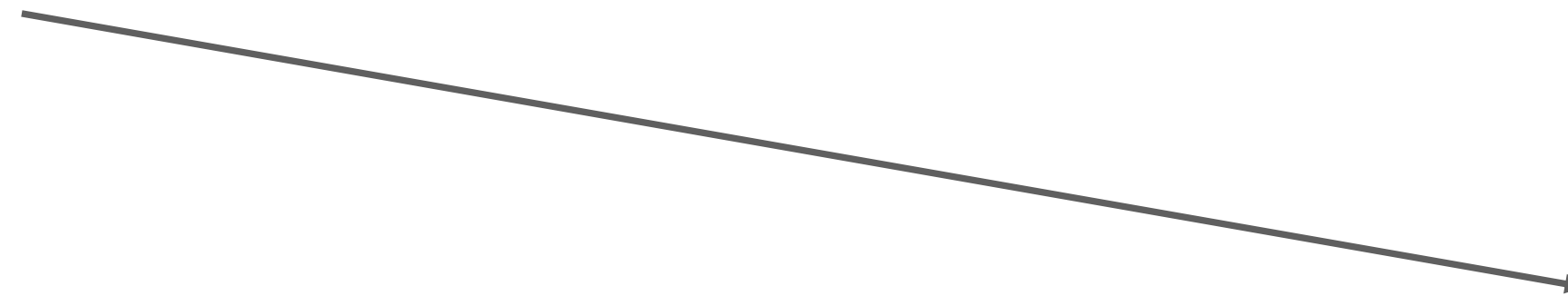
DELIVERING CONTENT TO ENGINEERS:

6 MARKETING TIPS FOR MANUFACTURERS



HOW TO SUBMIT QUESTIONS

Submit questions and comments via the Questions panel



ABOUT US



ADAM BECK
CADENAS
PARTsolutions



WENDY COVEY
TREW Marketing



Webinar Goals

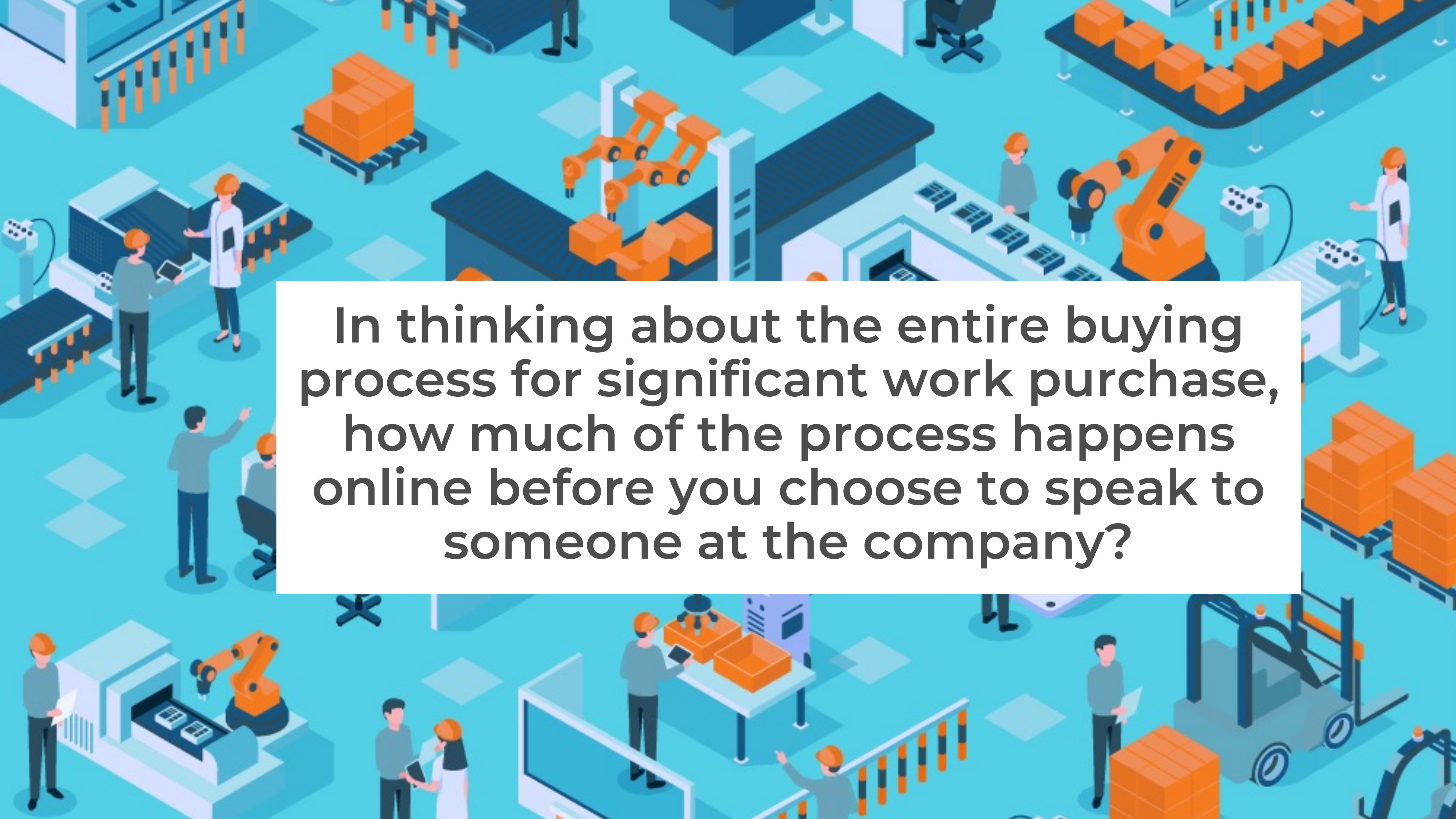
- Gain insights from research on how engineers and architects seek information to do their jobs
- Identify ways to improve your content and online experience to attract and convert buyers

Two Large Industry Research Studies





LET'S GET STARTED

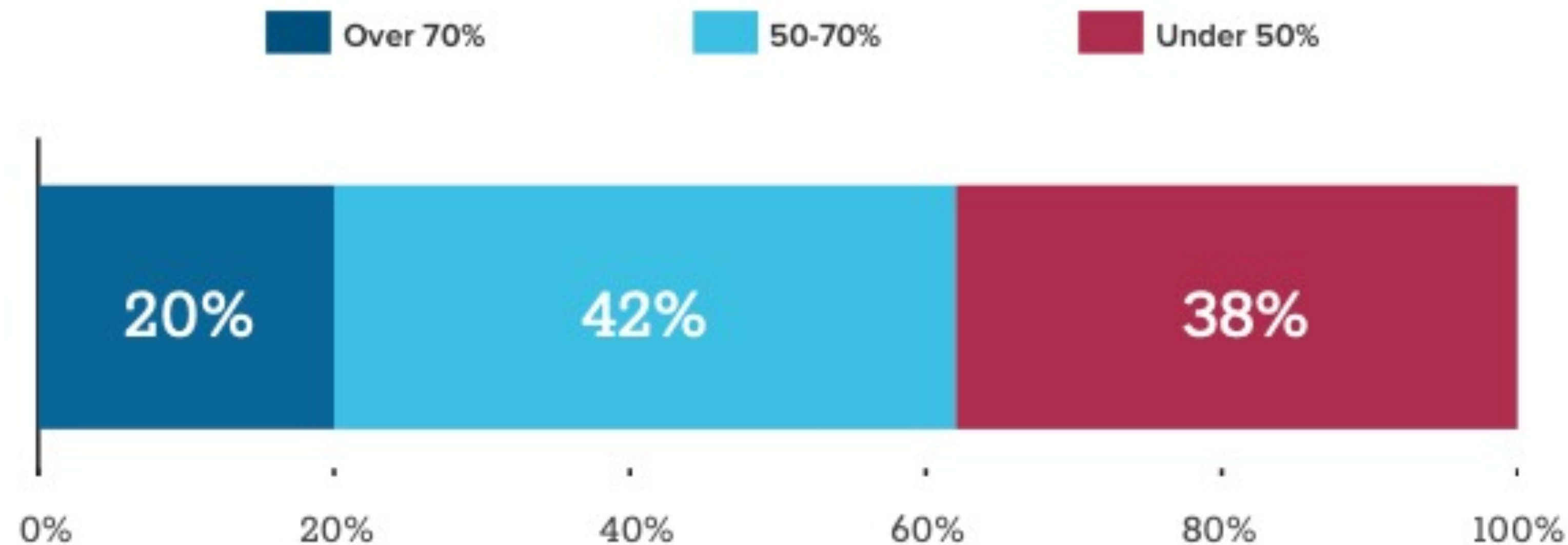
An isometric illustration of a modern factory floor. The scene is filled with various industrial elements: robotic arms in orange and blue, workers in hard hats and lab coats, conveyor belts, and stacks of orange boxes. The floor is light blue with white square tiles. The overall style is clean and futuristic, representing a high-tech manufacturing environment.

