

2022 Manufacturing Survey

Insights on Sales & Marketing Trends

IndustrialSage



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When the pandemic hit, it shone light on a huge imbalance in the industry. Manufacturers have been investing heavily in technologies for their warehouses or plants for years— because they know they need it. They recognize how important it is to move over to automation in their facilities, because it's vital in order to keep up with (and shape) the industries of the future.

But not all of them were doing the same thing for their sales and marketing departments... even though the need for progress is just as important *off* the factory floor as on it.

Even before the pandemic, the evolving demographic of millennial buyers and influencers was creating a major shift in the way B2B companies traditionally buy. If trade shows (the number-one tactic of industrial companies) were showing a steady decline in effectiveness even before 2018... then what was next?

Digital methods weren't just a "nice-to-have" option anymore— they were critical in order for businesses to stay alive. Many non-digital natives dragged their feet on this transformation... until the Covid-19 outbreak eliminated any other viable options. But despite the frightening experience of change, just like Zoom calls and working from home, they've found a new way to go to market now. The process has gotten easier over time, and has made manufacturers even more effective and efficient as a result.

I don't think the traditional tactics such as trade shows will ever fully go away. In-person interaction is necessary, important, and amazing. But I do think there will continually be a re-shuffling of the top tactics. Just like supply chain resiliency, the industry has learned that digital resiliency is equally critical— not just in manufacturing facilities, but in sales and marketing departments as well. I'm excited as we enter a new frontier for industrial companies, who will continue to explore all that these new digital opportunities may hold.

– Danny Gonzales
CEO of IndustrialSage

8 KEY INSIGHTS

**From the 2022 IndustrialSage
Survey of Manufacturers**

The majority of Manufacturers turned to **Virtual Events, Social Media, and Emails to supplement the loss of **Trade Shows** during the pandemic.**

HINT: **Videos can be used across all these platforms to generate more engagement.**

**Respondents' biggest Marketing Challenges in 2022
haven't changed since 2019:**

BANDWIDTH

and

BUDGET

SUPPLY CHAIN & LABOR

are some of the top Business Obstacles facing manufacturers and their customers in 2022... but manufacturers actually claimed something else was equally difficult:

BRAND AWARENESS

45%

**of manufacturers plan to reduce their
trade show participation in 2022.**

84%

of manufacturers are increasing their Digital Marketing Budget for 2022, after receiving frozen or cut budgets in 2020.

LinkedIn and **Facebook** continue to lead as top **Social Media Platforms** for 2022, but **YouTube** has overtaken Twitter since 2019.



**Manufacturing companies
spend an average of**

1-3%

of their revenue on marketing.

93%

of Manufacturers use videos on their websites in 2022, up from 80% in 2019.

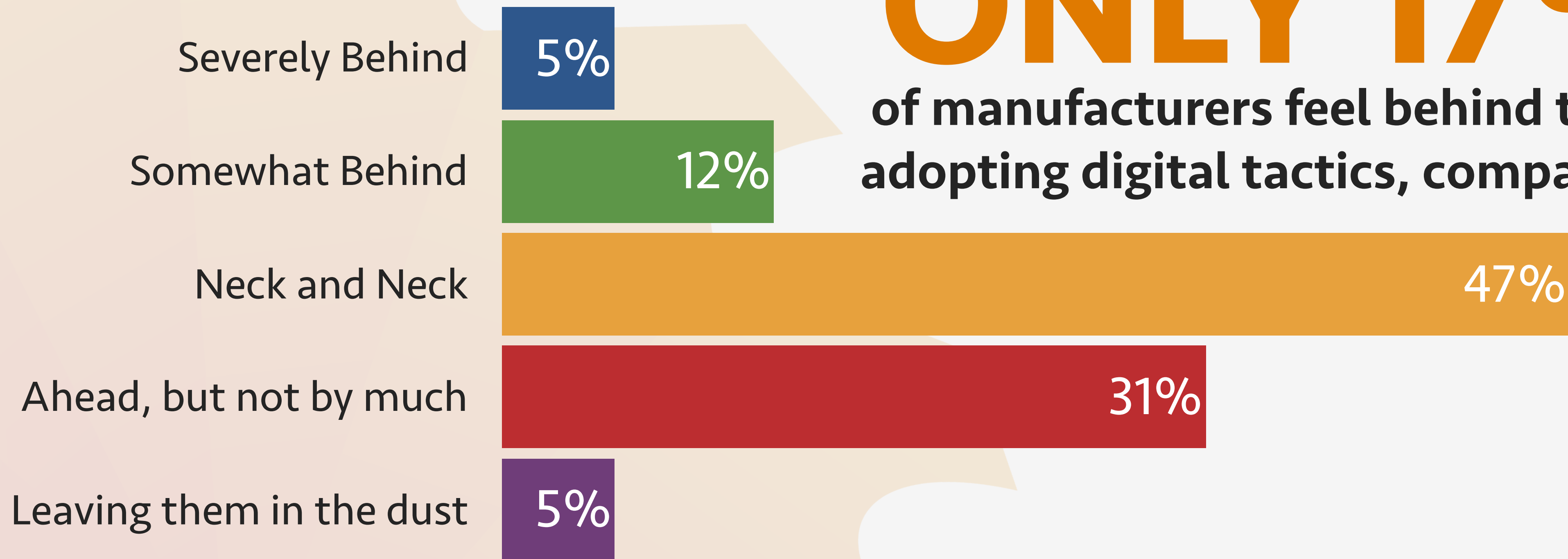
47%

post 3 or more blog articles per month, up from 31% in 2019.

RESULTS

**From the 2022 IndustrialSage
Survey of Manufacturers**

Compared to your competitors' Digital Marketing, you are...

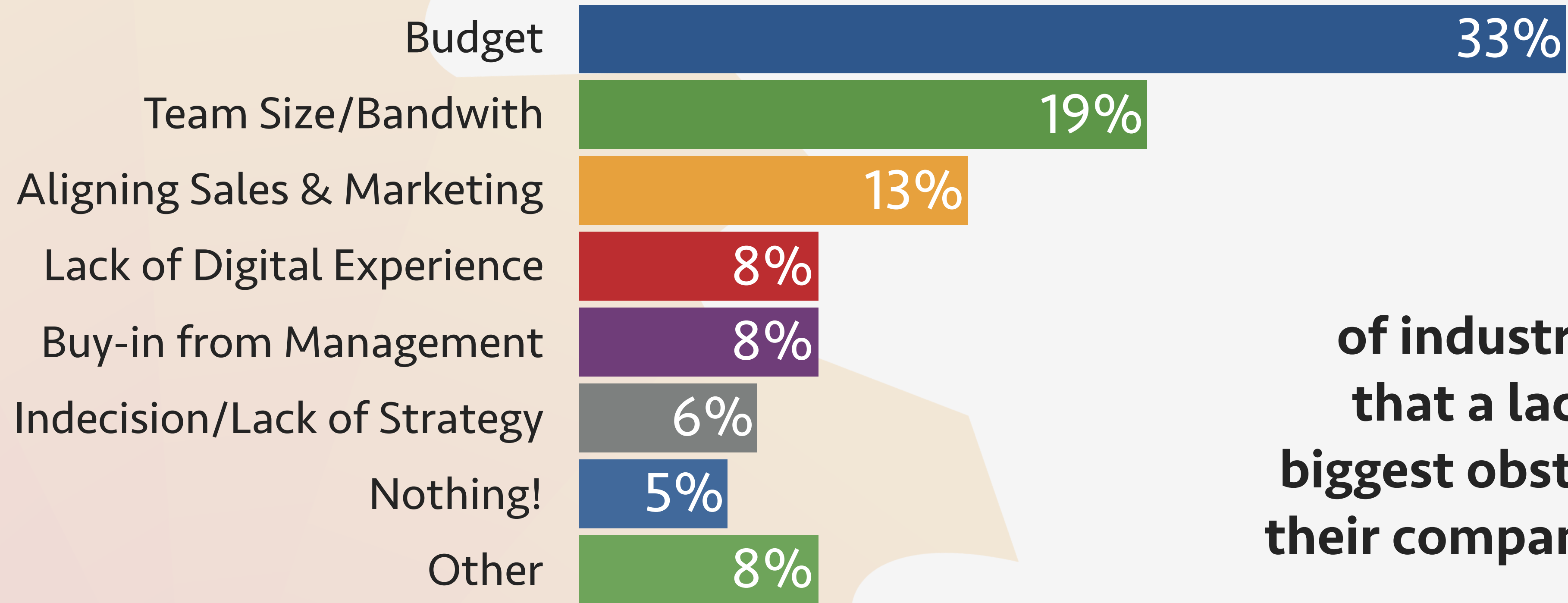


ONLY 17%
of manufacturers feel behind their competitors in adopting digital tactics, compared to 68% in 2019!



Digital marketing was an unknown for the majority of manufacturers before the pandemic, but that landmark event served to prove that those who haven't started digital marketing for their organizations are going to fall further and further behind their competitors. Other industrial marketers are successfully achieving their marketing & sales goals with digital marketing, and so can you!

What is the biggest obstacle to improving your Digital Marketing?



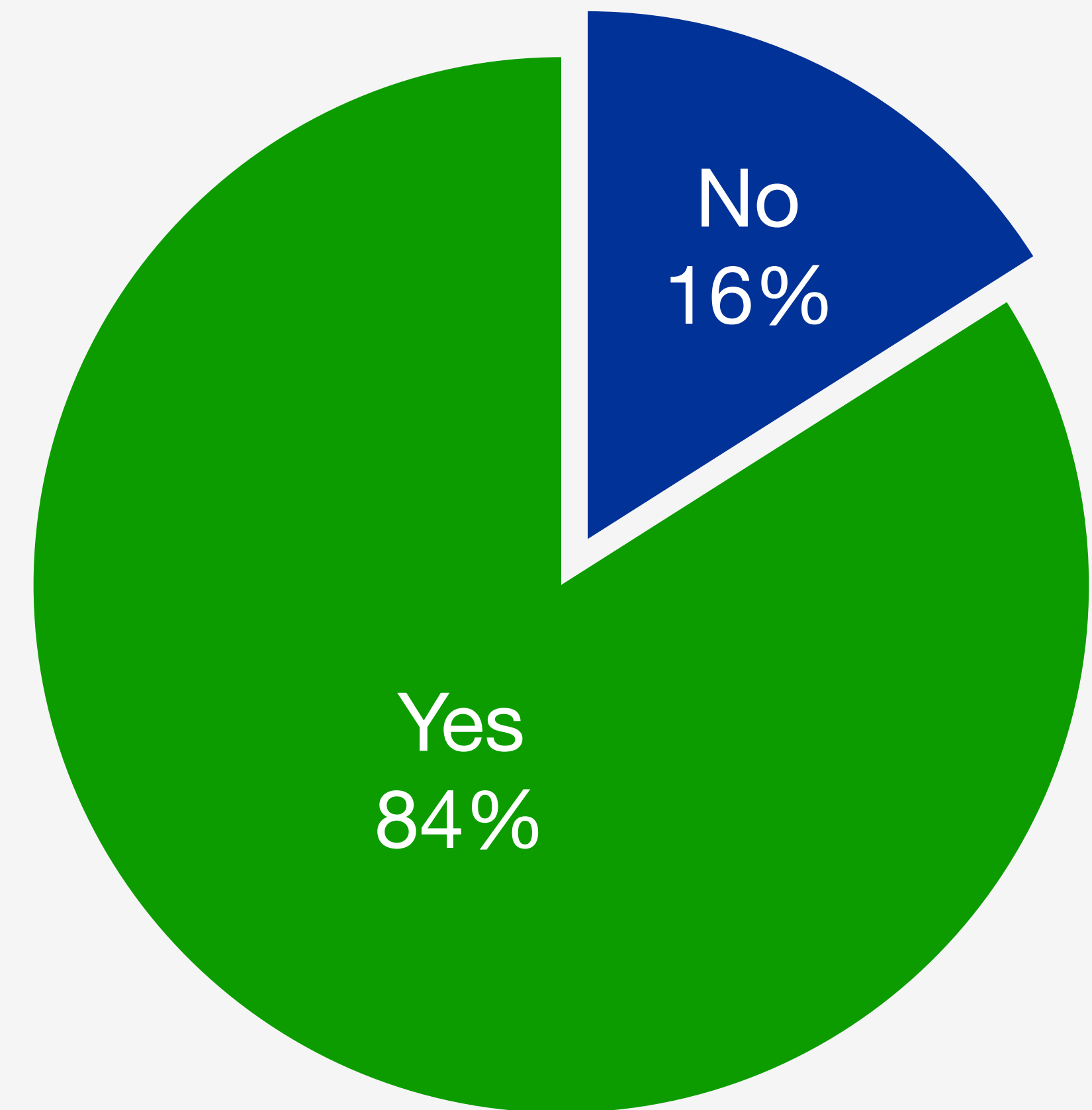
33%
of industrial marketers feel that a lack of budget is the biggest obstacle to improving their company's digital tactics



The key to any marketing budget, digital or not, has always been the ability to show evidence of your success. The best way to get *more* assets is by showing how well you're doing with the assets you already have. Tracking ROI is a vital step in effective digital marketing (really, any marketing). If you can prove value to the decision makers around you, even with just a small account or a small team, in time your managers will come to see the merit in increasing your team size or your budget.

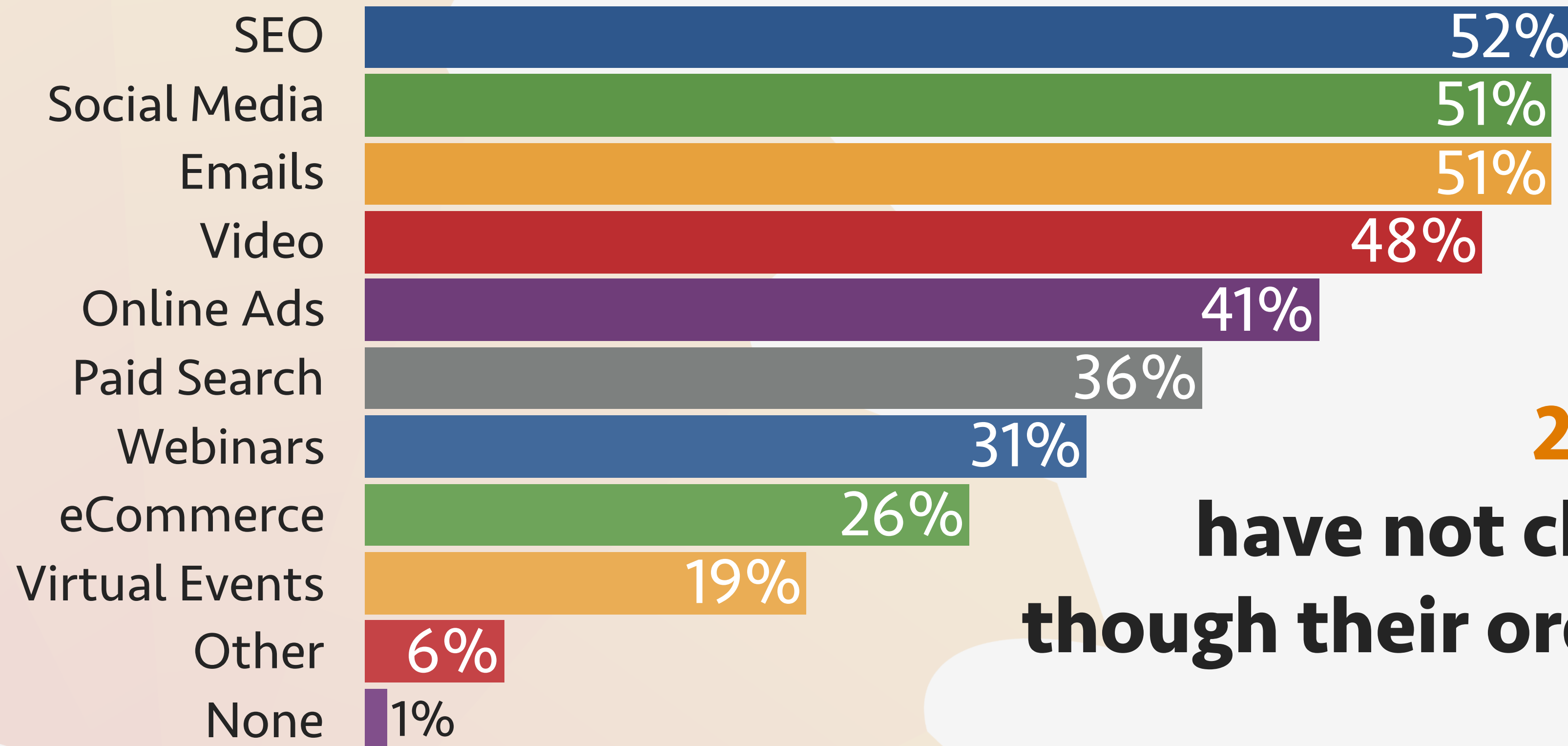
Is your company increasing your **Digital Marketing** budget in 2022?

84% of Manufacturers plan on increasing their digital marketing budgets in 2022, despite **33%** citing budget as an obstacle to their improvement



Organizations were finding digital marketing valuable even before the pandemic, and now they're continuing to invest more resources into it. This is in line with the current trend of industrial marketers adopting digital marketing & sales strategies.

In what areas are you increasing your **Digital Marketing** efforts next year?



2022's Top 5 Tactics
have not changed since 2019,
though their order has reshuffled.



Most importantly, almost *all* of these digital tactics have increased in priority for manufacturers since 2019. Organizations are seeing results from these tactics in the wake of the pandemic, and are therefore investing more resources into them. Focus your digital strategy on these five tactics. And here's a bonus hint: video can help to boost the other top four!

COVID-19 IMPACTS

When asked how the pandemic affected their performance, the specific topics that manufacturers brought up most frequently were:

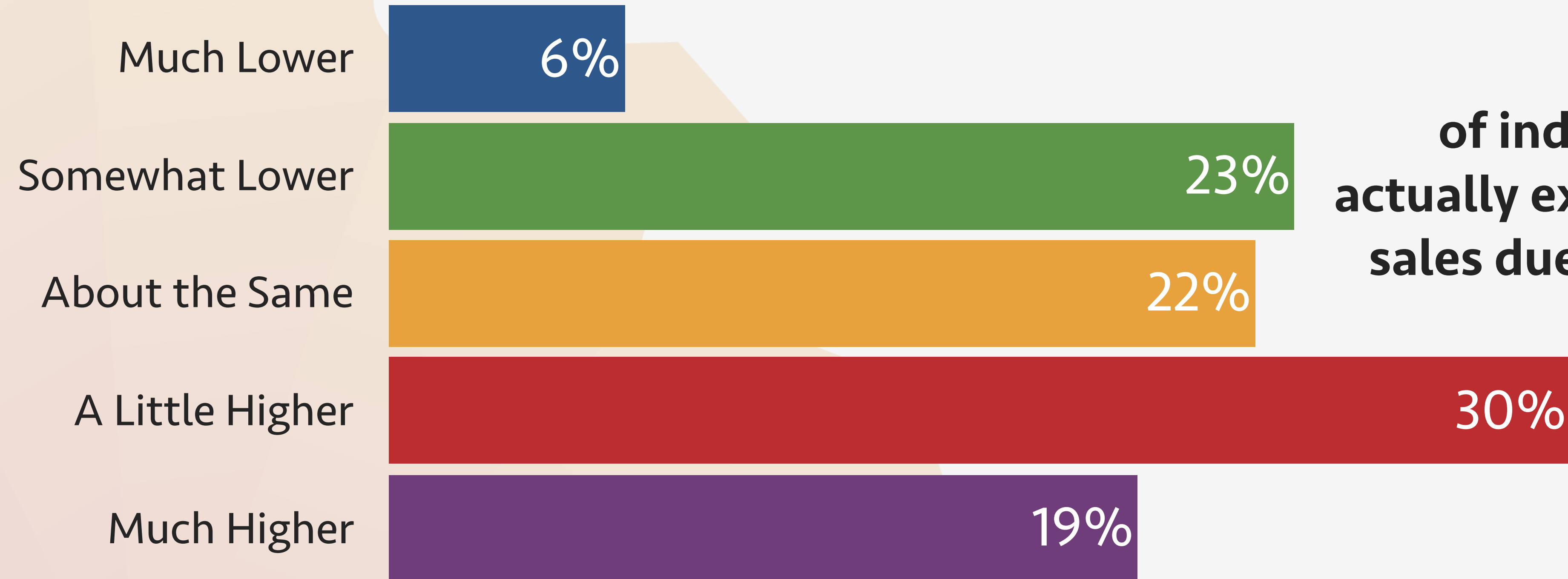
- 1. Increased Shift to Digital Tactics**
- 2. Supply Chain Issues**
- 3. The Labor Shortage**
- 4. Upgraded Tech Infrastructure**

“We have problems recruiting the right people.”

“We increased in sales with lower marketing efforts due to trade show restrictions.”

“Supply chain and capital spending of our customers was down, so our sales performance was negatively affected.”

How did the COVID-19 Pandemic affect your sales?

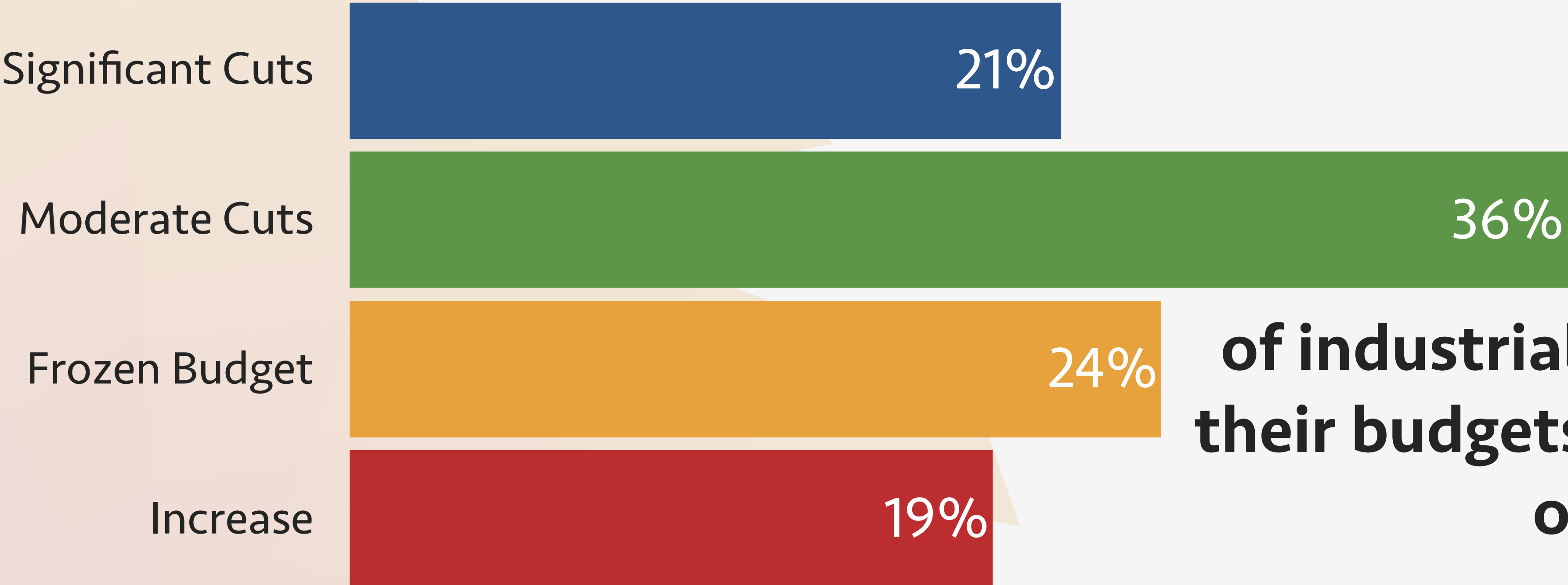


49%
of industrial marketers
actually experienced higher
sales due to the pandemic



Even though trade shows attendance may have decreased, digital interactions rose in 2020 out of necessity-- and when that happened, companies who finally started building an online presence were able to suddenly get in front of prospects that they hadn't realized were always or only online, who may have been looking for more information on these companies for a long time.

How did the COVID-19 Pandemic affect your marketing budget in 2020?

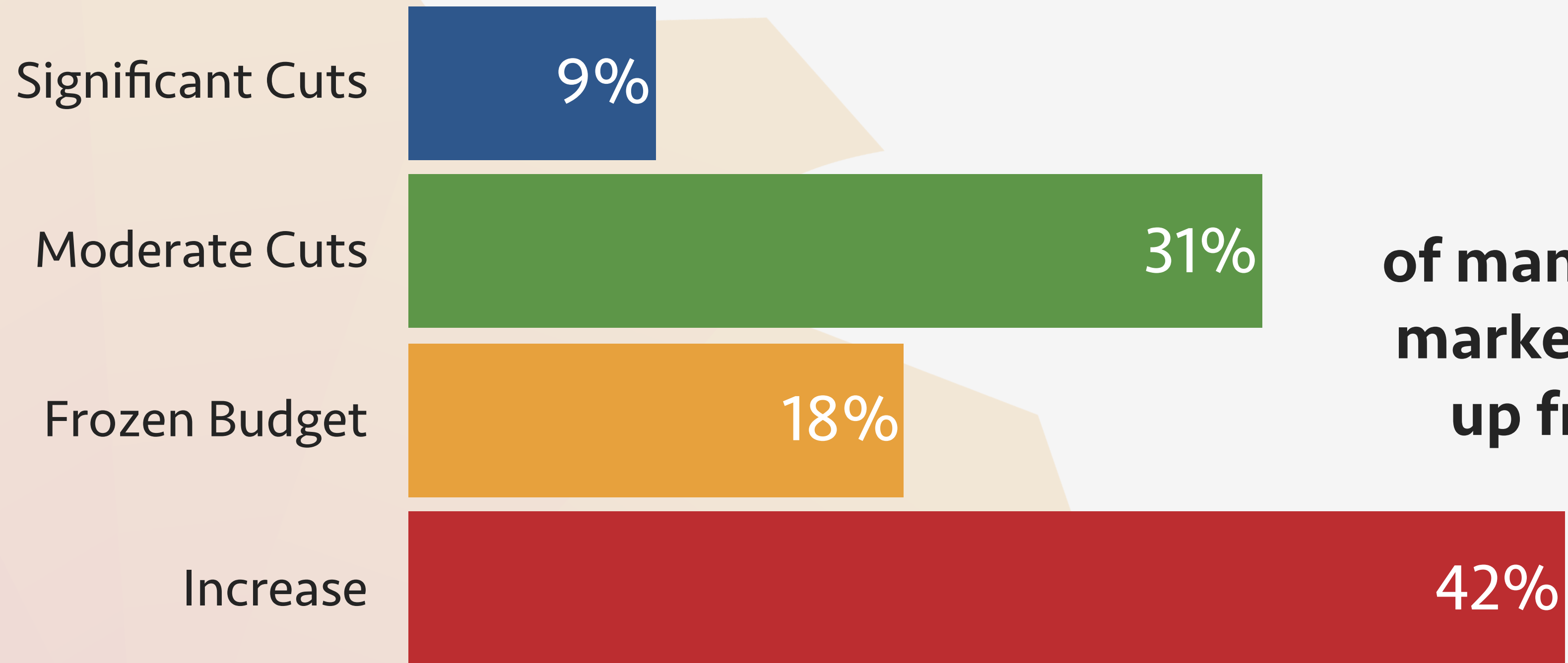


57%
of industrial marketers got their budgets cut as a result of the pandemic



In many cases, a lot of digital tactics that used to be low priorities suddenly got significantly generous contributions from companies' former trade show funds. If marketing teams can prove that digital can generate equal or higher returns than trade shows, there's a much greater chance that digital will keep a larger slice of the pie even after live shows fully return.

After a full year of the **Pandemic**, how did your marketing budget in 2021 change?

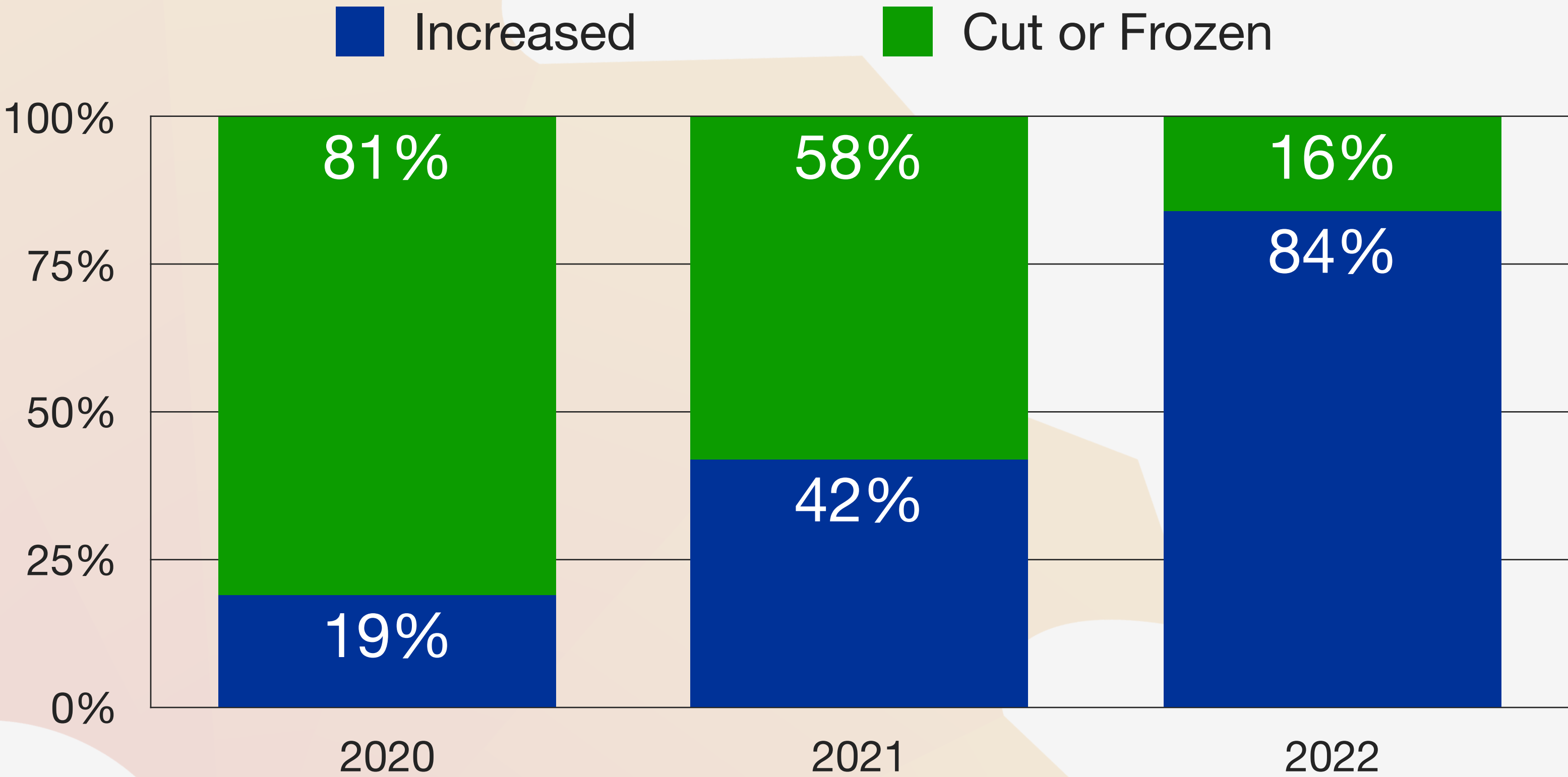


42%
of manufacturers increased marketing budgets in 2021, up from just 19% in 2020



It's hard to say how many of these budget increases were merely the return of industrial marketing budgets to what they were back in 2019, versus how many of them were actually an increase beyond each company's pre-pandemic funds.

How has the COVID-19 Pandemic affected your marketing budget since 2019?

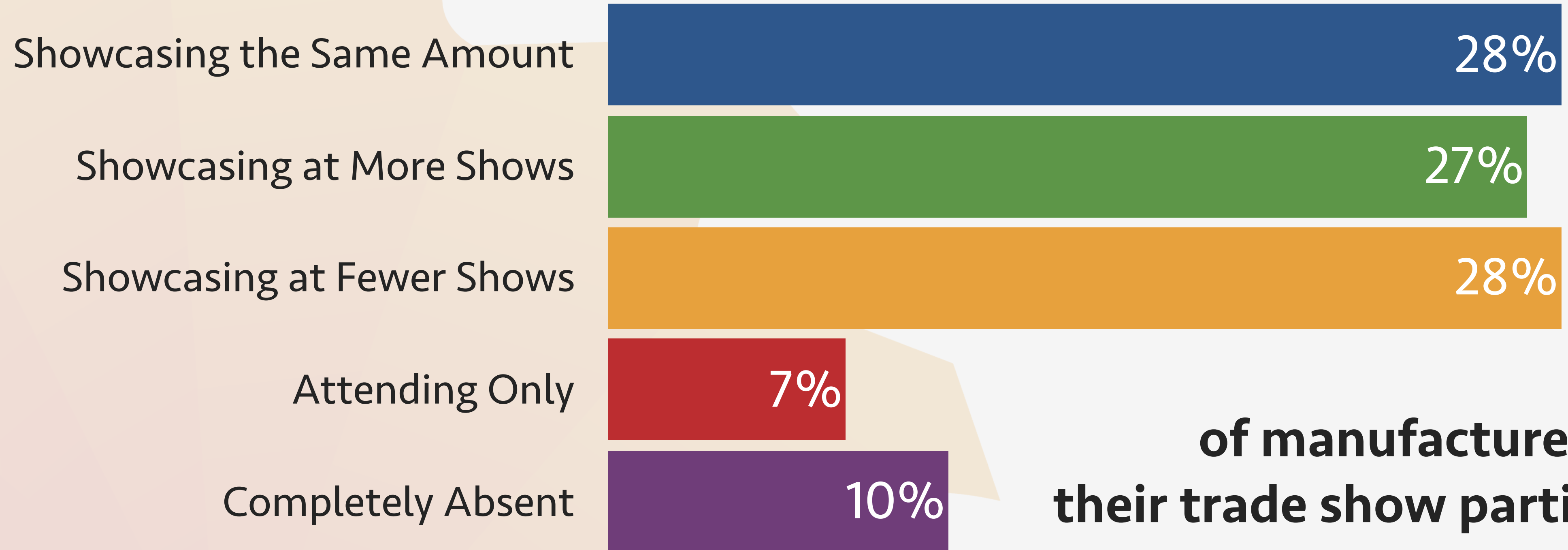


84%
of manufacturers are
increasing their marketing
budgets in 2022.



After the majority of manufacturers froze or cut marketing budgets in 2020, now the majority are increasing for 2022. This could possibly be because trade shows returned, and/or because digital was also proving to be more measurably effective.

Compared to 2019, how are you planning to engage **Trade Shows** in 2022?



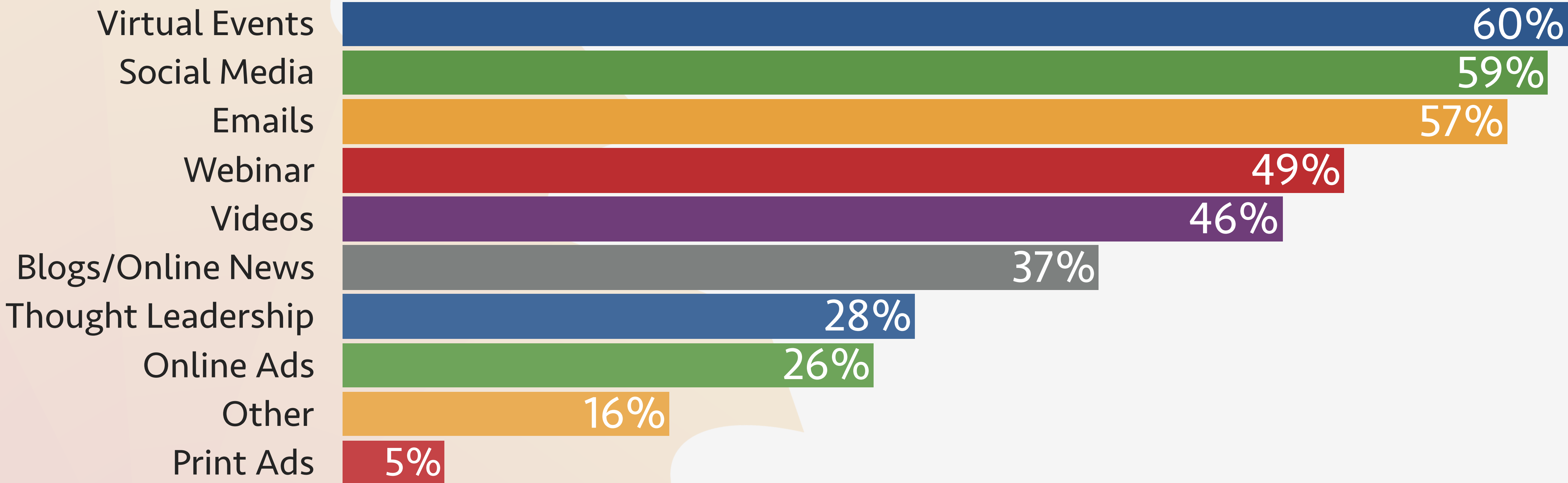
45%
of manufacturers plan to reduce their trade show participation in 2022.



Manufacturers seem pretty equally deadlocked between the options of increasing, decreasing, or maintaining their standard trade show attendance in the wake of the pandemic.