In thinking about the entire buying process for significant work purchase, how much of the process happens online before you choose to speak to someone at the company?

Online Content Supports Over 50% of the Buyer's Journey



In thinking about the entire buying process for significant work purchases, from early research to the final purchase decision, how much of the process happens online before you choose to speak to someone at the company?



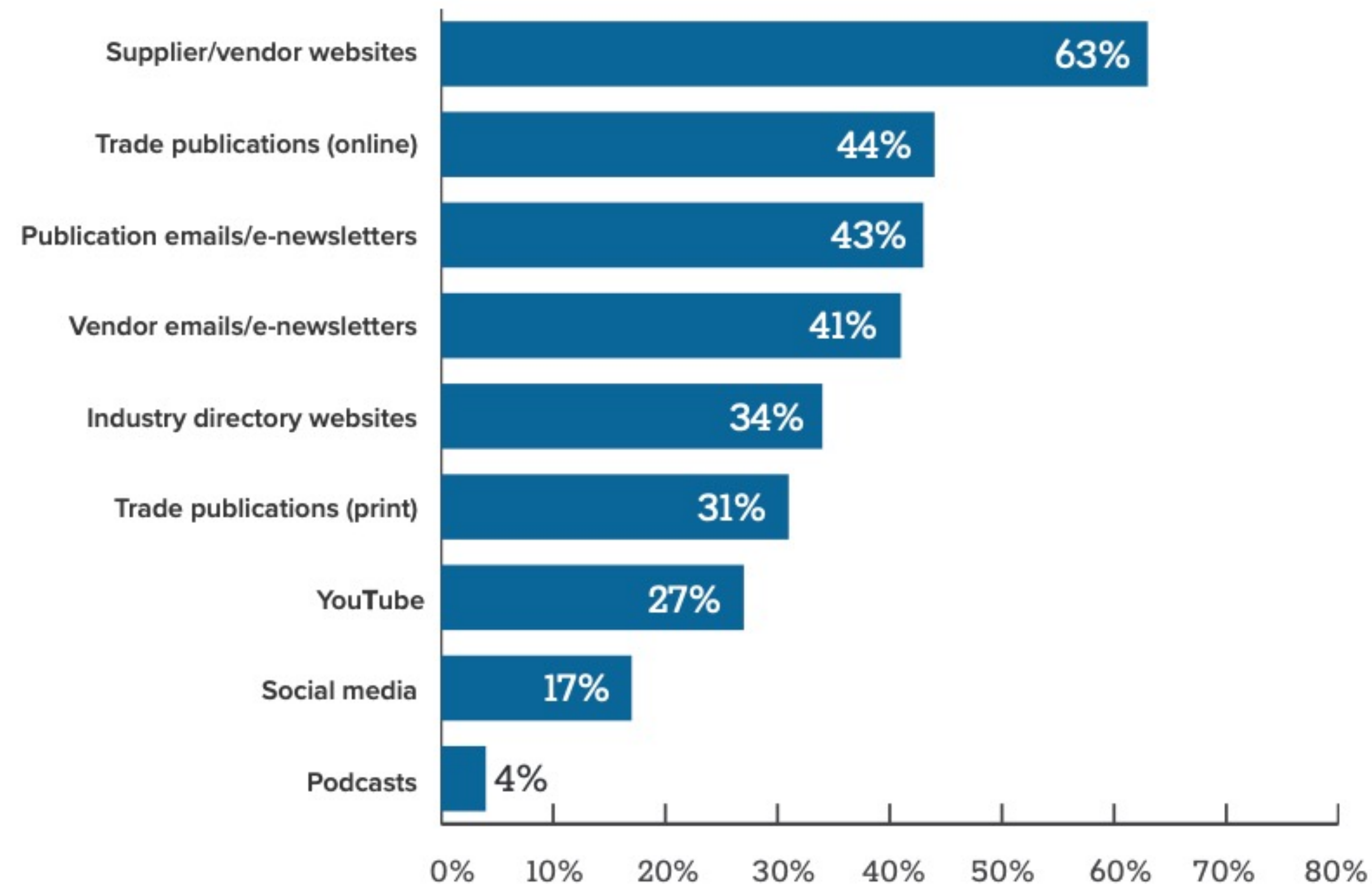
An isometric illustration of a modern industrial factory floor. The scene is filled with various pieces of machinery, including robotic arms in orange and blue, conveyor belts, and workstations. Several workers in hard hats and lab coats are engaged in different tasks: some are operating machinery, others are looking at tablets or laptops, and some are interacting with each other. The floor is light blue with darker blue square patterns. The overall atmosphere is one of a busy, high-tech manufacturing environment.