During the pandemic, how did you replace

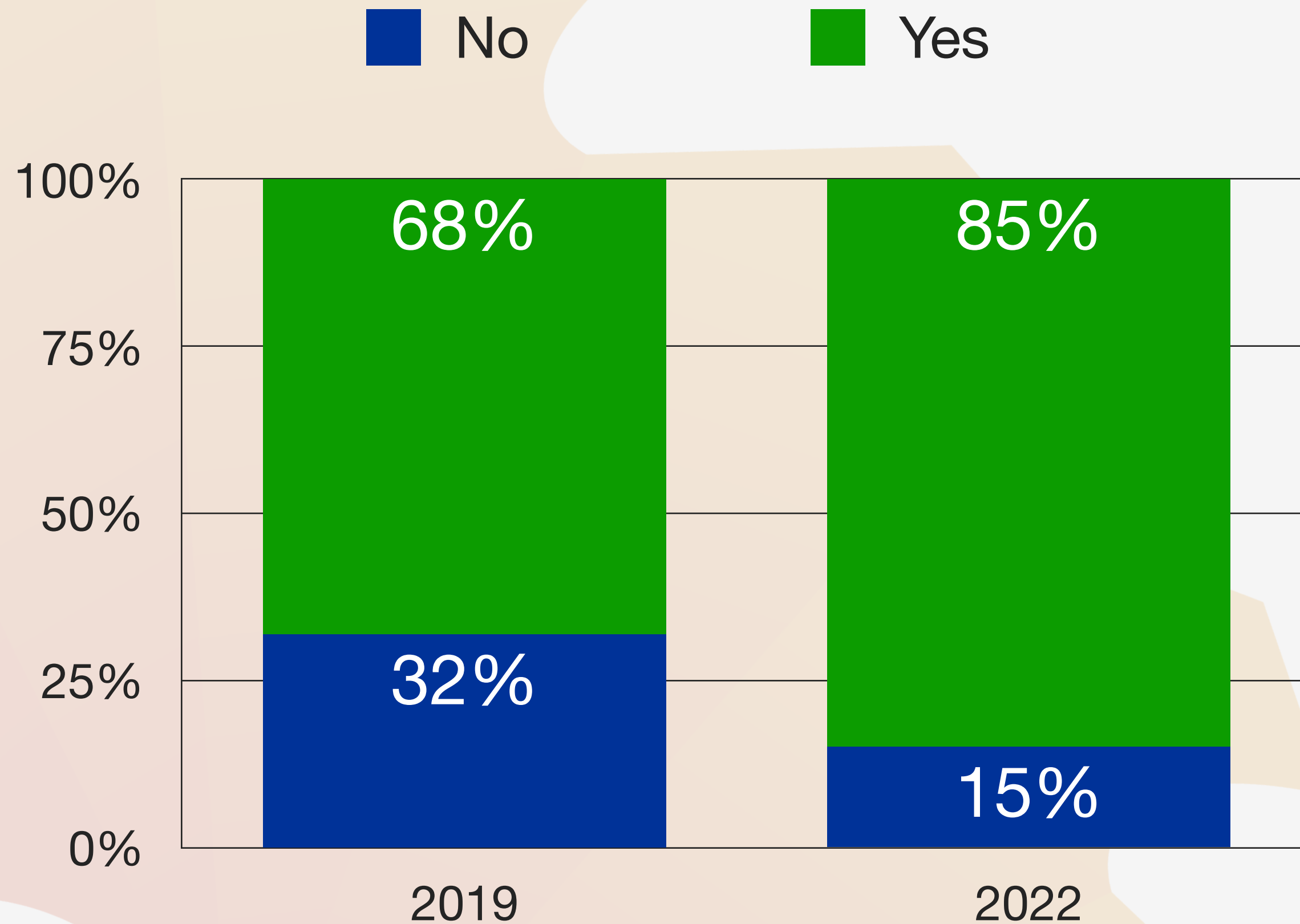
Trade Shows?



Video is one of the rare few marketing assets that can enhance the performance of almost any of the other tactics listed above. Companies who invest in videos can get a return through multiple channels-- including *non-digital* methods like trade shows!

Marketing Strategy

Do you have a defined **Marketing** strategy?



85%
of Industrial Marketers have a
defined marketing strategy...
almost a 20% increase since 2019!

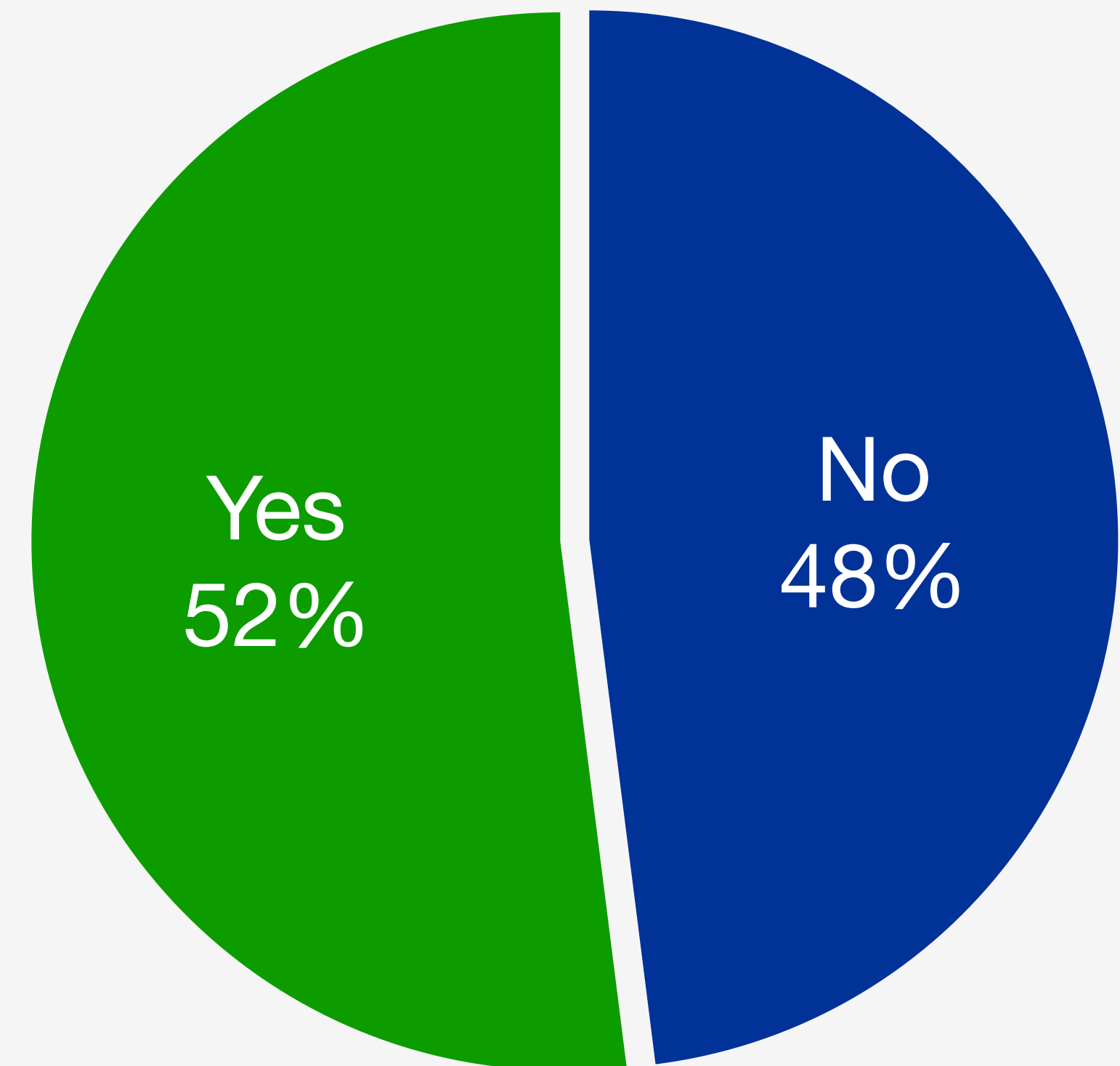


“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” – Sun Tzu.

Do you have a specific monthly goal for generating **Digital Leads**?

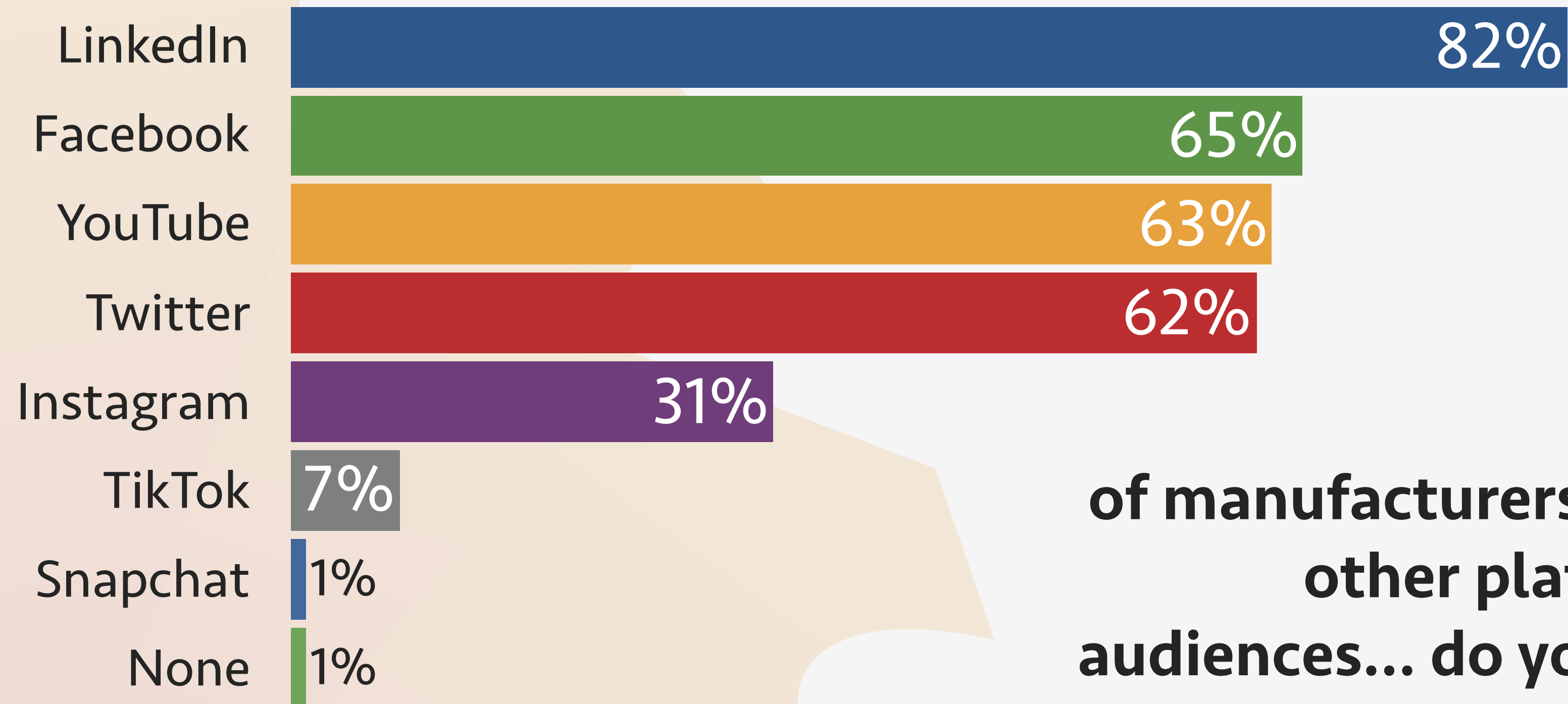
48%

**do not have a specific monthly goal for generating leads...
17% less than in 2019!**



We may sound like broken records about this, but it's nearly impossible to reach a goal if you're not tracking it, let alone haven't created a goal at all! Your organization needs to create Specific, Measurable, Attainable, Realistic, Timely goals for generating leads.

Which **Social Media** platforms does your company plan to use in 2022?



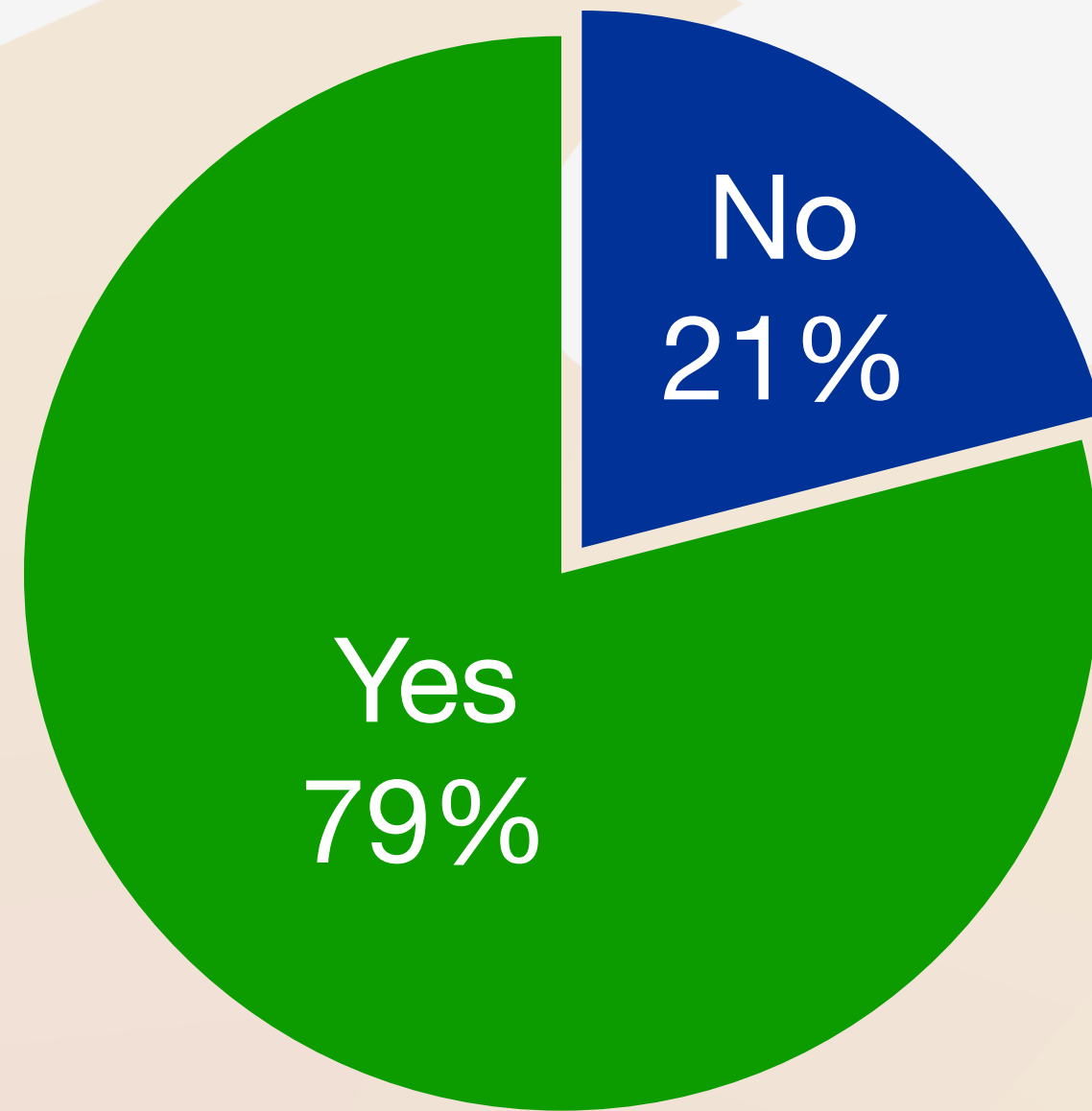
82%

of manufacturers are on LinkedIn and other platforms to reach their audiences... do you know where yours are?



Social media platforms are where people are spending their time both at work and off the clock, especially in a post-pandemic, working-from-home world. They provide a great opportunity for your content to be distributed and consumed by your prospects.

Do you have an **SEO strategy?**



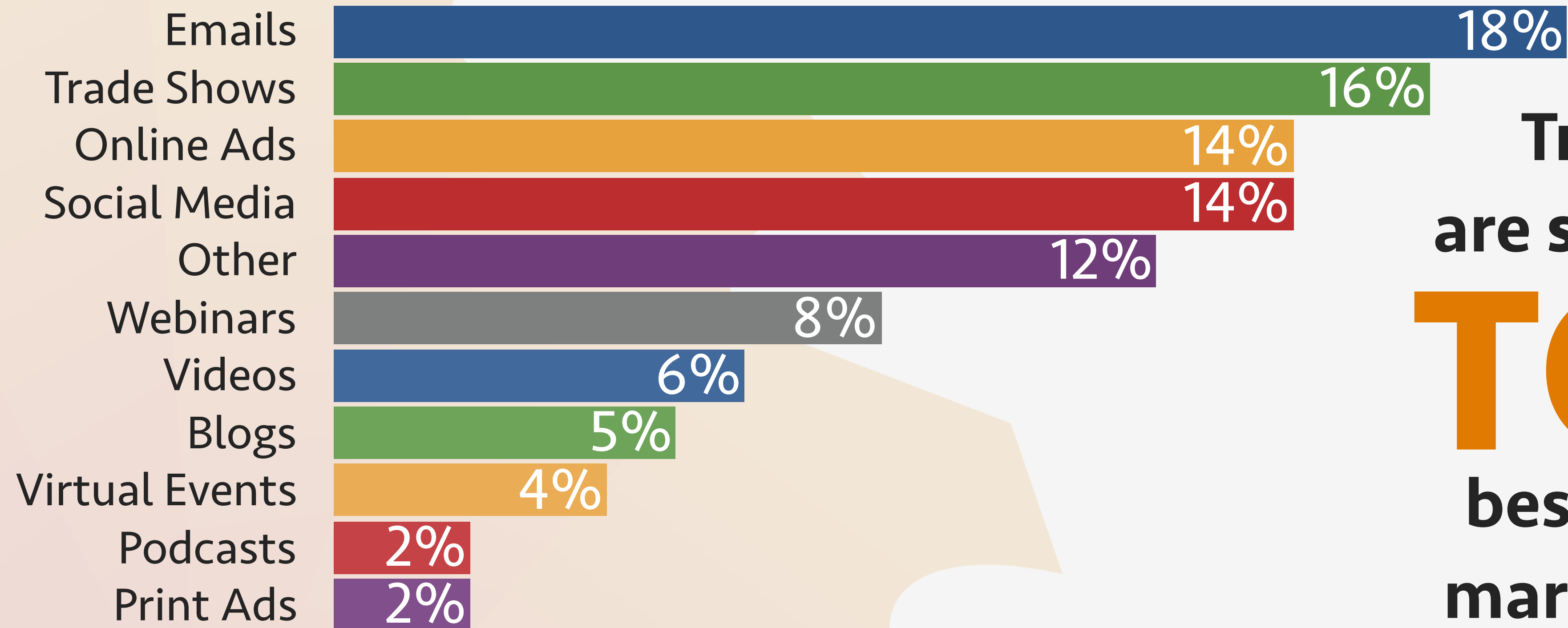
SEO, or search engine optimization, has been around for a while. In a nutshell, SEO is the practice of increasing traffic to your website through organic search. This is not to be confused with paid traffic such as Google Adwords or LinkedIn ads.

When customers search for your product or service, you want to be as close to the #1 spot as possible.

SEO is a blend of User Experience (UX), Relevant Quality Content, and Technical Optimization. Having and executing an SEO strategy is a fundamental element to a successful digital marketing strategy.

79%
of manufacturers
have an SEO strategy,
up from 63% in 2019

What is your company's best-performing marketing tactic?

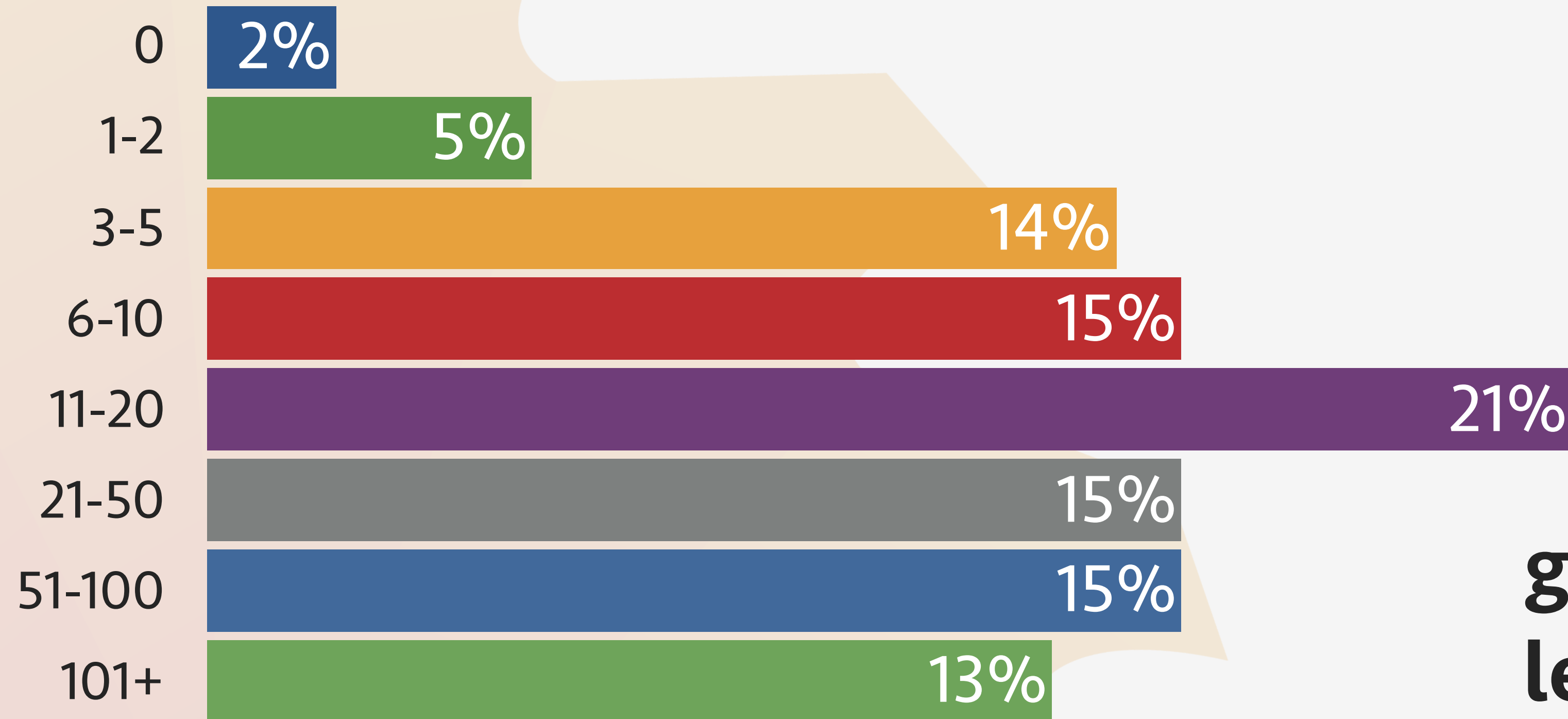


Trade Shows
are still one of the
TOP 2
best performing
marketing tactics



Despite being nearly nonexistent in 2020, Trade Shows (formerly the #1 tactic in 2019) still remain one of manufacturers' top two tactics for generating leads. Only 5% of industrial companies cited videos as their top tactic, even though trade shows and virtually every single digital tactic out there can actually gain higher engagement when videos are added to them.

How many leads does your company typically generate at a Trade Show?



57%
of manufacturers
generate less than 20
leads per trade show.



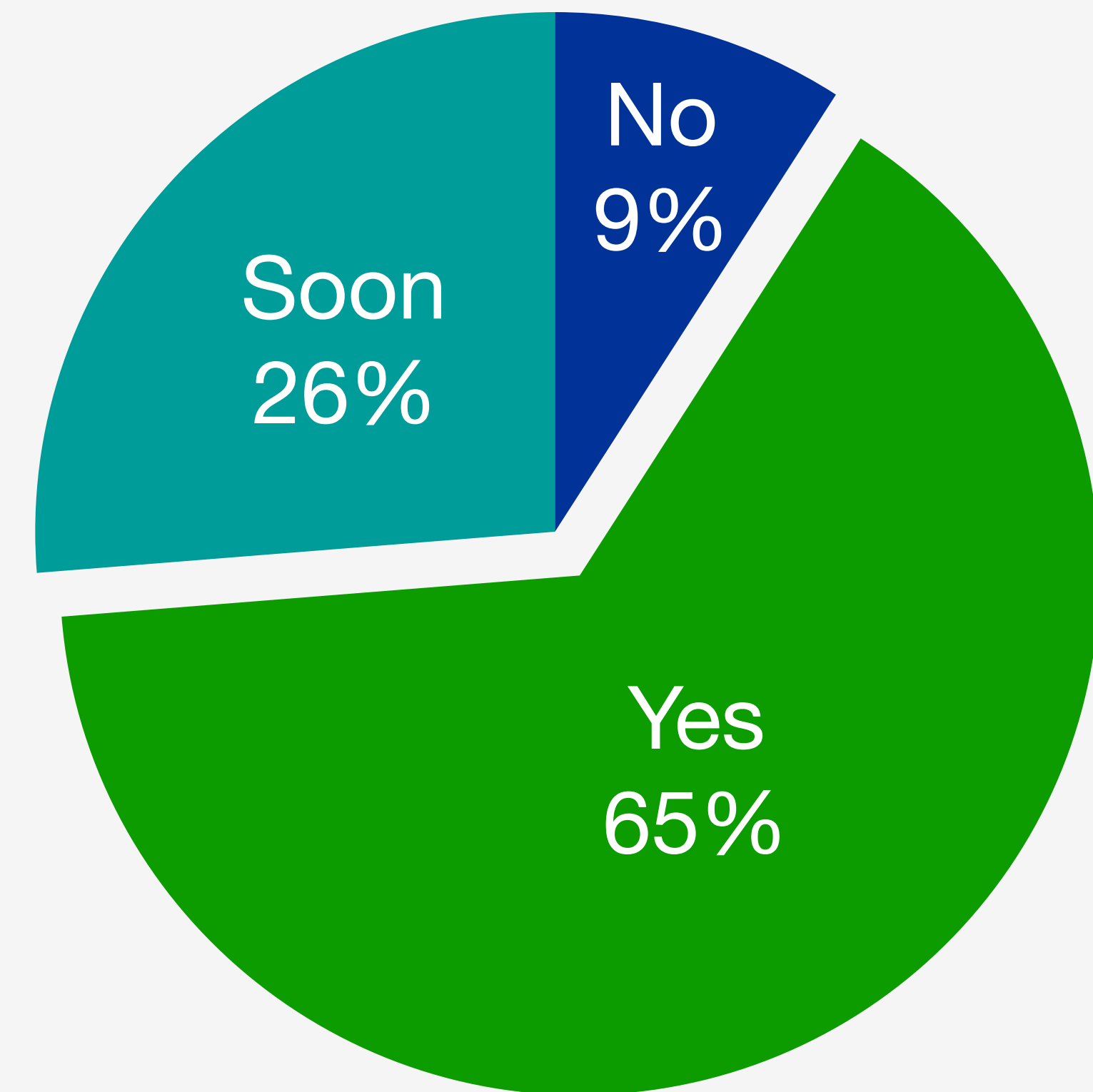
Only 13% of those surveyed generate over 100 leads, down from 17% in 2019. That's not particularly encouraging when you recall that trade shows were lauded as one of the top two best-performing tactics of manufacturers even in a post-pandemic world. The key to successfully nurturing those leads lies in uploading them to your digital CRM so that you can keep track of them and keep in touch.

Sales & Marketing

Does your company currently use a CRM?

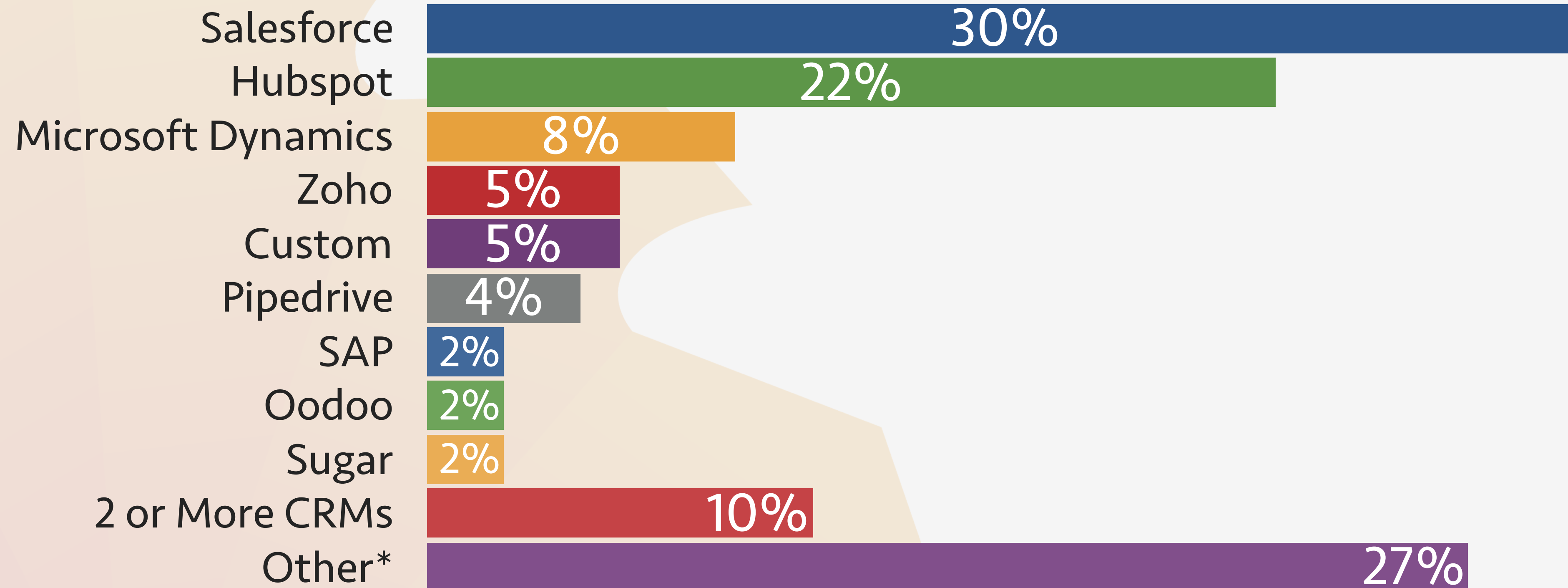
35%

of manufacturers are not currently using a CRM system, down from 45% in 2019.



17% of those surveyed in 2019 claimed they would be getting a CRM by the end of the year, but it looks like hardly any of them actually did! For most businesses, their most valuable and important asset is their customer base, and it's vital to have one central place where all of this information lives. Spreadsheets were *not* made with that function in mind.

Which CRM does your company use?



* CRMs under "other" were not mentioned more than once by respondents



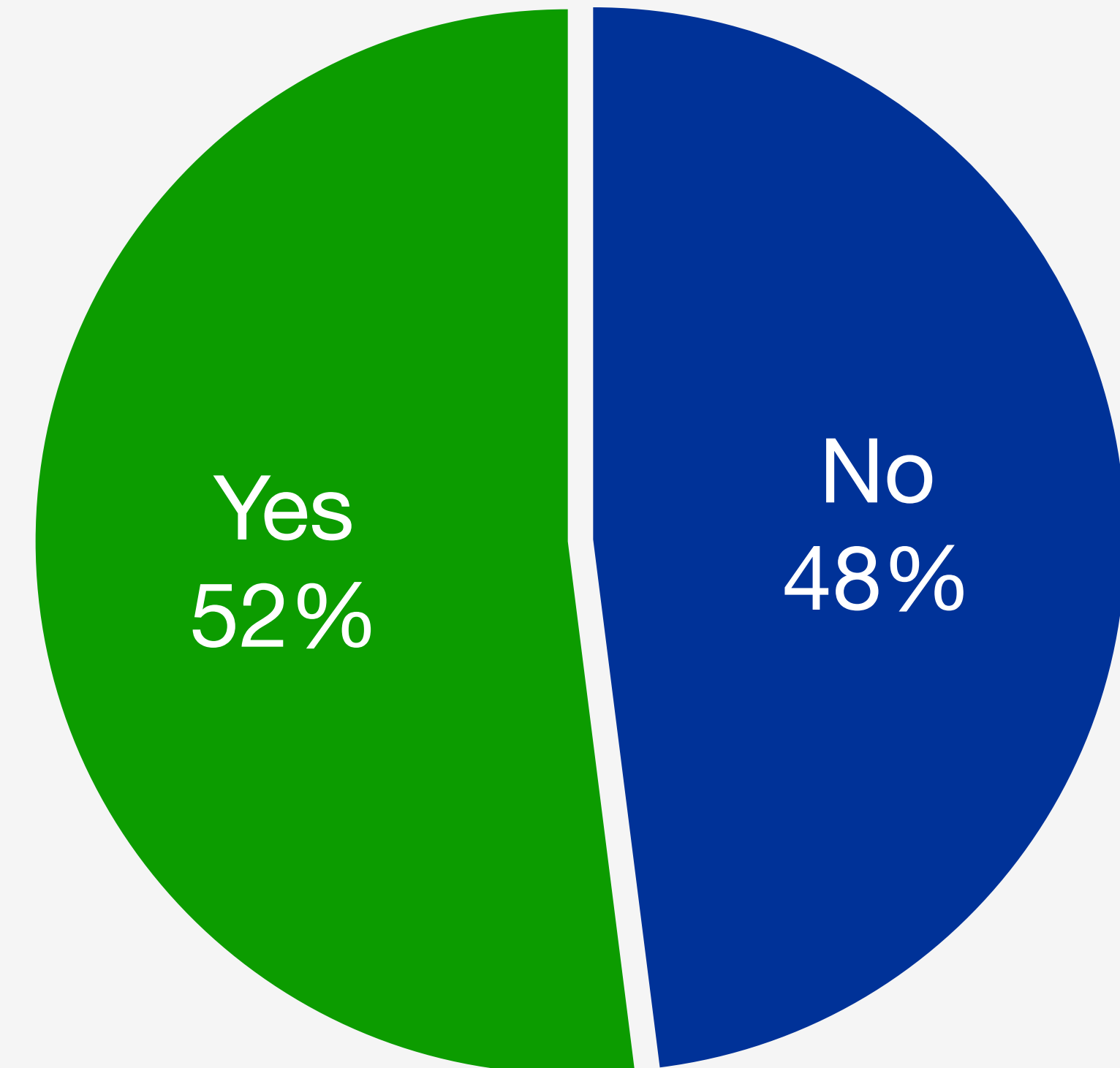
Using a CRM tool is critical to manufacturers, and the top four CRMs chosen by manufacturers haven't changed since 2019. In the digital age where companies' and their employees' information changes swiftly, you need to be able to keep up. Discovering the story that data tells is proven to help companies learn more about their customers, develop better products, and grow their businesses.

Sales Leads

Do you have a specific monthly goal for generating **digital leads**?

48%

of manufacturers don't have a specific goal for generating digital leads (compared to 65% in 2019).

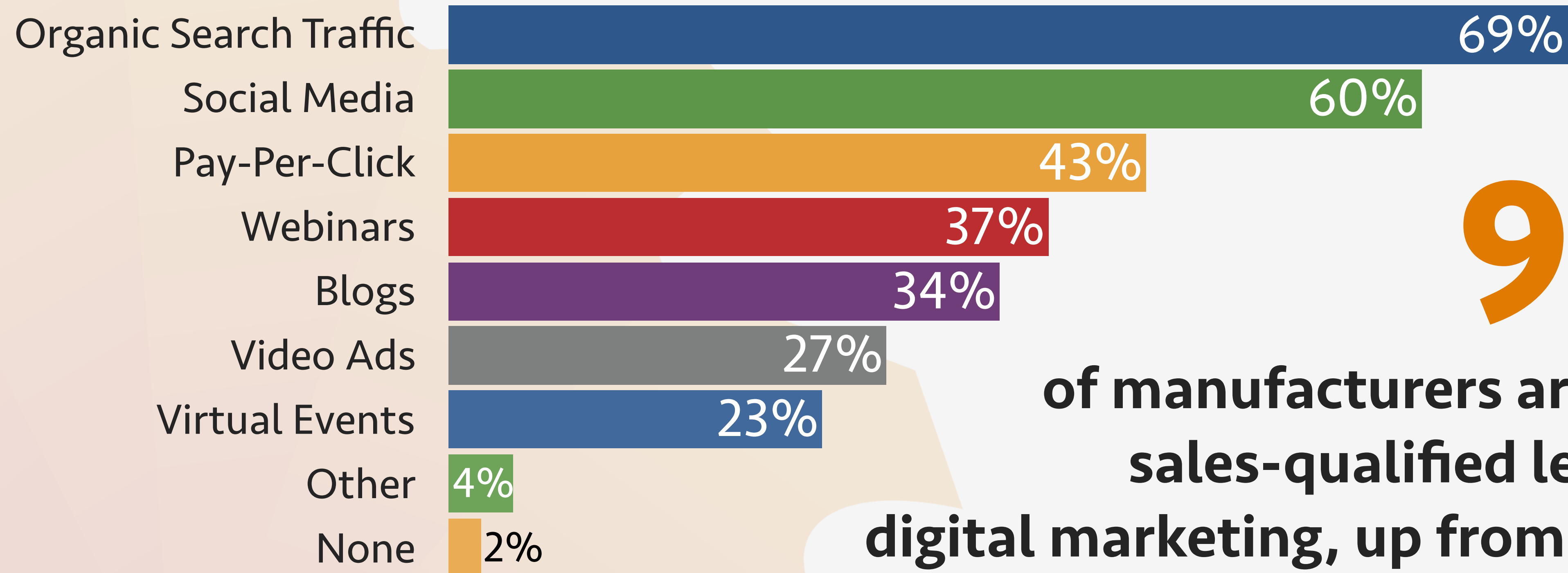


Most companies were overwhelmed or confused on how digital marketing works, including how to generate leads online, even before the pandemic hit. It's vital that you solve any 'black hole' where your leads always seem to disappear, or where your tracking just falls off.

48%

**of surveyed manufacturers
don't have a specific goal for
generating digital leads.**

From which **digital channels** does your company generate sales leads?