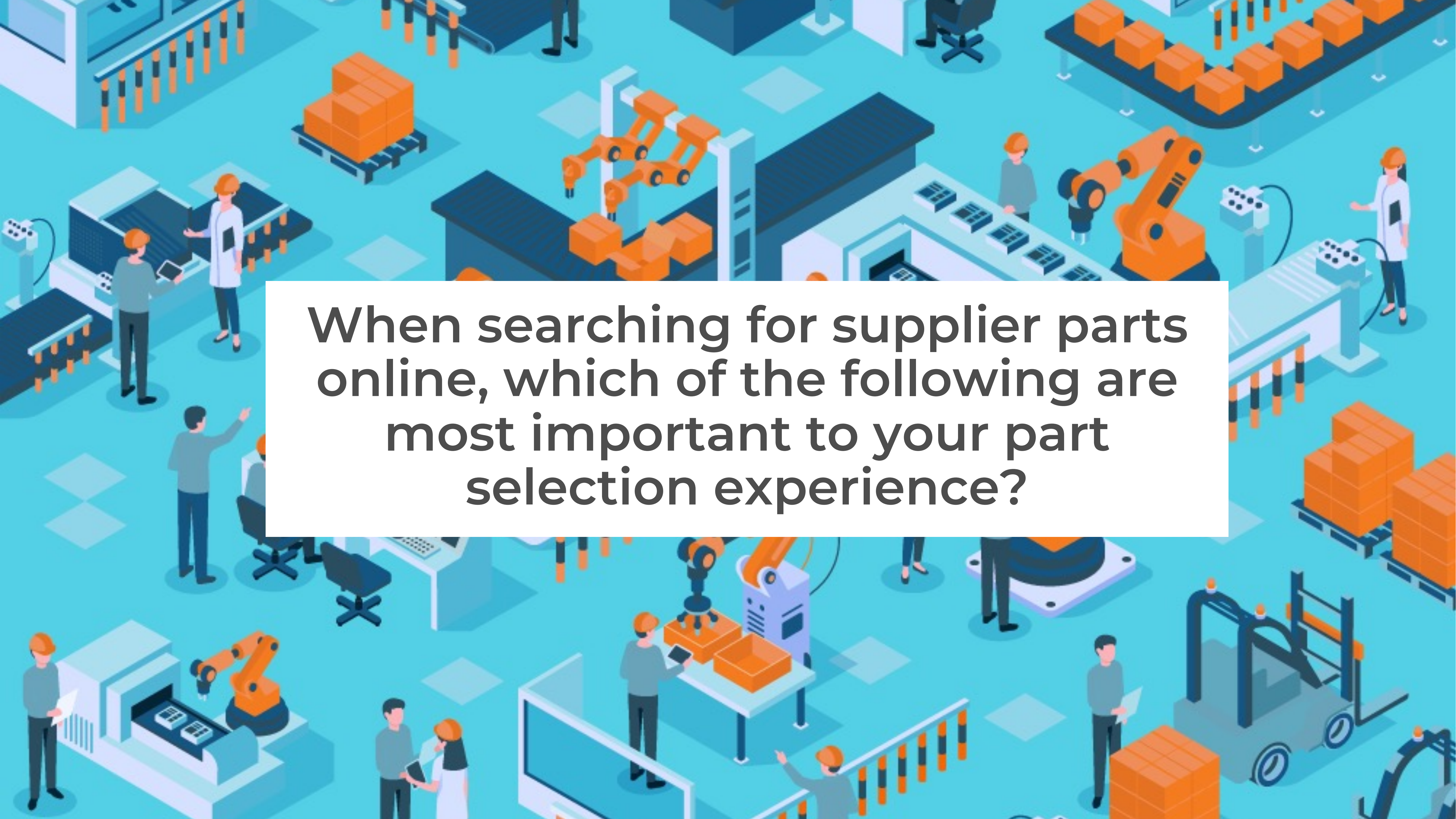
When industry conferences and trade shows were cancelled, where did you go for information and/or networking opportunities?

No Events? Engineers Turned to Websites



When industry conferences and trade show events were cancelled, where did you go for alternate information and/or networking opportunities? (Check all that apply)

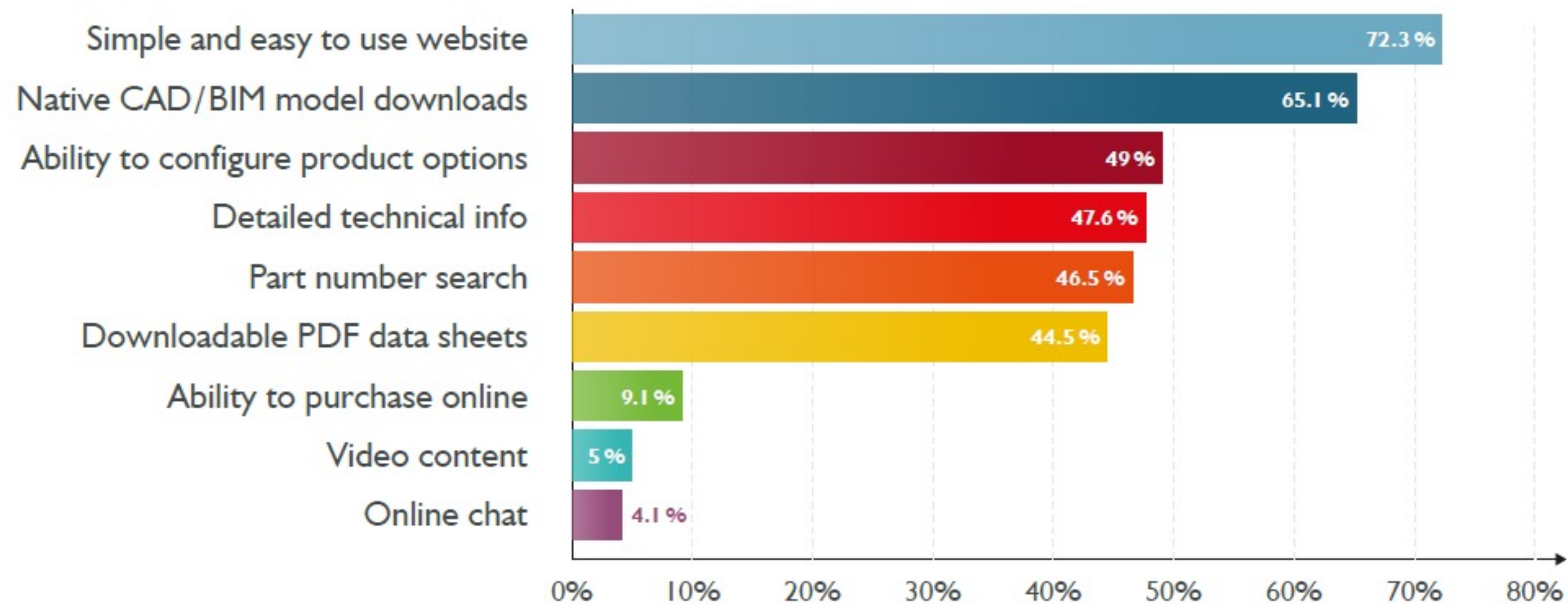


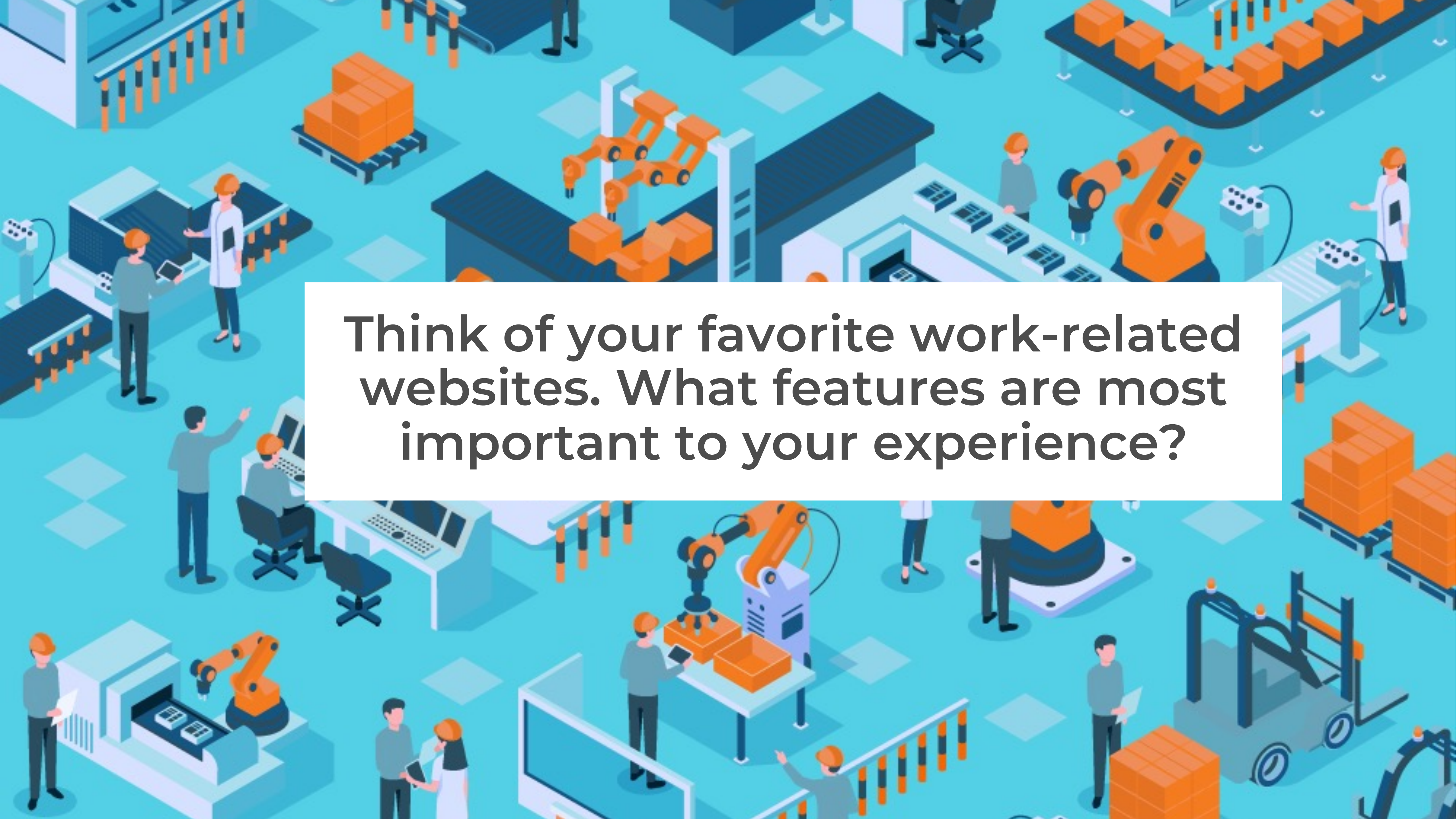
An isometric illustration of a modern factory floor. The scene is filled with various industrial elements: robotic arms in orange and blue are positioned over workstations and conveyor belts. Several workers, some wearing hard hats and lab coats, are engaged in different tasks, including operating machinery and handling large stacks of orange boxes. The floor is light blue with white grid lines, and the overall atmosphere is one of a busy, high-tech manufacturing environment.