98%

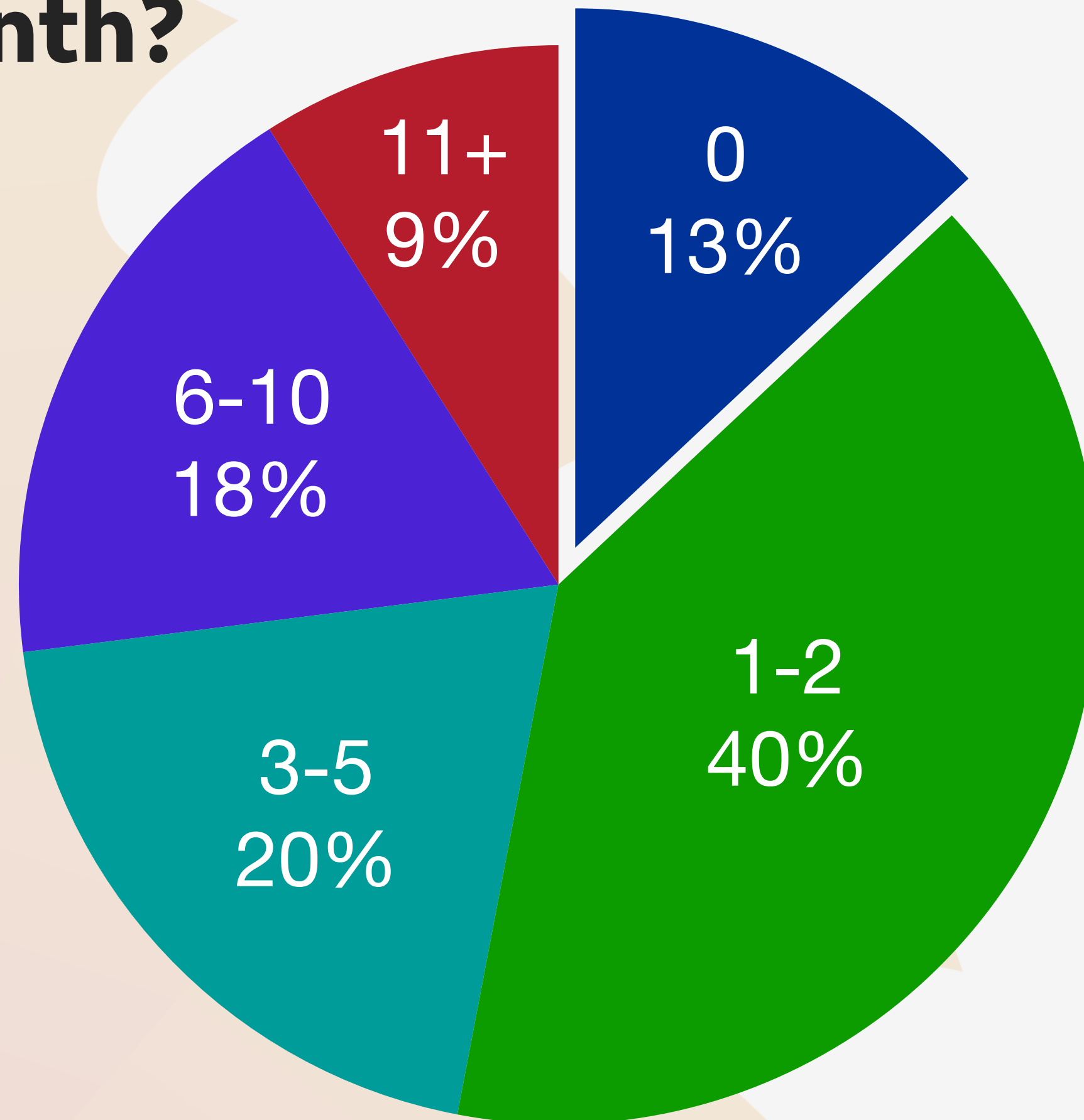
of manufacturers are generating sales-qualified leads through digital marketing, up from 67% in 2019



You should diversify across multiple digital channels to drive the best lead gen results-- and in many cases, some of these tactics can overlap with each other. Blogs and videos can boost your SEO, which drives more organic traffic. Videos can also enhance your paid ads, virtual events, or social media posts and generate more engagement than a static picture or a short paragraph can.

Website

How many **blog articles** does your company post per month?



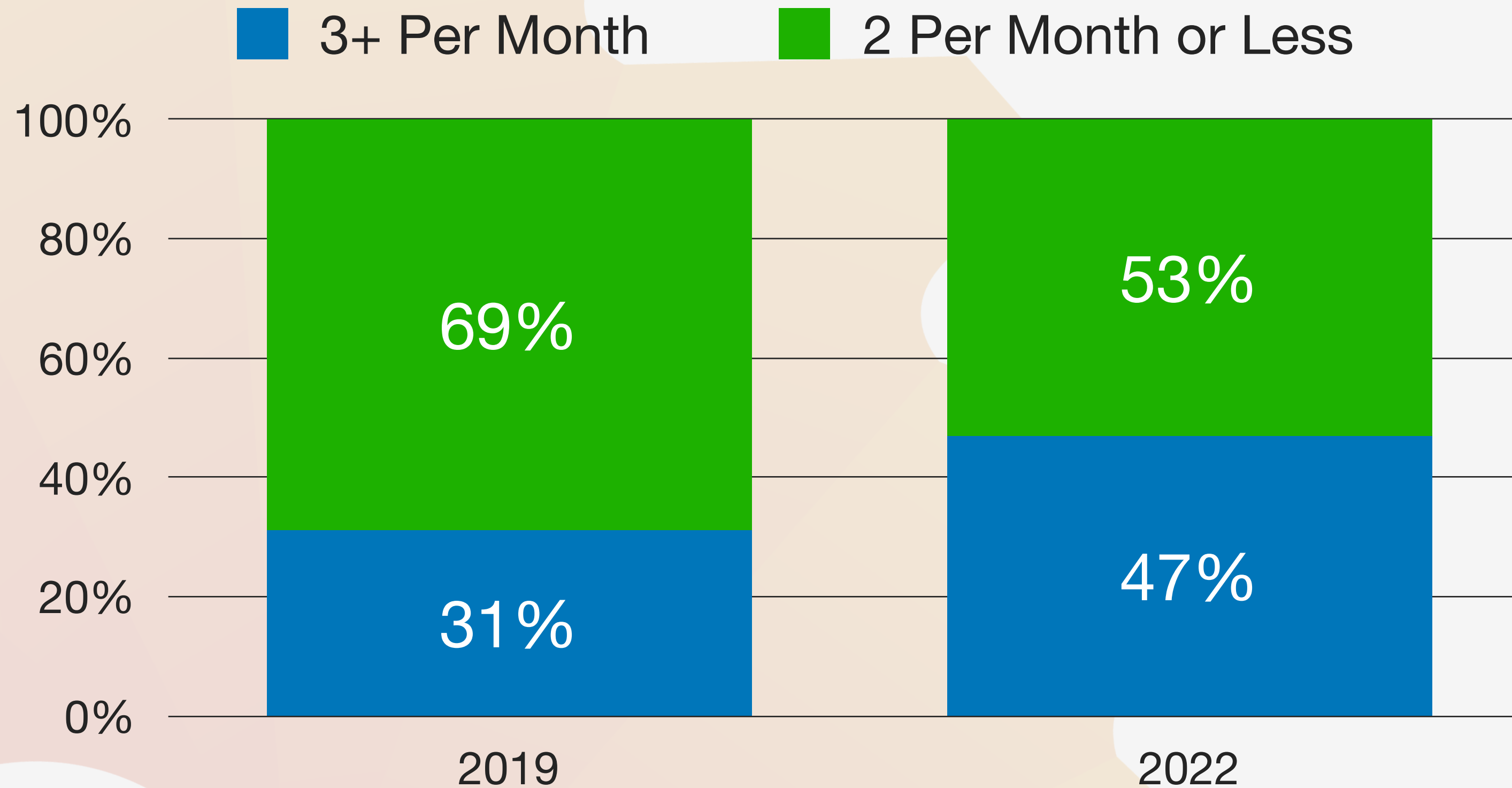
87%

of manufacturers are blogging every month... many are posting at least once a week.



Over 87% of your competition is blogging. Blogs are the first step to a robust content marketing strategy. They establish your website as the go-to resource for industry expertise, and they have a direct correlation to your web traffic! Take advantage of them!

How often has your company posted **blog articles** since 2019?



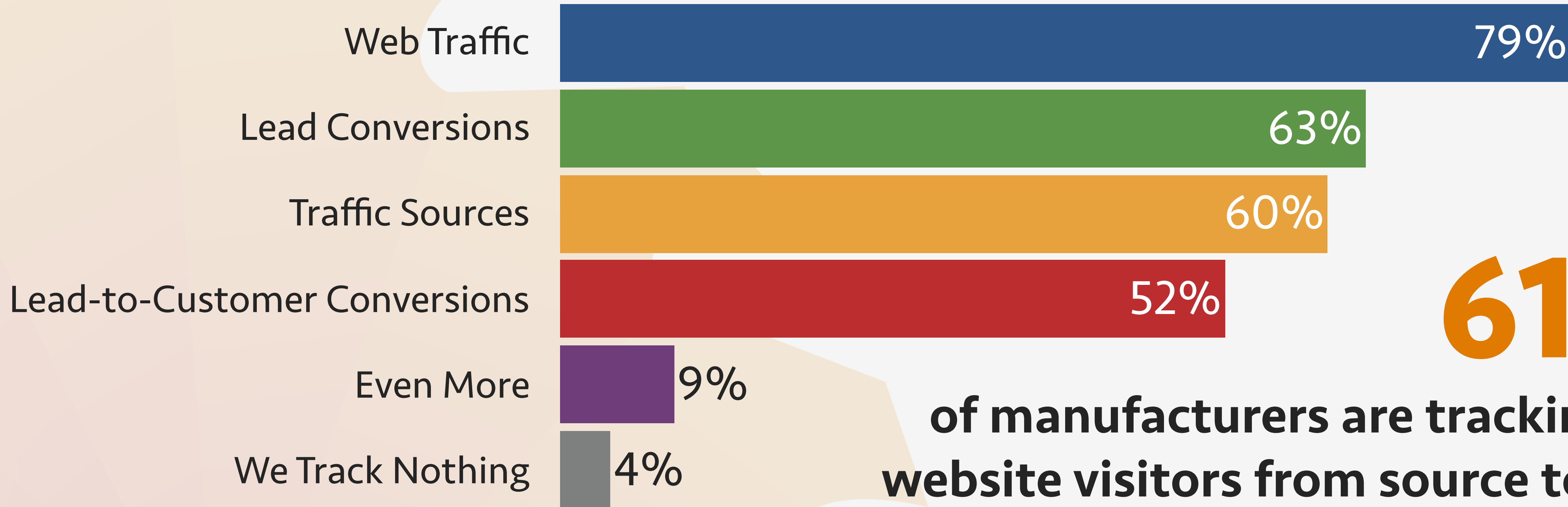
47%

of manufacturers post at least 3 blogs per month, up by 16% since 2019.



Regular blog posts and returning readers are one of the best ways to establish your expertise online, generate leads, and boost your rankings in search engines. Remember, those articles don't vanish after a week. They stay on your site and grow into a vast library of expertise and experiential wisdom. As that collection increases, so will your SEO-- making it almost a guarantee that the traffic to your website will dramatically increase over time. Blogs can help existing customers making referrals; your sales team members who need a concise way to answer a question they get ten times every week, or just somebody who stumbled across you online.

What **website metrics** do you track?



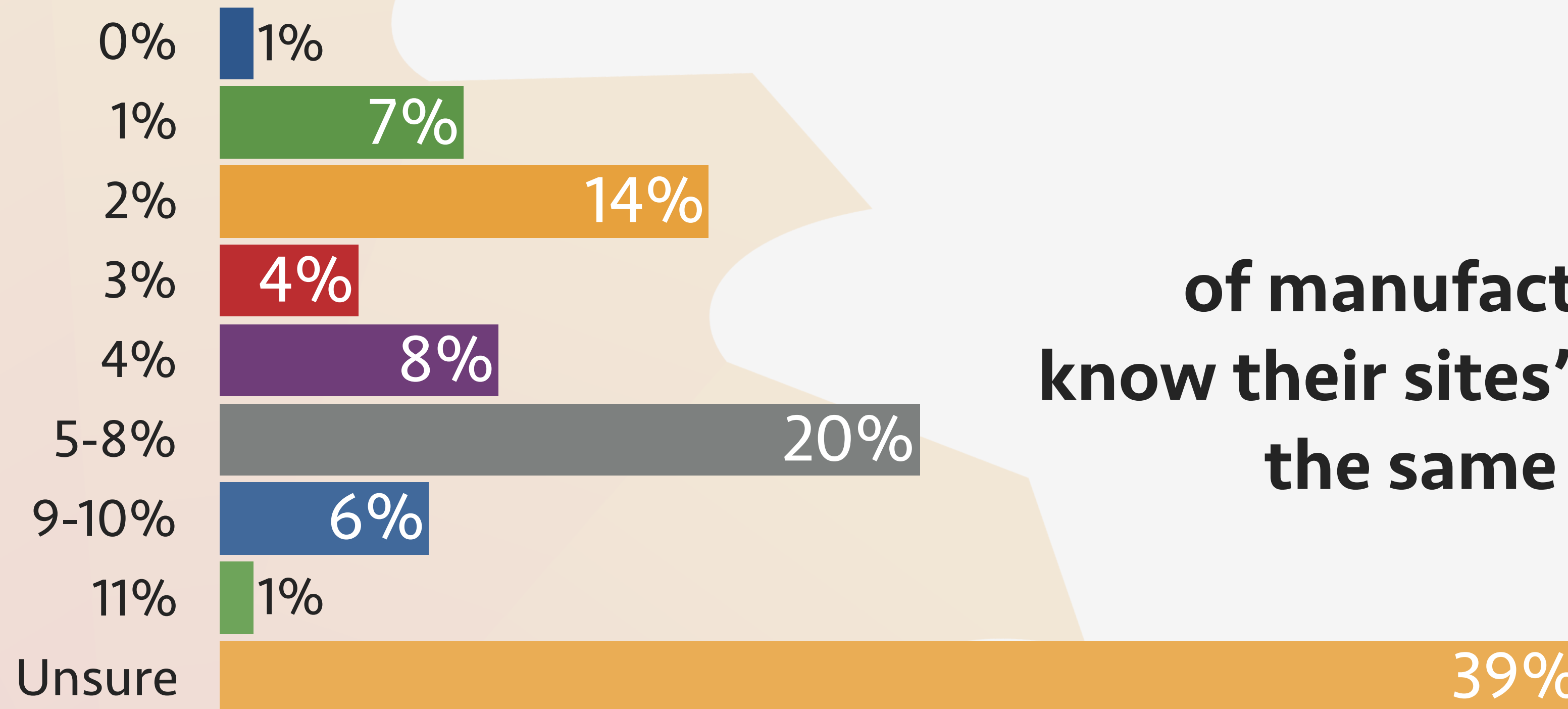
61%

of manufacturers are tracking their website visitors from source to sale... more than double the 25% in 2019!



Understanding what online sources are generating quality leads and then tracking them through the sales process allows you to create measurable and predictable sales & marketing goals. If you're interested in reaching your goals, you need to track the full lifecycle from source to close.

What percentage of your website visitors convert to a lead?



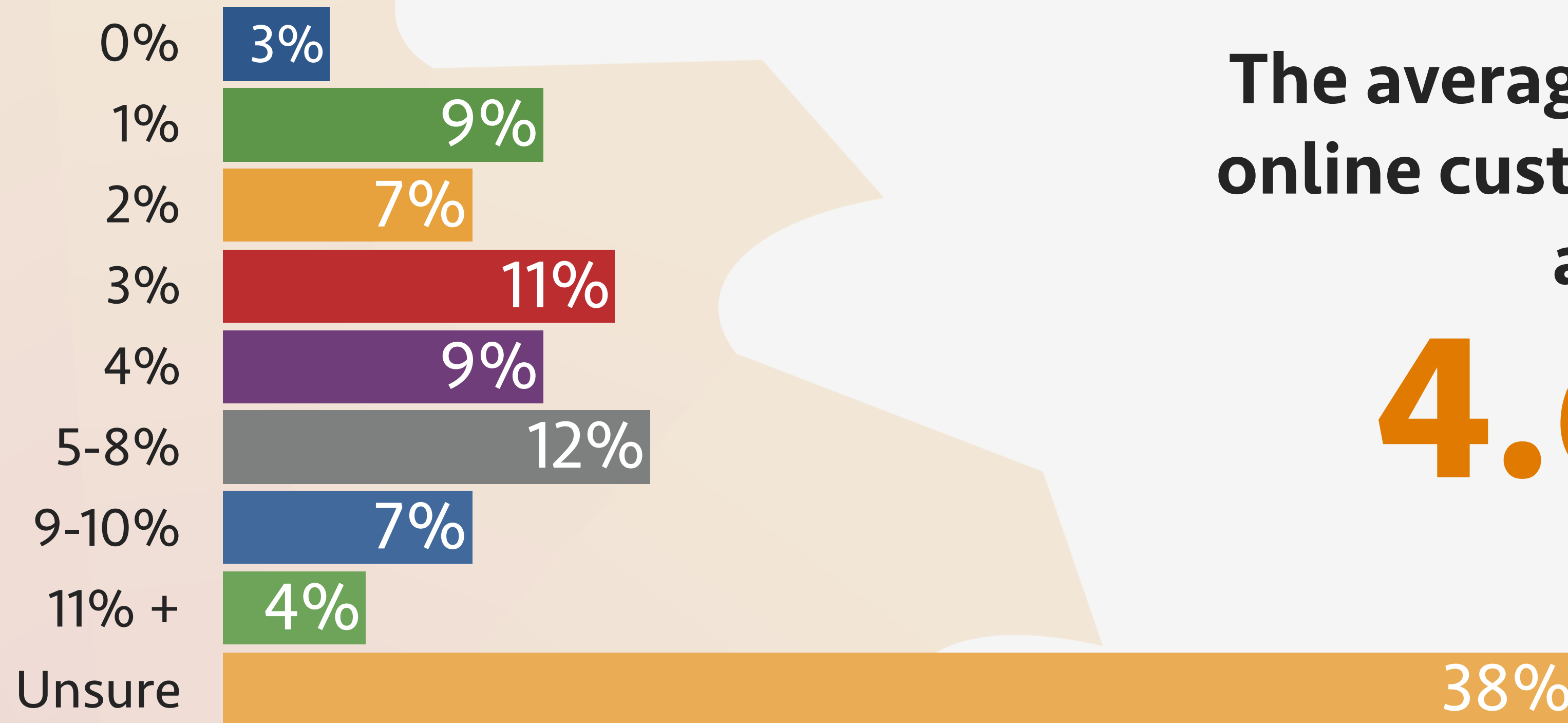
39%

of manufacturers in 2022 don't know their sites' conversion rates... the same number as in 2019!



We already know that over 75% of manufacturers are generating leads from their digital marketing efforts... but 39% of them are not able to track if those leads are converting. This is an important step to prove out the ROI of your efforts.

What percentage of your website leads convert into customers?



The average manufacturer's online customer conversions are over

4.66%

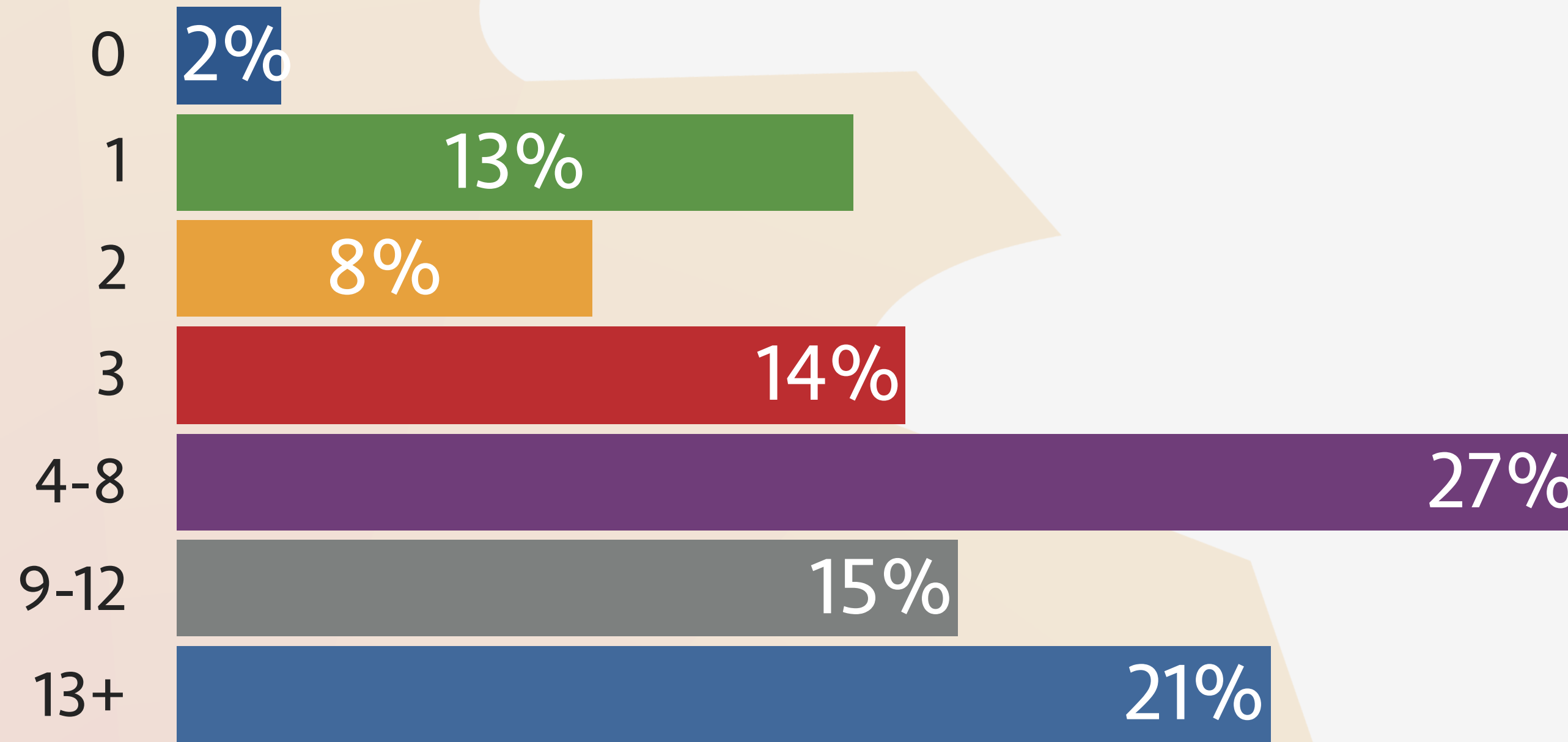


You'll have hard time proving that things are working if you're not tracking them.
This is where customer tracking in manually-updated spreadsheets falls vastly short, and where marketing automation platforms and online CRMs really shine.

38%

**of surveyed manufacturers are unsure
how many of their website visitors
convert into leads **OR** customers...
a number virtually unchanged since 2019.**

How many **landing pages** do you have on your website?



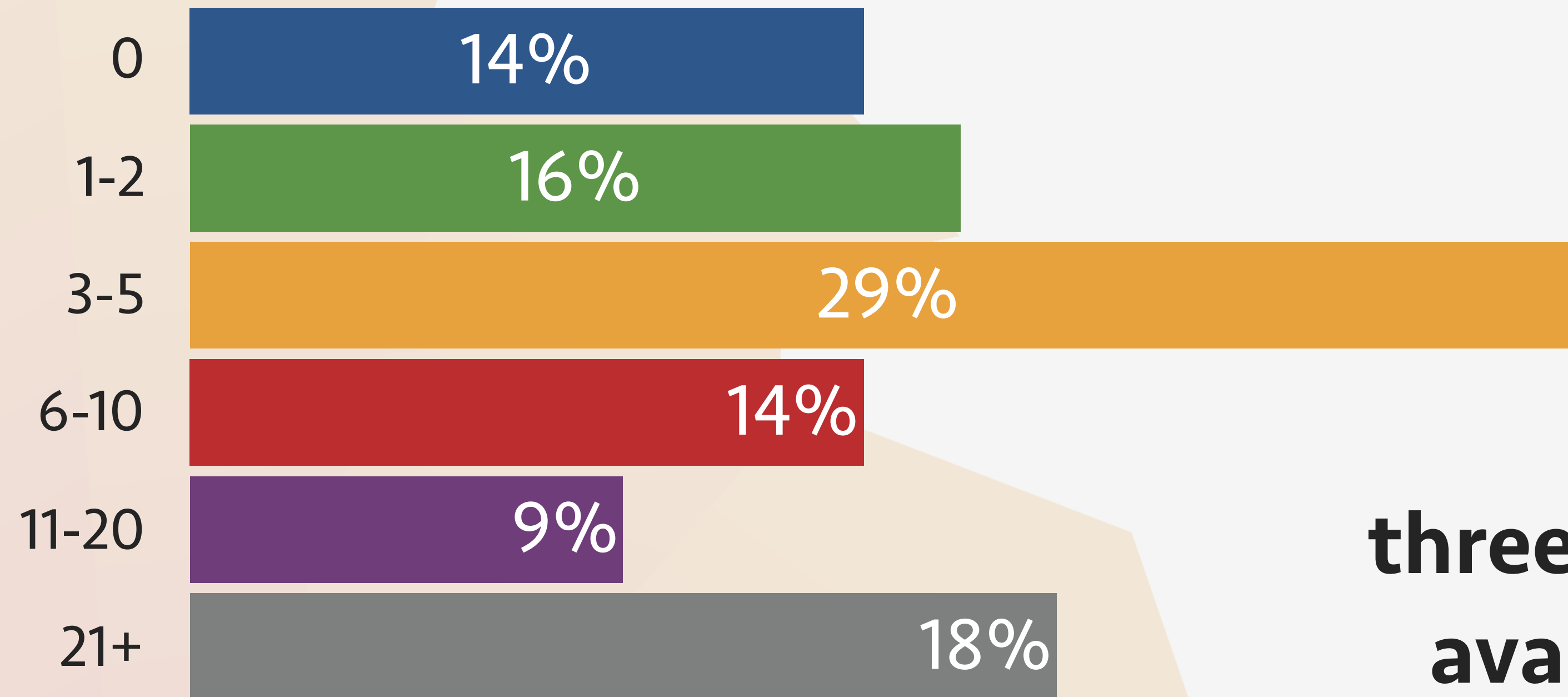
98%

of manufacturers are using landing pages on their website, up from 73% in 2019



Landing pages are the best way to get your website visitors to complete a form. They're sleek, minimal, and focused on a single objective that matches the intent of the call to action that your visitors clicked on to reach the page.

How many **content offers** do you have available on your website right now?

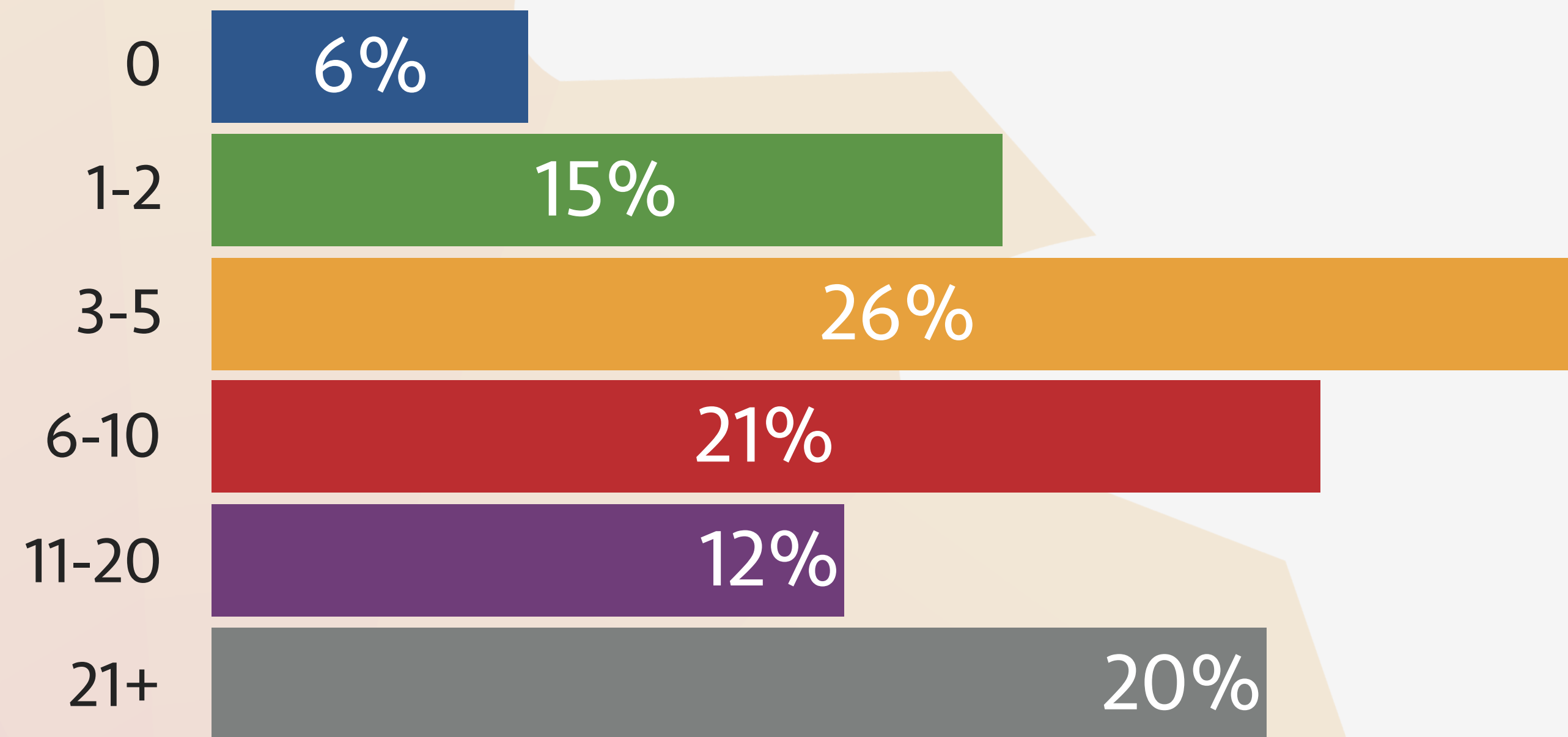


70%
of manufacturers have
three or more content offers
available on their websites



Using content offers is the technique of turning anonymous website traffic into known leads, by trading valuable and informative content for contact information such as a prospect's email address. Use additional offers to gather additional information from prospects as they progress through the funnel.

How many **content offers** do you plan to have available on your site in 2022?



53%
plan to have 6 or more offers on their sites in 2022



What value are content offers, exactly? Well, spoiler alert... you're reading one right now. We made this report to help to help industrial marketers who want to to prove out ROI and gain some credibility when justifying their new tactics or budgets. In return, they (you) traded an email address and a bit of industry information to us. Now we know our audience better and can create products or services more catered to your needs!

14%

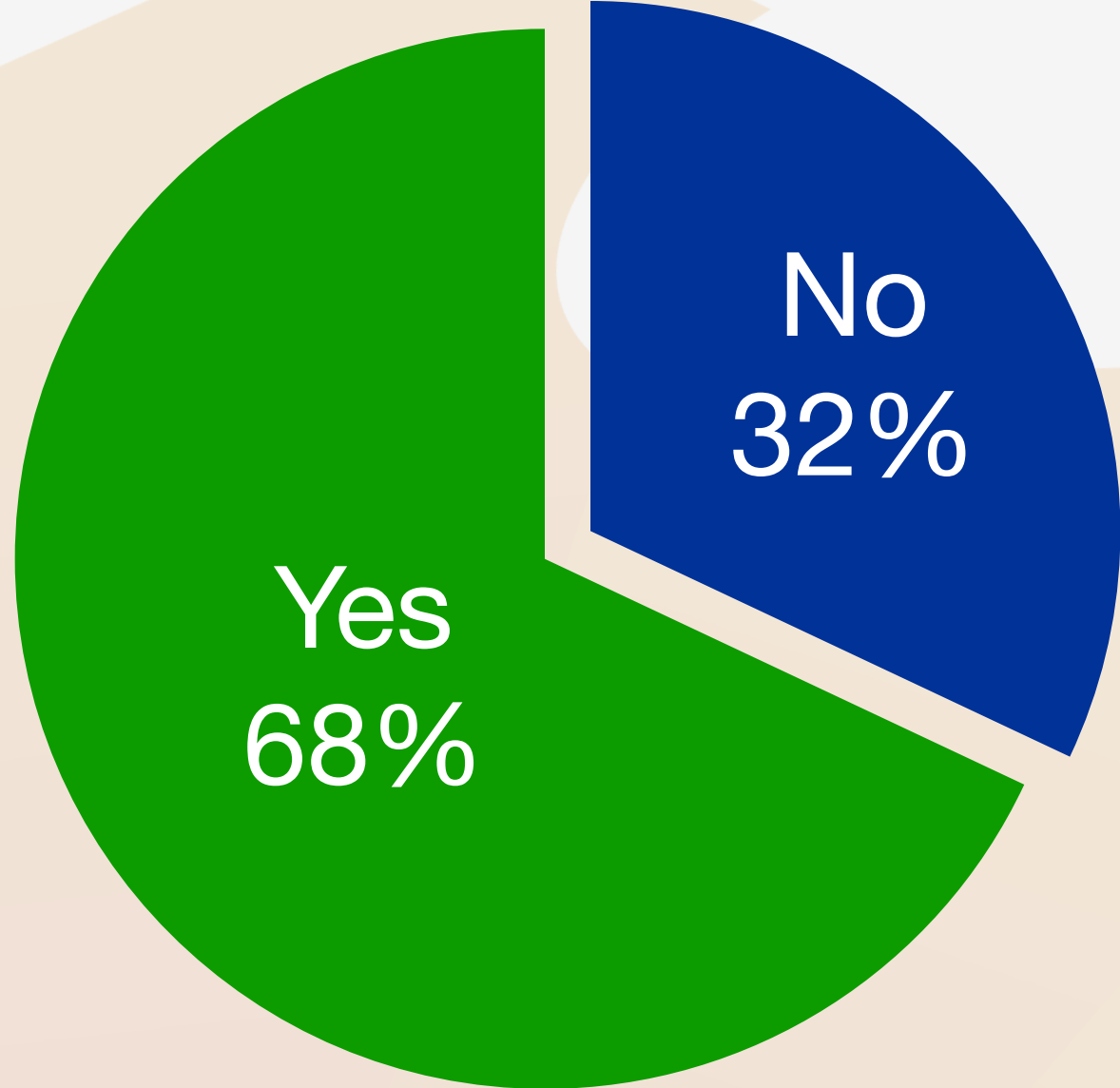
of manufacturers don't currently have content offers on their websites,

BUT

HALF

of them plan to add at least one in 2022!

Do you actively build **inbound links**?



Link Building is considered to be one of the essential cornerstones of search engine optimization. Your SEO results and ultimately traffic are directly impacted by your ability to have a robust inbound link strategy.

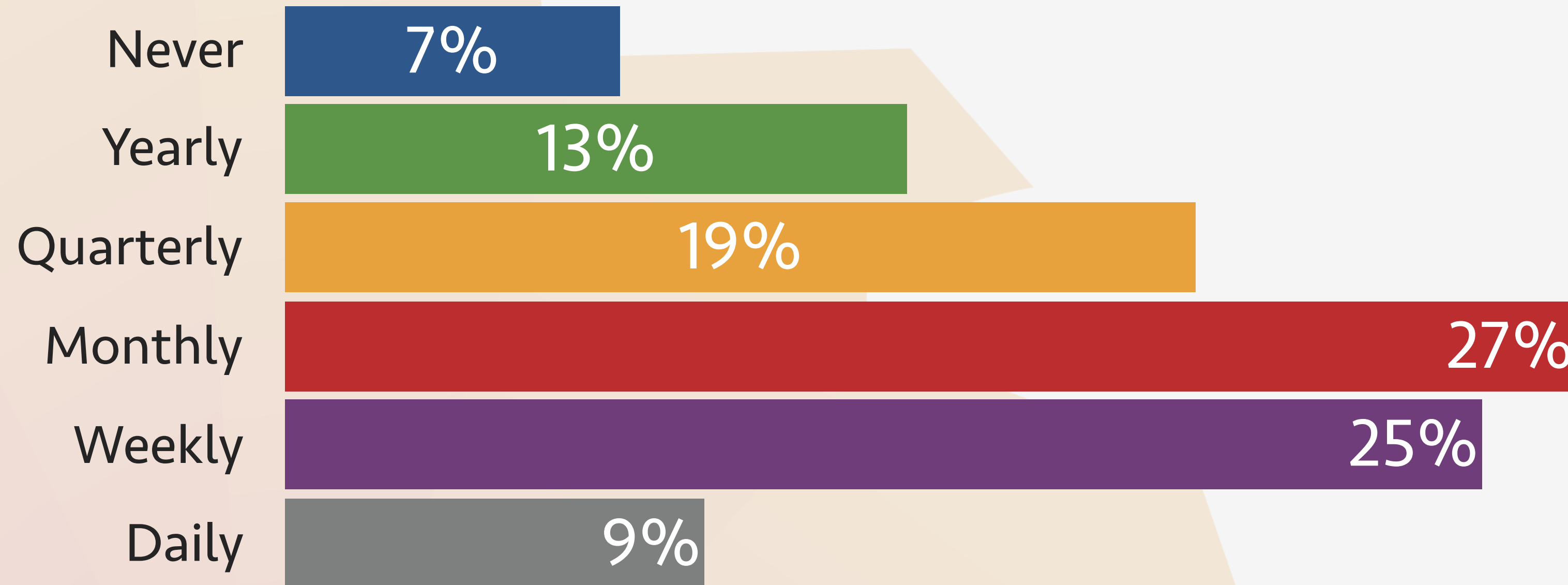
Inbound links are links from other high authority ranking websites. Typically, the more links you have to your website the better the ranking of your website in the search results.

The best inbound link strategies are integrated with a PR strategy. Public Relation strategies focus on getting placement in news and other high authority publications for awareness. The complimentary benefit is high value backlinks to your website.