When searching for supplier parts online, which of the following are most important to your part selection experience?

User friendly websites are key

When searching for supplier parts online, which of the following are most important to your part selection experience?



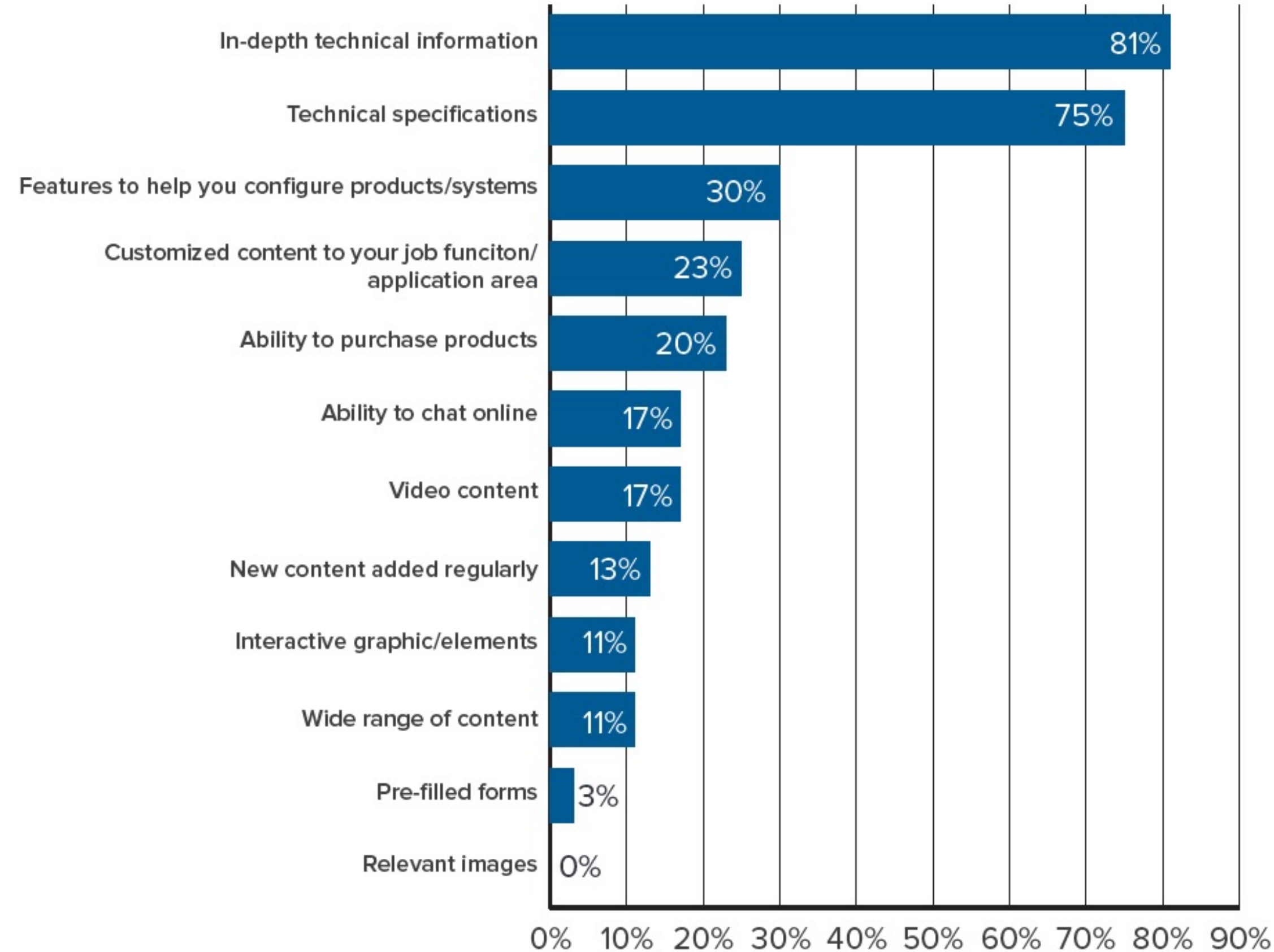
An isometric illustration of a modern factory floor. The scene is filled with various industrial elements: robotic arms in orange and blue are positioned over conveyor belts and workstations. Workers in hard hats and lab coats are engaged in different tasks, some using tablets or laptops. Stacks of orange boxes are visible on pallets and along the production lines. The overall color palette is dominated by light blue, with accents of orange, grey, and white. The perspective is from an elevated angle, looking down at the factory floor.

Think of your favorite work-related websites. What features are most important to your experience?

In-Depth Technical Information Valued Highest



Think of your favorite work-related websites. What features of those websites are most important to your experience? (list your top 3)



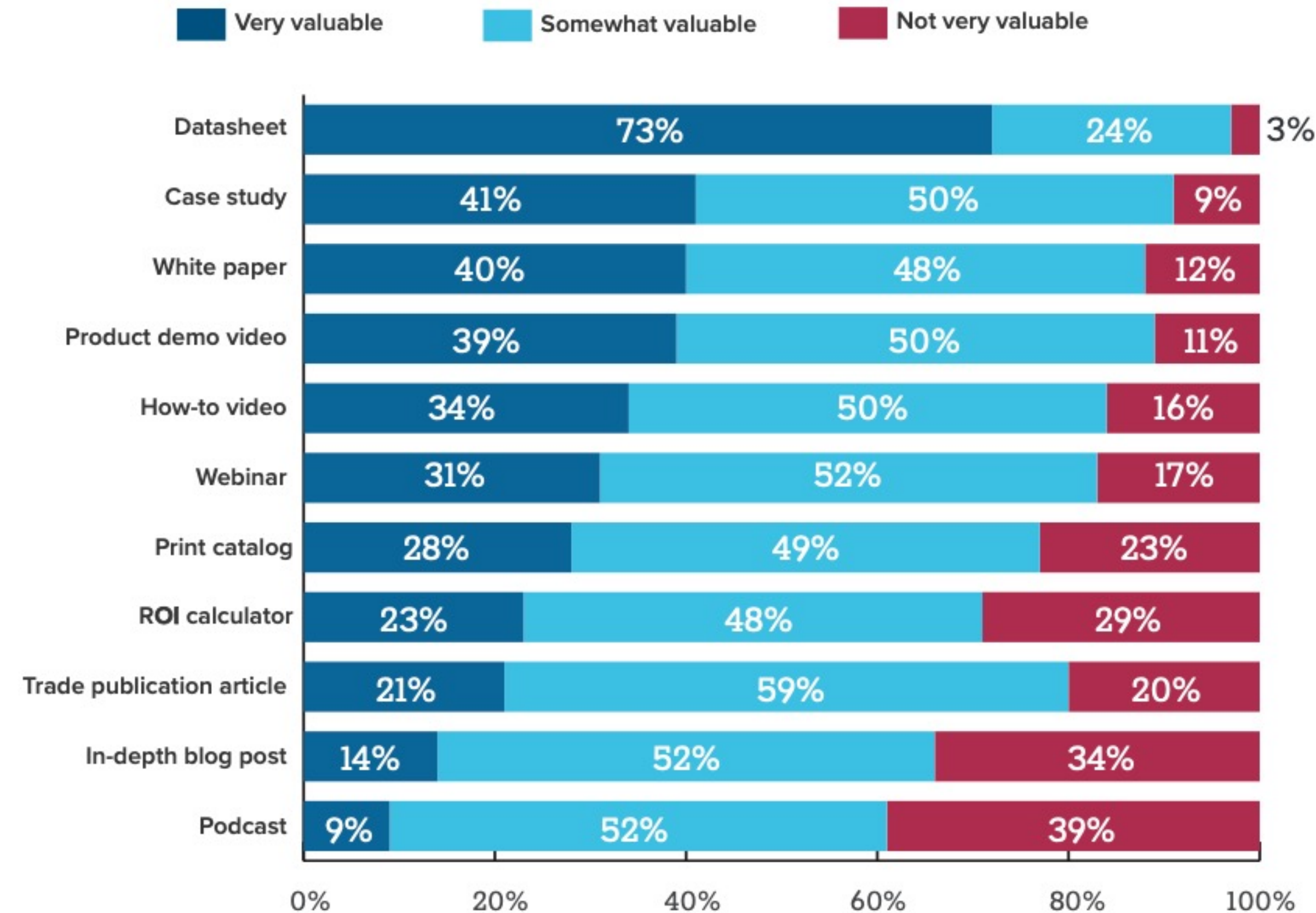
An isometric illustration of a modern factory floor. The scene is filled with various industrial elements: robotic arms in orange and blue, workers in hard hats and lab coats, conveyor belts, and stacks of orange boxes. The floor is light blue with white square tiles. The overall style is clean and futuristic, representing a high-tech manufacturing environment.


How valuable are the following pieces of content when researching information to make a purchase decision?

Engineers are Big Consumers of Content



How valuable are the following types of content when researching information to make a product or services purchase decision?



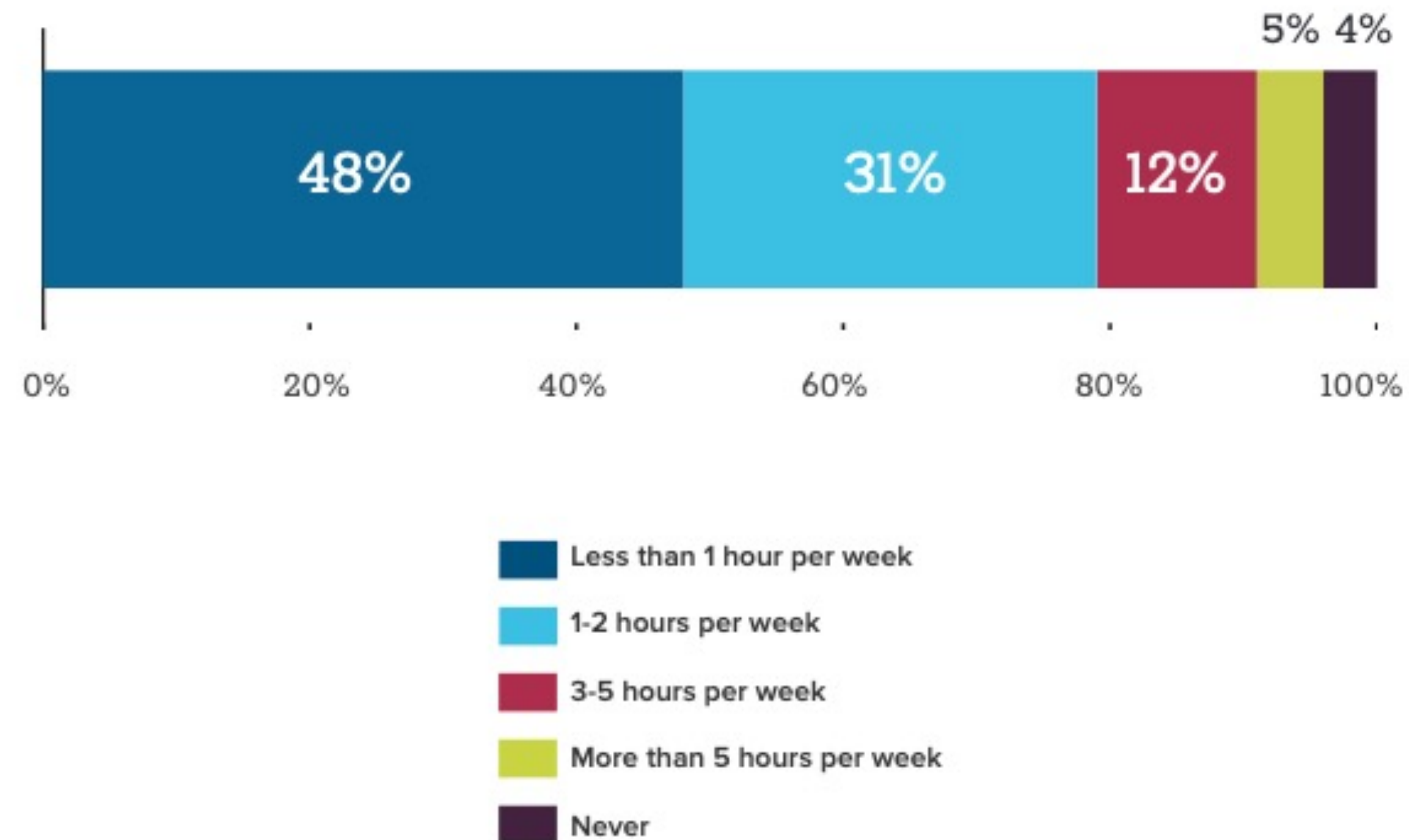
An isometric illustration of a modern factory floor. The scene is filled with various industrial elements: several orange robotic arms are positioned at different workstations, some handling orange boxes. Workers in hard hats and lab coats are engaged in various tasks, including operating machinery, inspecting products, and using tablets. Conveyor belts and stacks of orange boxes are visible throughout the facility. The overall color palette is dominated by light blue and white, with orange accents for the robots and boxes. The perspective is from an elevated angle, looking down at the factory floor.


How often do you watch videos
for work?

96% of Engineers Watch Video for Work



How often do you watch videos for work?