68%

actively build inbound links as part of their SEO strategy, almost double the 35% since 2019

How often do you **audit your website?**

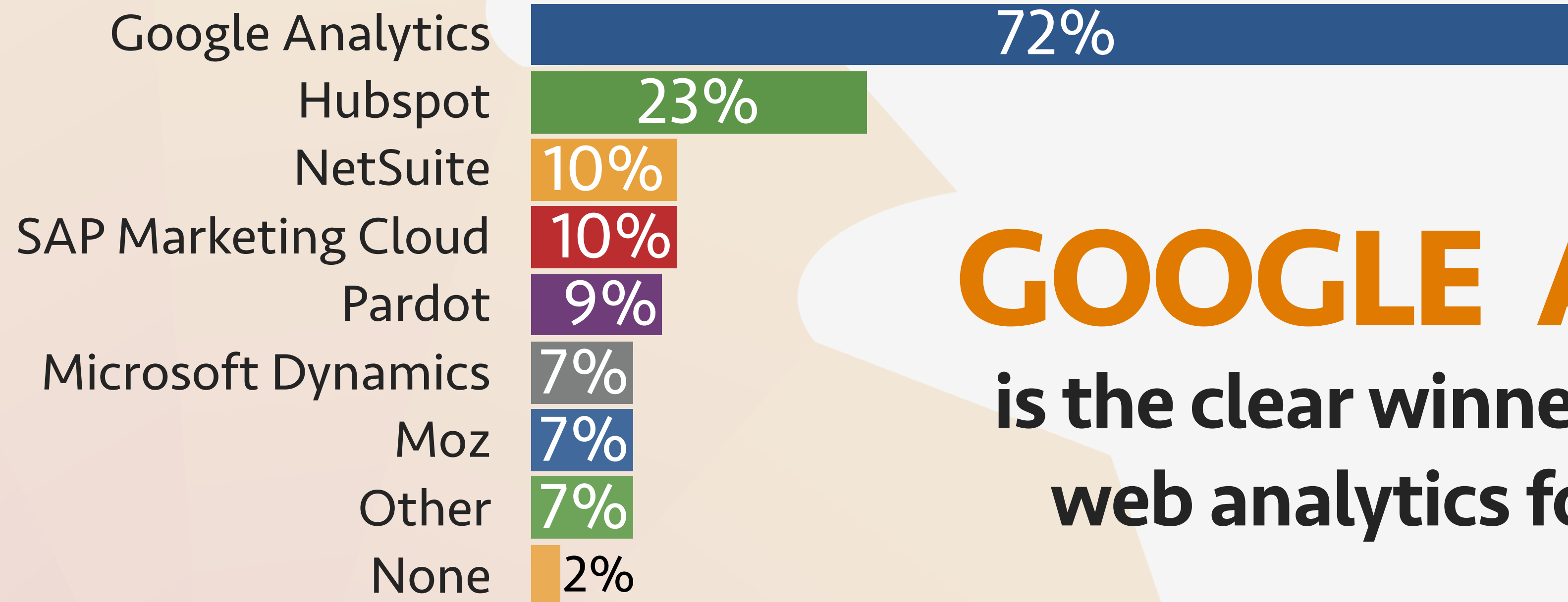


61% of surveyed manufacturers audit their website monthly or more, versus just 12% in 2019



Websites should be audited once per month at minimum, but at least 32% of manufacturers aren't doing that. These audits are like car tune-ups: you want to check maintenance regularly to ensure that your website is performing at its best in order to get optimal results. Top areas to audit are: web traffic, conversion rates, bounce rates, time on site, top visited pages, acquisition, top landing pages, top performing content, etc.

What are you using to track your website's analytics?



GOOGLE ANALYTICS

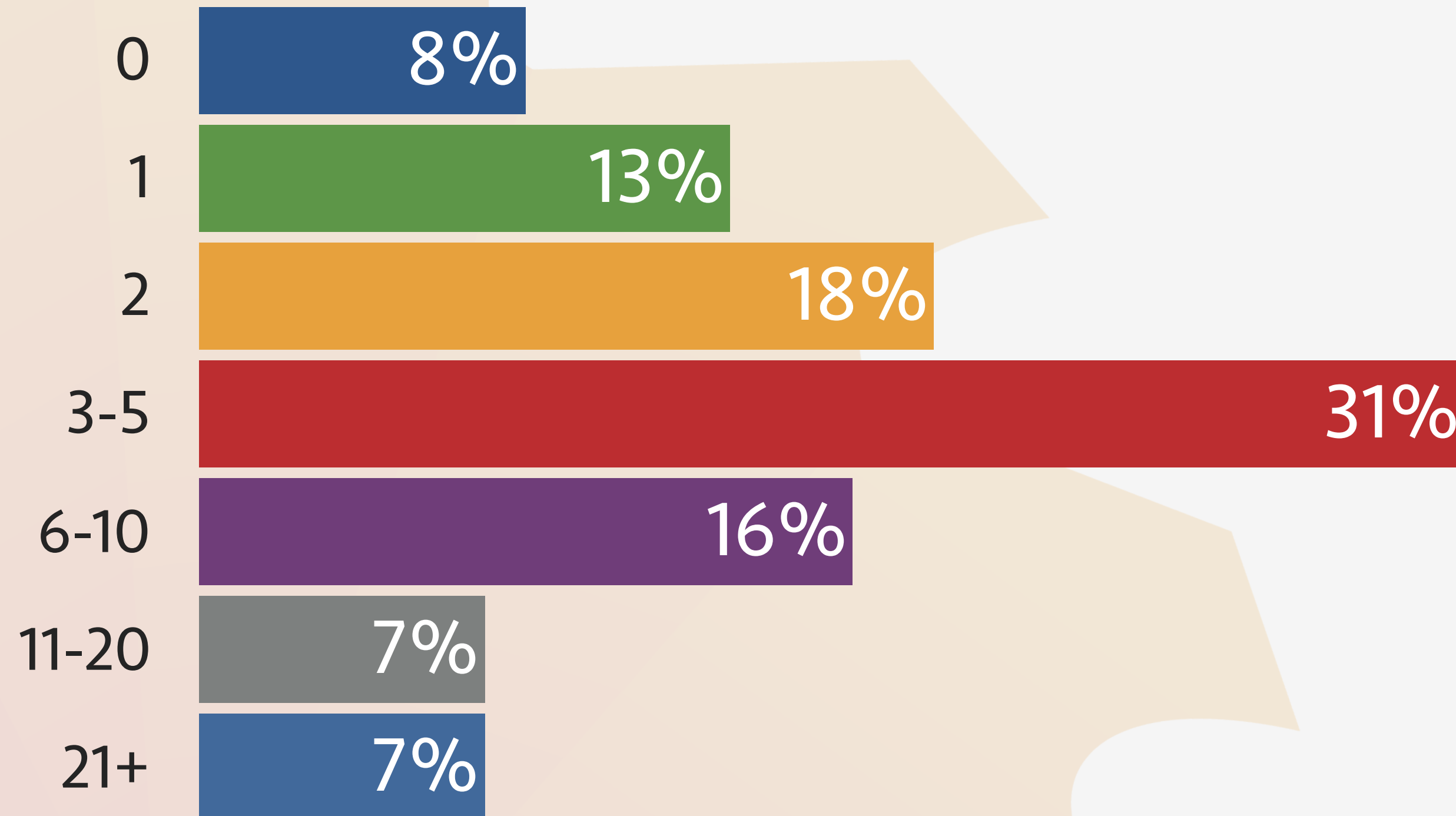
is the clear winner when it comes to web analytics for manufacturers



Tracking quality leads from their original source all the way through the sales process allows you to create measurable and predictable sales & marketing goals. If you're interested in reaching your goals, you need to track the full lifecycle from source to close. Since Google Analytics is free, there's no excuse to not use *something* to follow your web traffic!

Email Marketing

How many email marketing messages do you send per month?

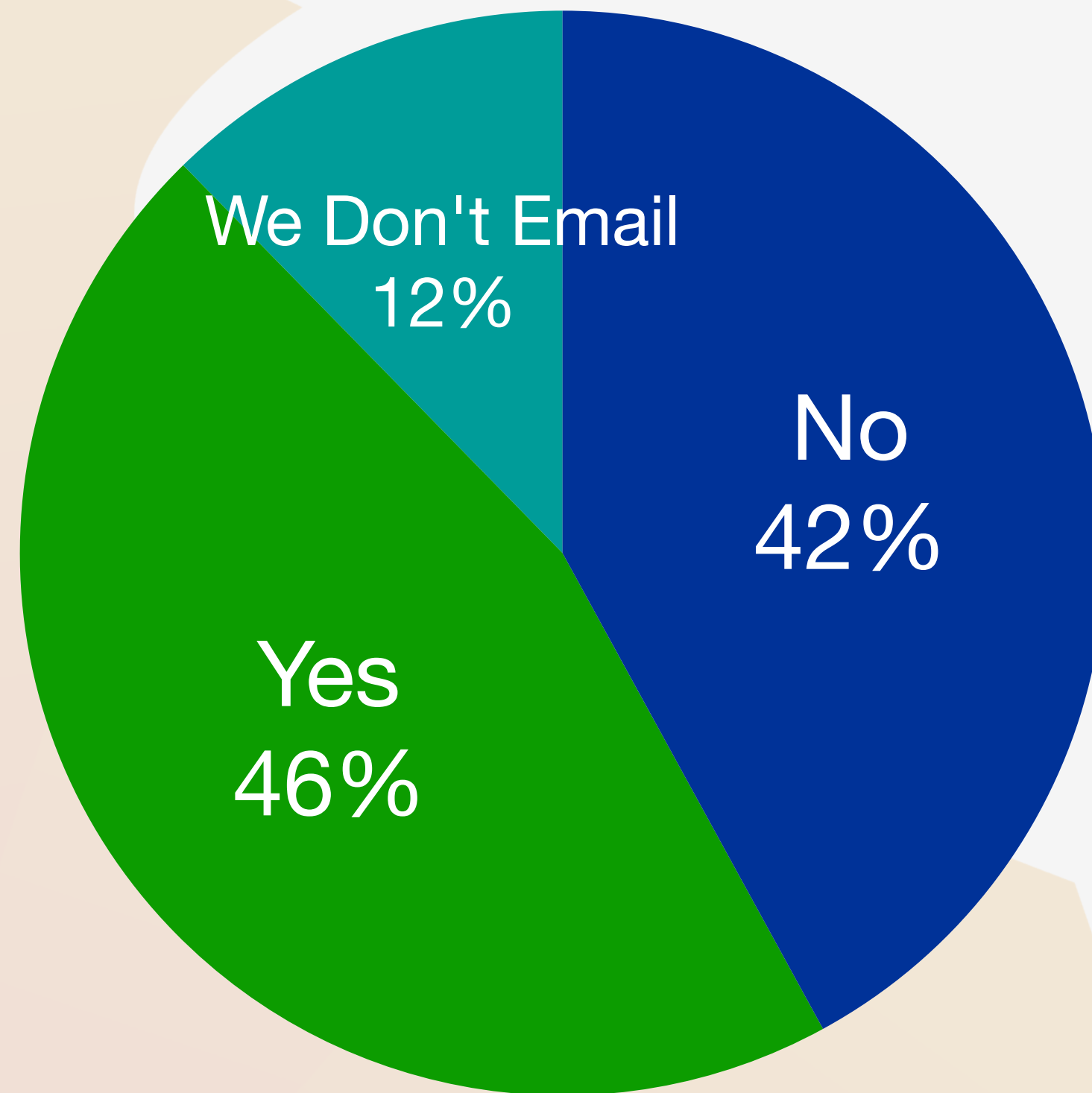


61%
of manufacturers send
out at least 3 newsletters
per month, compared to
43% in 2019



Email is a low friction tactic to nurture new leads and sell more to existing customers. Most manufacturers are not utilizing this tactic to its fullest potential. Email is a great tool stay in contact with many people at scale.

Do you **know** your average **email open rate**?



42%
of manufacturers don't know
their email open rates-- far
more than the 37% in 2019!

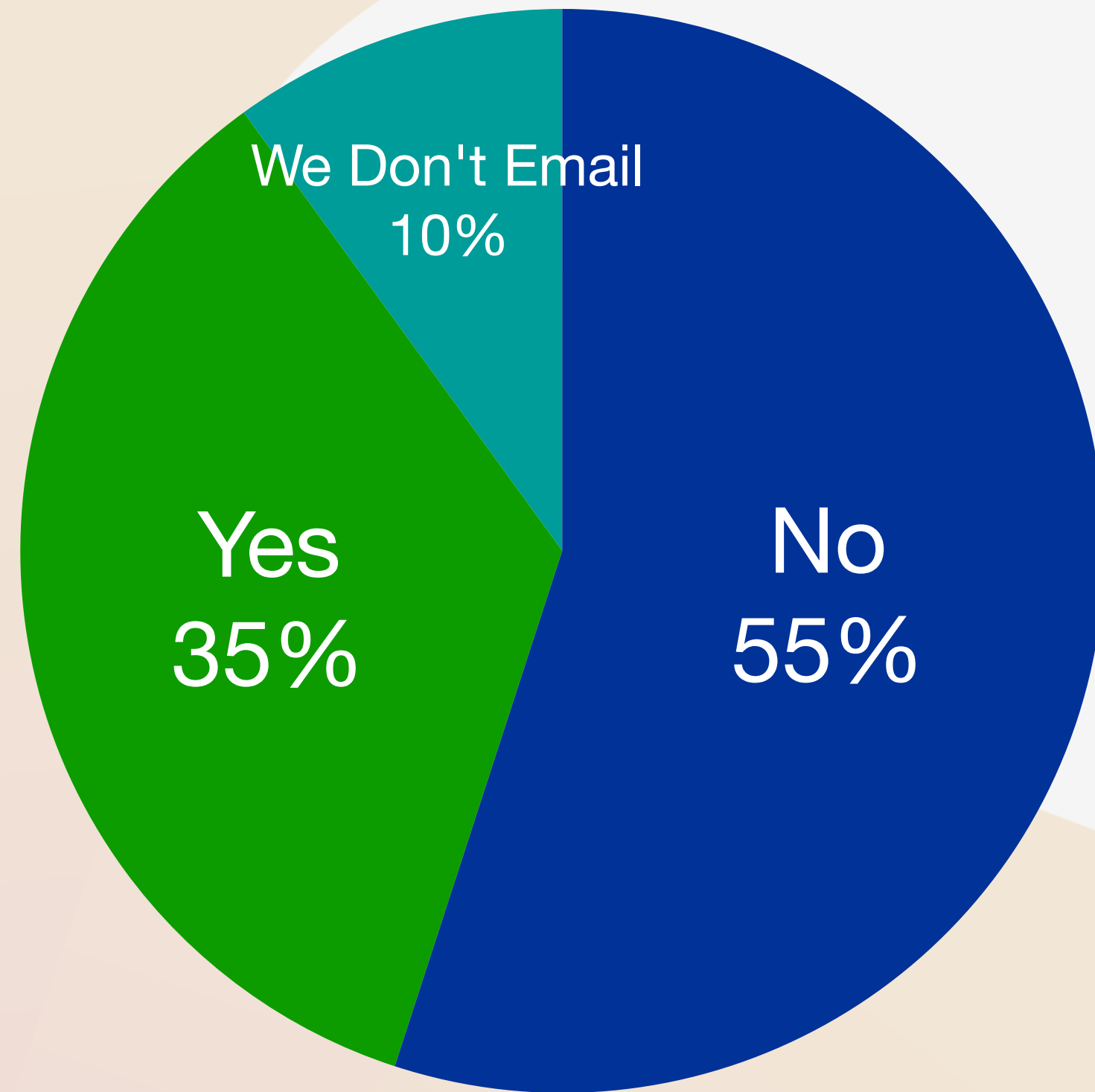


Open rates are a key tactic to gain insight into which pieces of your content are most valuable to your recipients. People ignore what doesn't interest them, so it's important to know which of your messages are the most successful. That's how you'll learn to create even more topics that generate high engagement!

**Manufacturers in 2022 are seeing
average email open rates over**

26.8%

Do you **know** your average **email click-through rate?**



55%
of manufacturers don't have email click-through rates they can reference. That's 15% higher than in 2019!



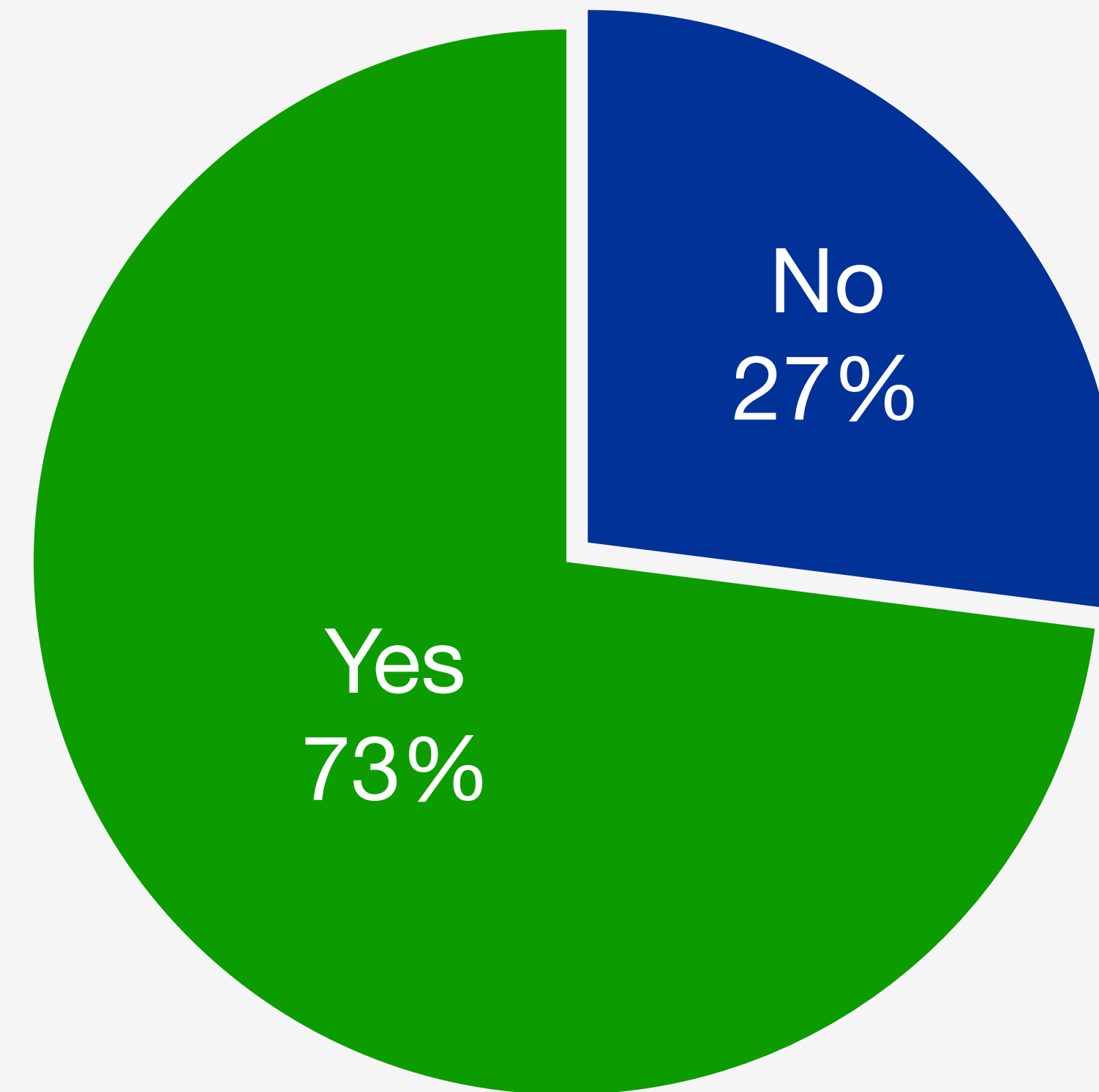
An email click-through rate or CTR is a measure of email recipients who click on any link in your email. This is an important metric that measures how engaging your email content is. These could be clicks to a blog article, video, download offer, webpage, or another piece of content.