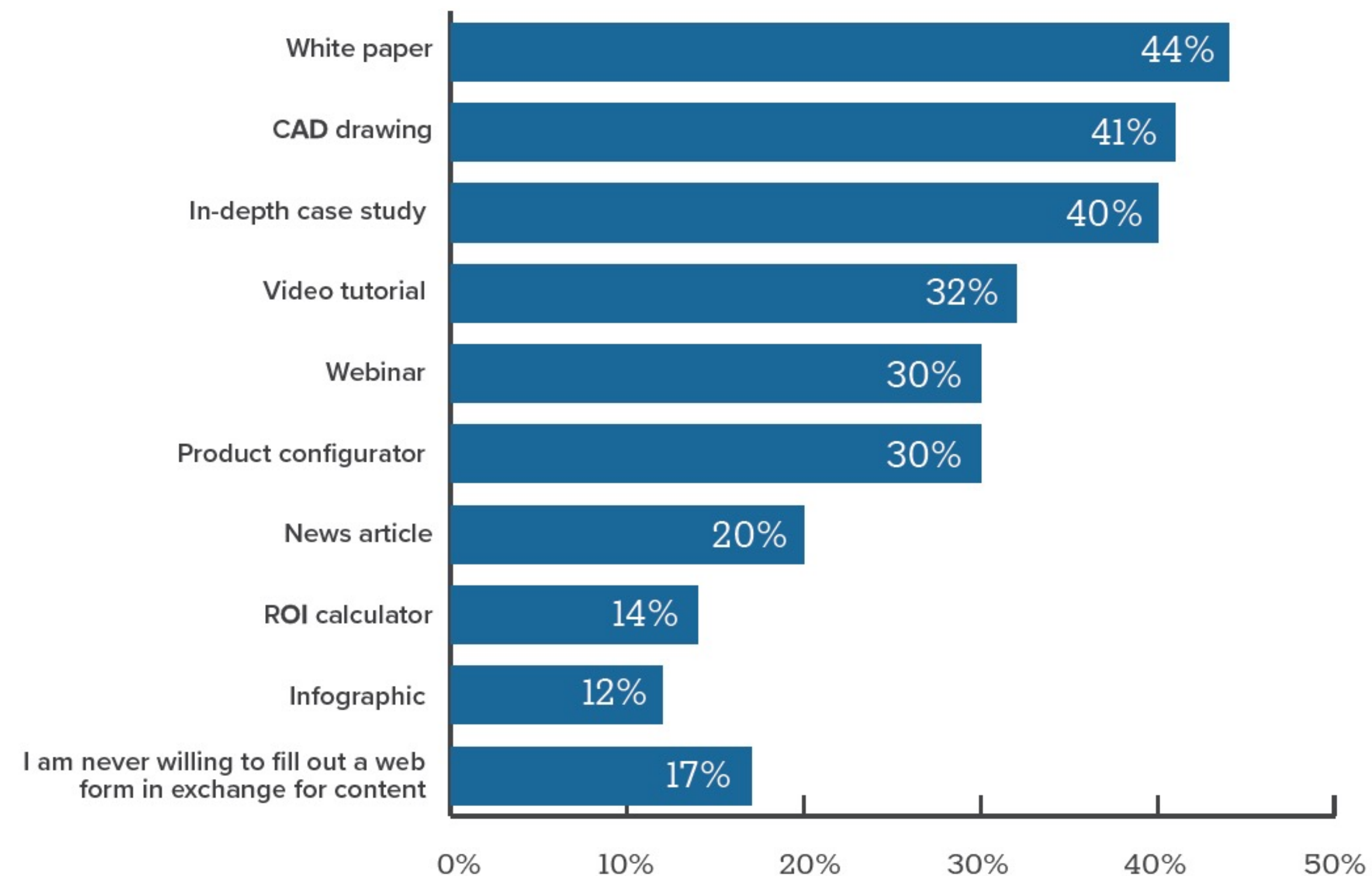
An isometric illustration of a modern factory or industrial setting. The scene is filled with various elements: robotic arms in orange and blue, workers in hard hats and lab coats, conveyor belts with orange boxes, and large stacks of boxes on pallets. The background is a light blue with geometric patterns. The overall style is clean and professional, representing a high-tech manufacturing environment.

When offered technical content, but asked first to complete a short form to download the material, which types of content are most likely to entice you to provide your information?

Best Lead Gen Content Assets: White papers and CAD Drawings



When offered technical content, but asked first to complete a short form (e.g. name, email address) to download the material, which types of content are most likely to entice you to provide your information? (Check all that apply)



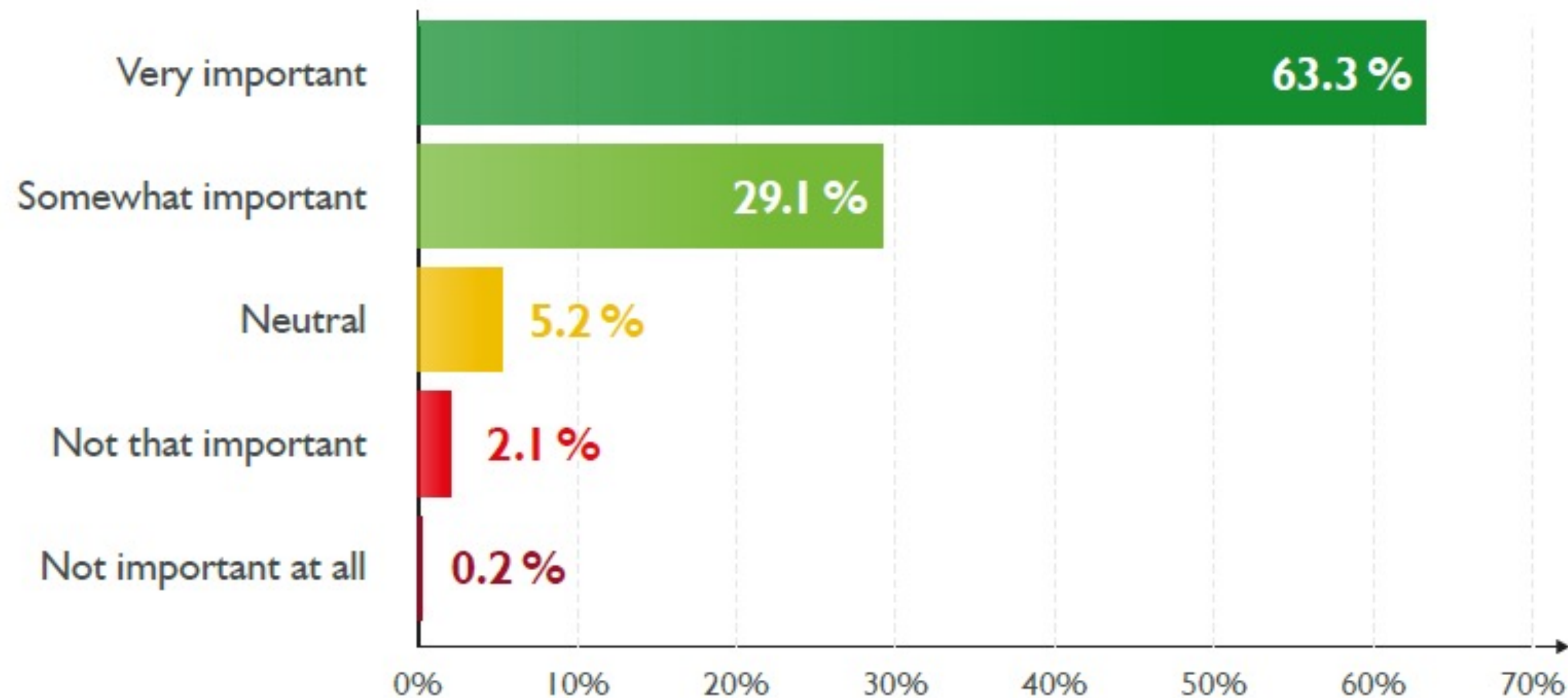
An isometric illustration of a modern factory floor. The scene is filled with various industrial elements: robotic arms in orange and blue are positioned over workstations, some handling orange boxes. Workers in hard hats and lab coats are engaged in different tasks, including operating machinery, inspecting products, and using tablets. The floor is light blue with darker blue square patterns. In the background, there are more production lines, storage racks with orange boxes, and a forklift. The overall atmosphere is one of a busy, high-tech manufacturing environment.

How important is it to see a 3D
preview to assist in product selection?

3D Preview is important to product selection



How important is it to see a 3D preview to assist in product selection?



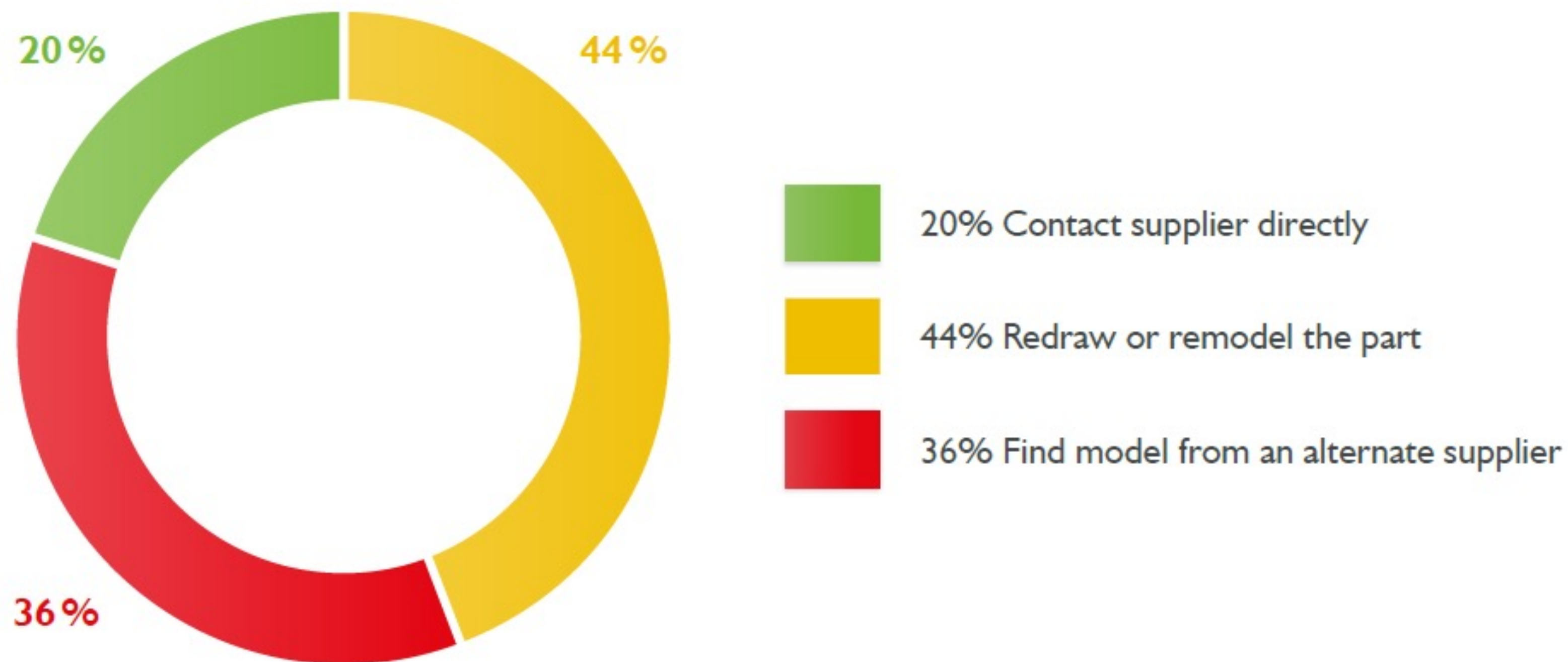
An isometric illustration of a modern, automated factory floor. The scene is filled with various industrial elements: several orange robotic arms are positioned at different workstations, some handling orange blocks. Workers in hard hats and lab coats are engaged in various tasks, including operating machinery, using tablets, and interacting with large computer monitors. The floor is light blue with darker blue square patterns. In the background, there are more robotic arms, conveyor belts, and stacks of orange blocks. The overall atmosphere is one of a high-tech, efficient manufacturing environment.


If a supplier does not offer CAD / BIM models online, what do you do?

Engineers will go to another option if you don't offer CAD/BIM models online



If a supplier does not offer CAD / BIM models online, what do you do?



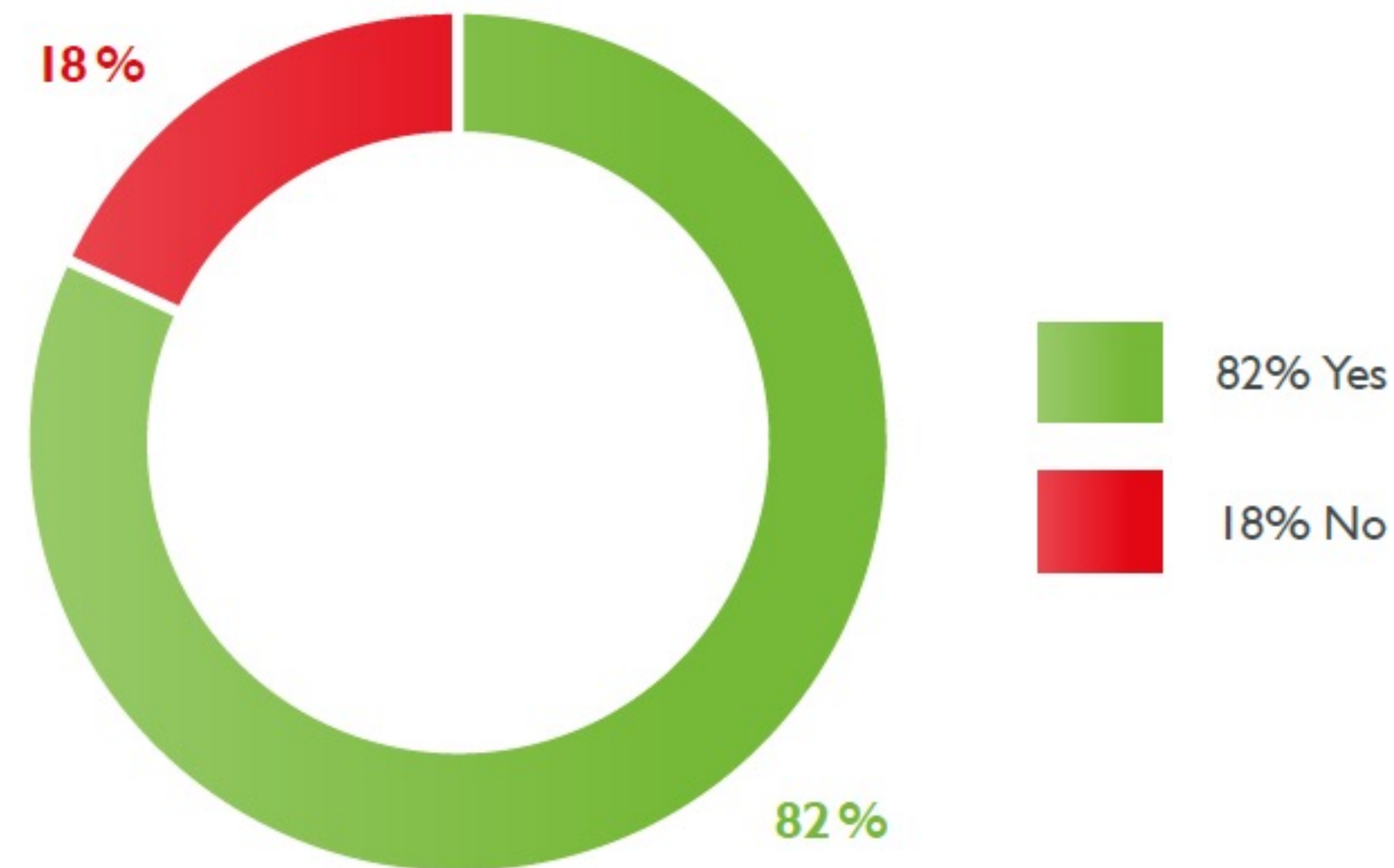


If you download a CAD / BIM file of a part, does the physical part ultimately get purchased?

Engineers are more likely to buy a part if they download a CAD/BIM file first



If you download a CAD / BIM file of a part, does the physical part ultimately get purchased?

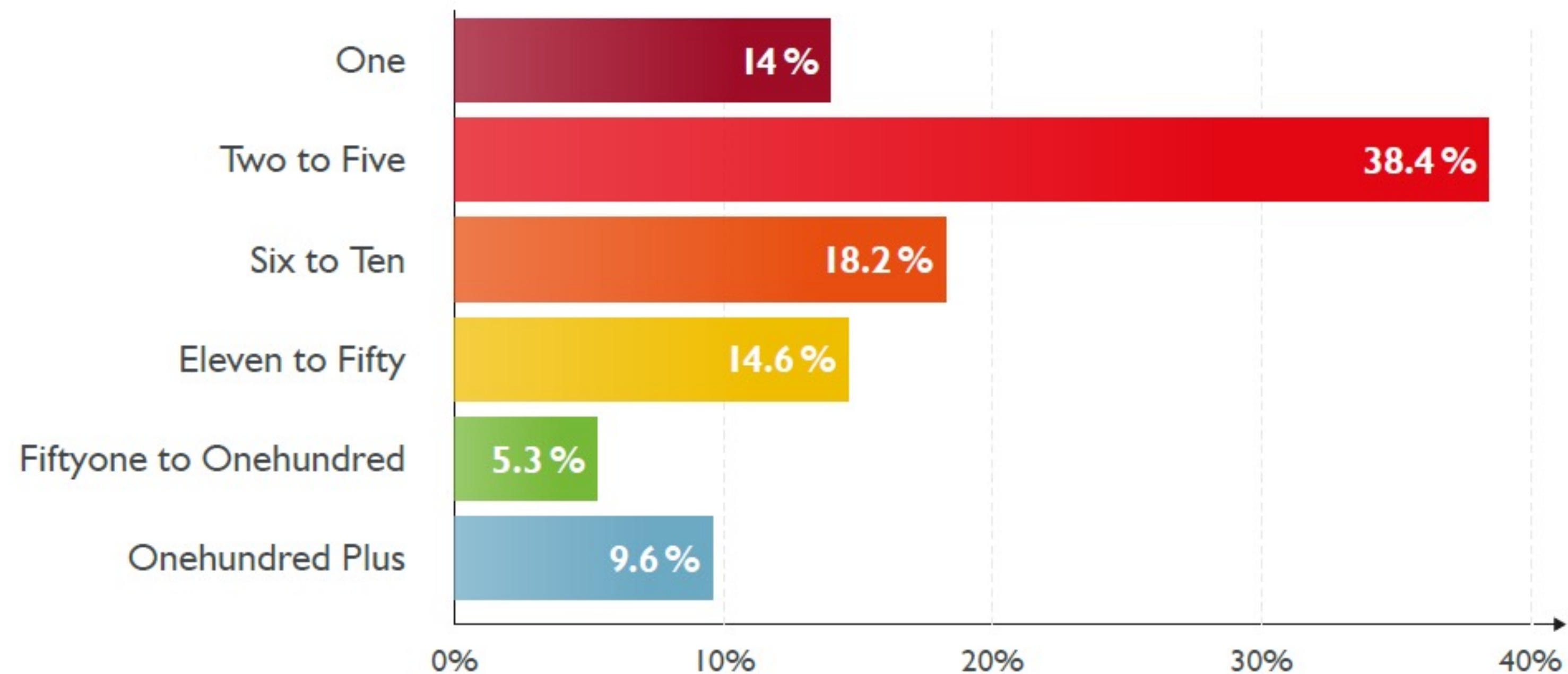


An isometric illustration of a modern manufacturing factory. The scene is filled with various industrial elements: robotic arms in orange and blue are positioned over workstations, some holding orange blocks. Workers in hard hats and lab coats are engaged in different tasks, some using tablets. Production lines with conveyor belts and stacks of orange boxes are visible. The background shows more factory structures and equipment, all rendered in a clean, stylized isometric art style with a light blue and white color palette.

When you specify a supplier part for a design, what quantity is typically purchased for production?

Engineers buy 20 parts per download

When you specify a supplier part for a design, what quantity is typically purchased for production?



An isometric illustration of a modern manufacturing factory floor. The scene is filled with various industrial elements: robotic arms in orange and blue are positioned over workstations and conveyor belts. Workers in hard hats and lab coats are engaged in different tasks, some using tablets. Large stacks of orange boxes are visible on pallets and in storage areas. The floor is light blue with white grid lines, and the overall atmosphere is one of a busy, technologically advanced production environment.

Top 6 Marketing Tips for Manufacturers

Top 6 Content Marketing Tips for Manufacturers

1. Websites should be easy to use, with a streamlined path to product information
2. Offer a variety of content, including visual and in-depth technical information
3. Remove friction from the buying process by offering CAD/BIM files and printable pdf datasheets
4. Use high-value gated content, not salesy contact forms, to capture leads
5. Track and follow up on content downloads
6. Content form submits don't equal sales readiness – watch for buying signs



Q&A

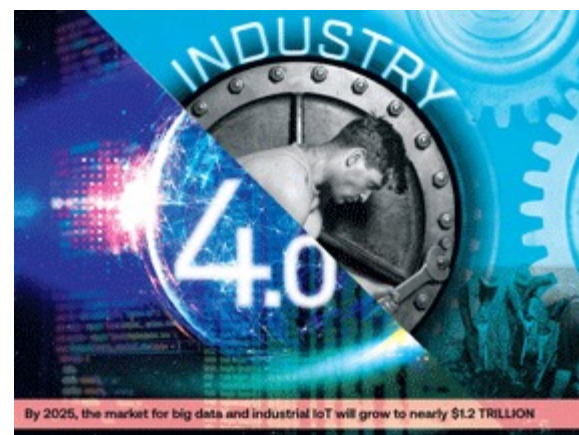
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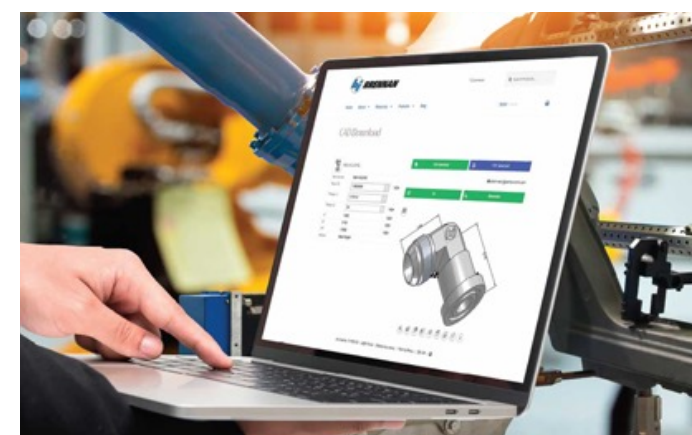
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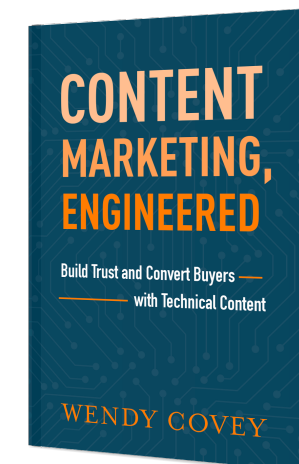
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