**Manufacturers in 2022 are seeing
average email click-through rates of**

15.9%

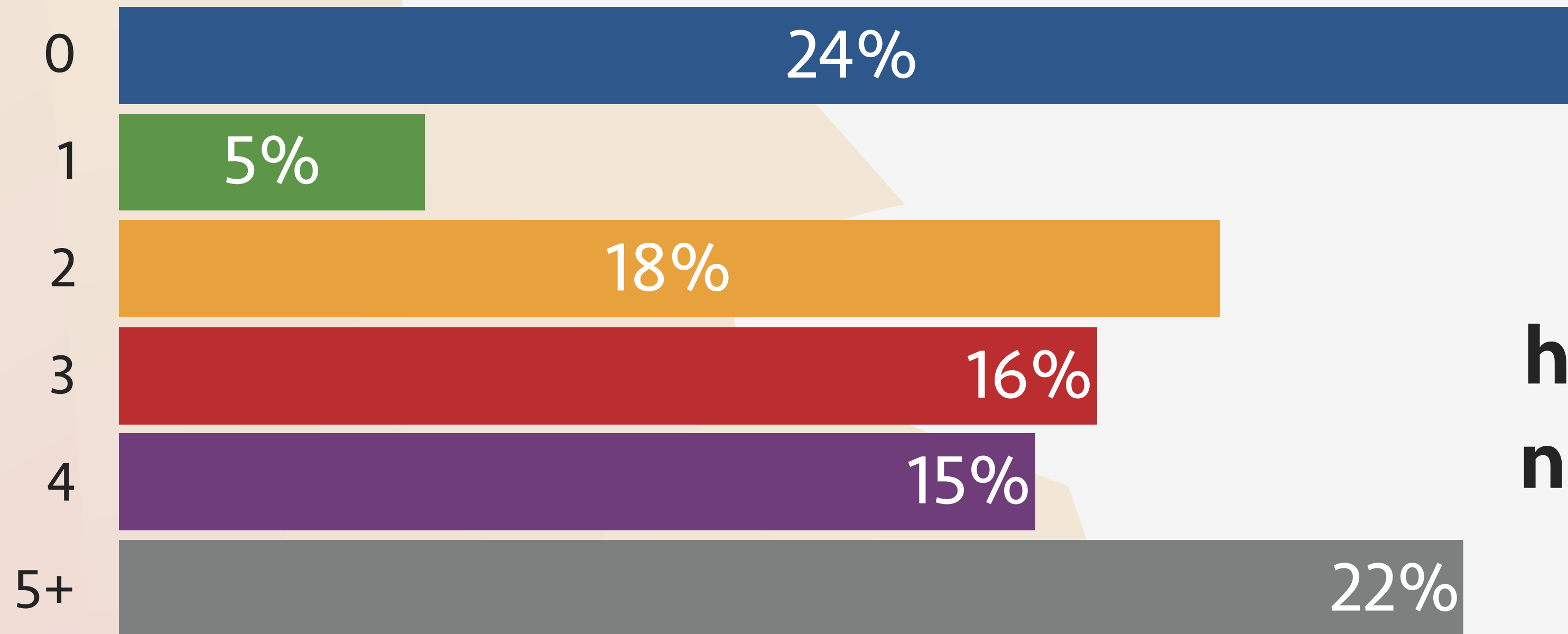
Do you **segment your email marketing lists** to offer different messages?

73%
of manufacturers
segment email marketing lists
and send different messages
to different segments



Email segmentation is important to ensure that you are sending the right message to the right people at the right time. With more complex segmentation or the implementation of account-based marketing, emails are broken down by product, vertical, stage of buyers' journey, persona, etc. A good example is sending targeted emails to prospective customers who are product managers in aerospace, versus a generic mass email to a mixture of prospective customers.

How many different **lead nurturing campaigns** do you have set up?



47%
of manufacturers
have less than 3 lead
nurturing campaigns
set up



Effective lead nurturing campaigns are critical to turning leads into customers. The opportunity to scale your sales team by automating lead nurturing allows your sales team to focus more on closing deals, rather than on prospecting/nurturing leads that aren't sales qualified. Leads that are not sales qualified due to it not being the right time are continually nurtured until they are ready to buy, versus "falling through the cracks".

76%

**of manufacturers are
running lead nurturing
campaigns.**

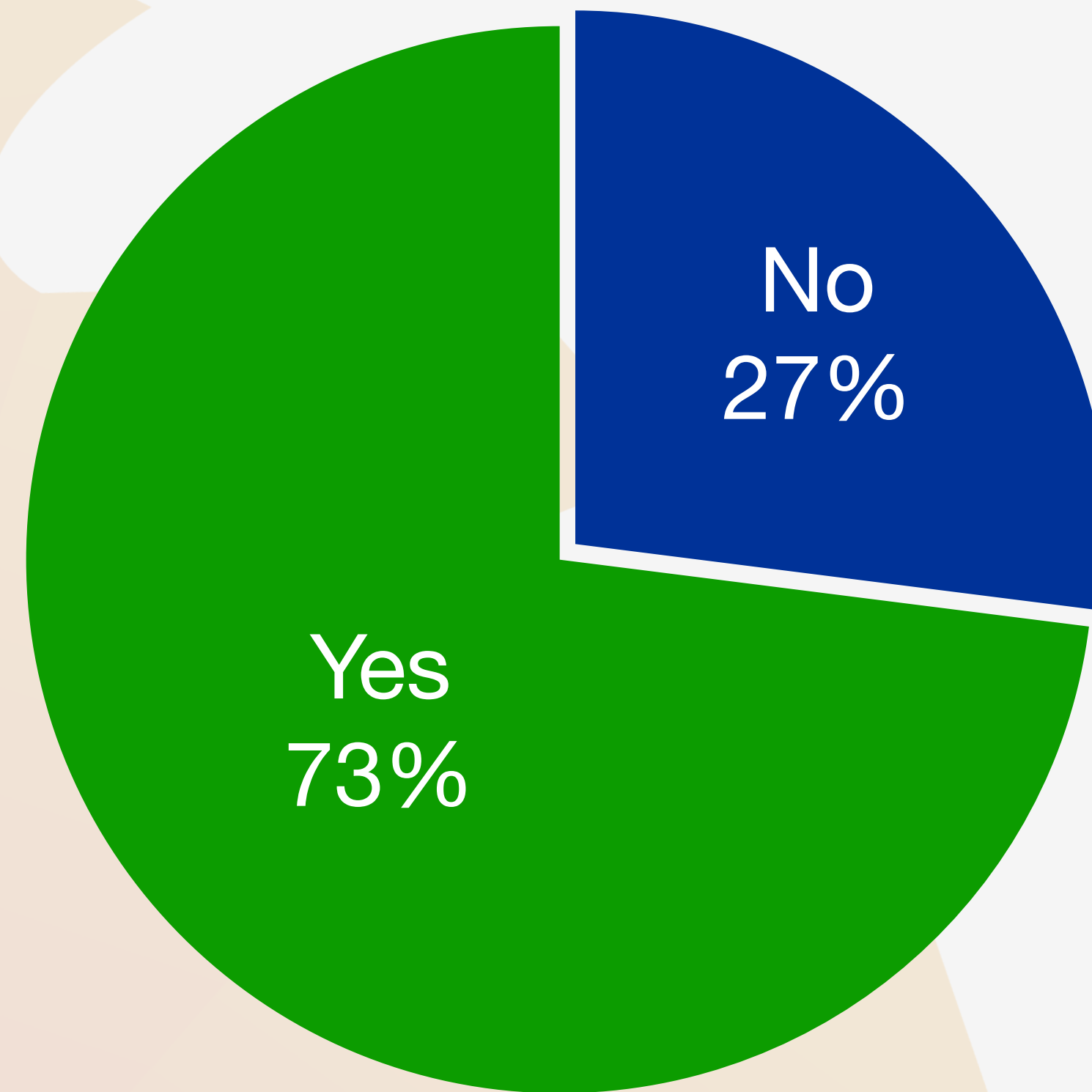
AND

11%

**started their first ever
lead nurturing
campaigns after 2020.**

Videos

Does your sales team use **video** in the sales process?

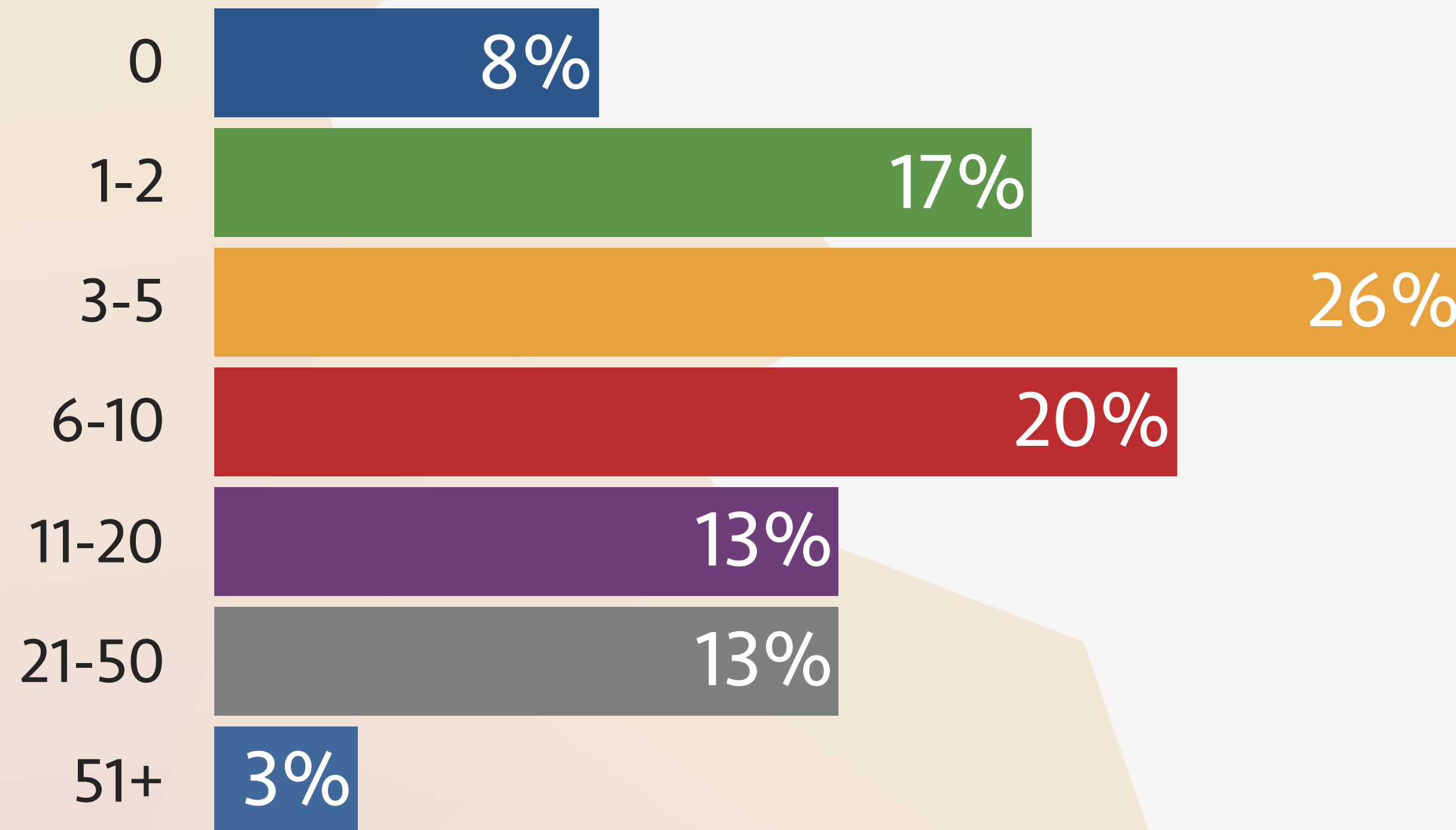


73%
of surveyed manufacturers
use video in the sales process,
up from 46% since 2019!



Video is the strongest tactic that can be used in the sales process. There is no better medium to quickly communicate a consistent message. The average B2B buyer watches 30+ minutes of video before making a purchase. Learn More: How a logistics company changed their sales pitch, incorporated video, and closed \$5M in new business in less than a month: [Watch the video here.](#)

How many **new videos** does your company post per year?

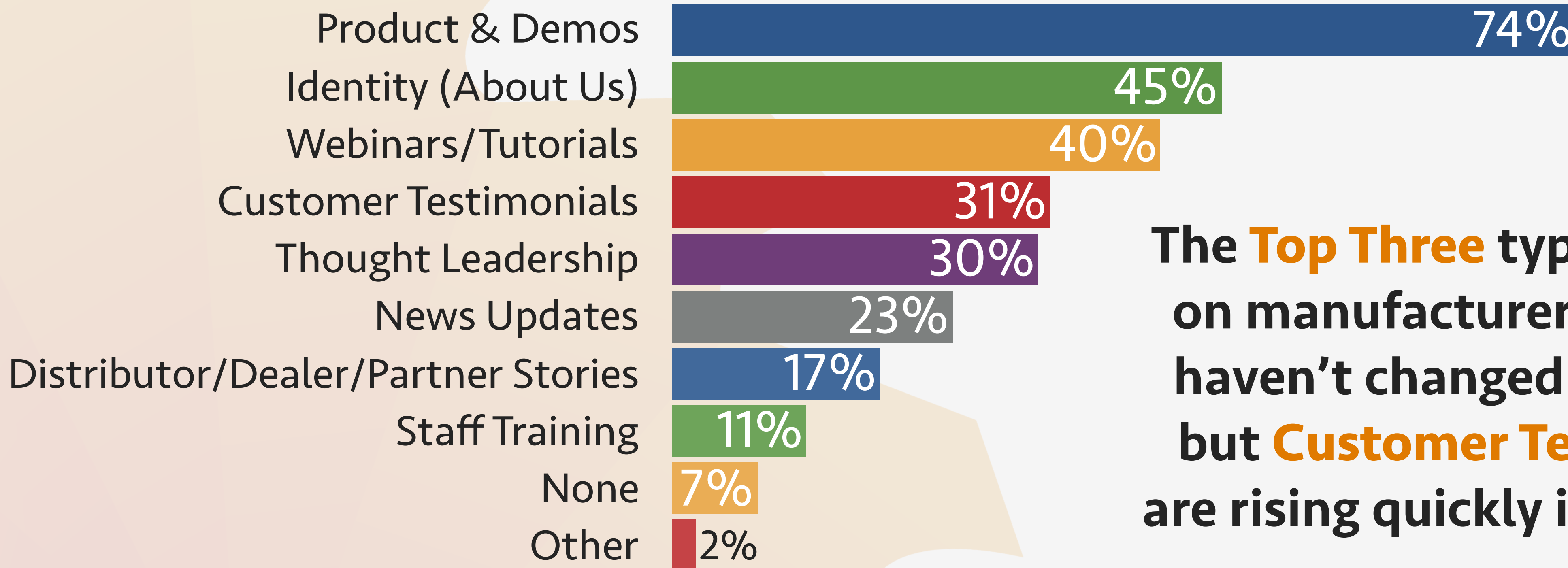


49%
of surveyed
manufacturers produce
a minimum of 6-10
videos per year



Video is not a “one and done” tactic. Fresh content is needed, and multiple videos should be used per product. The opportunity is to utilize more video throughout your organization to increase awareness, educate customers, and drive sales. Act now while the majority of manufacturers are under-utilizing this tactic. Learn more: [The Value of Video for Industrial Manufacturers](#)

What **kinds of videos** does your company have on their website?

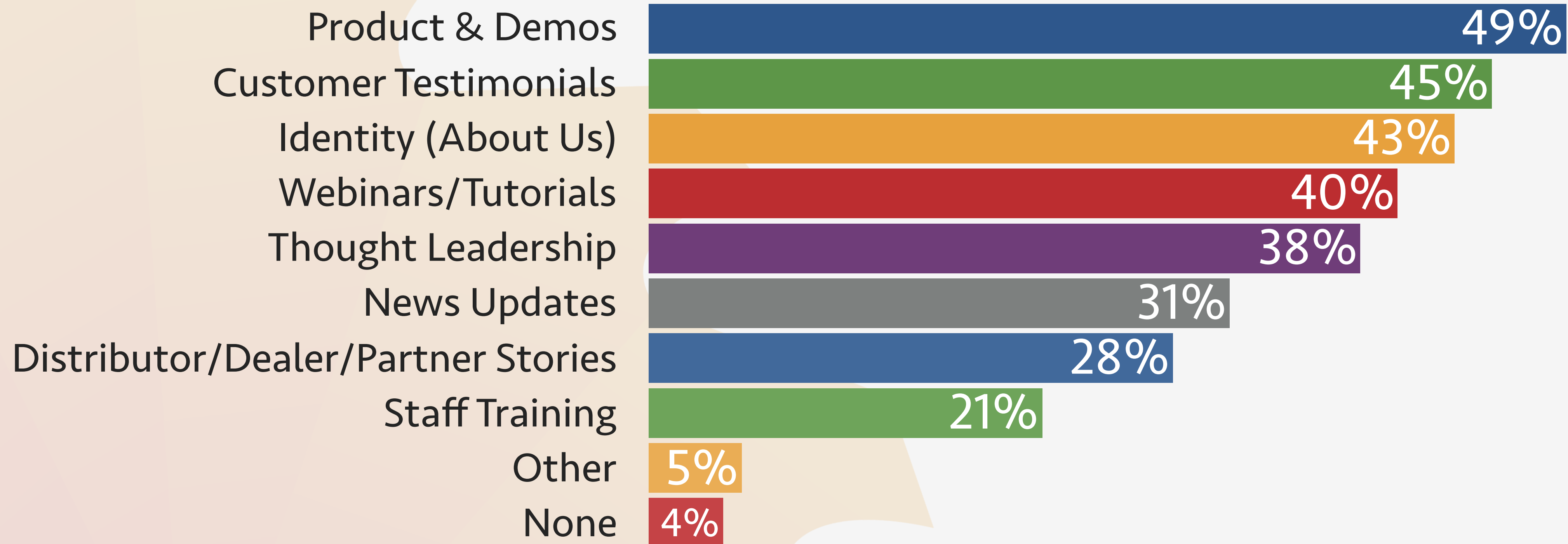


The **Top Three** types of videos on manufacturers' websites haven't changed since 2019, but **Customer Testimonials** are rising quickly in popularity



To maximize your video investment, think of ways on how you can repurpose content. Training and tutorial videos, for example, are excellent for use as a pre-sales tool. The more stories you can tell and the less sales-centric your message is, the less likely your audience will skip over it. And don't forget, you can re-purpose video clips from a product video to be used in social media, thought leadership, or other content! Learn More: [5 Must-Have Videos for Your Sales Funnel](#)

What kinds of videos does your company plan to add to their website in 2022?



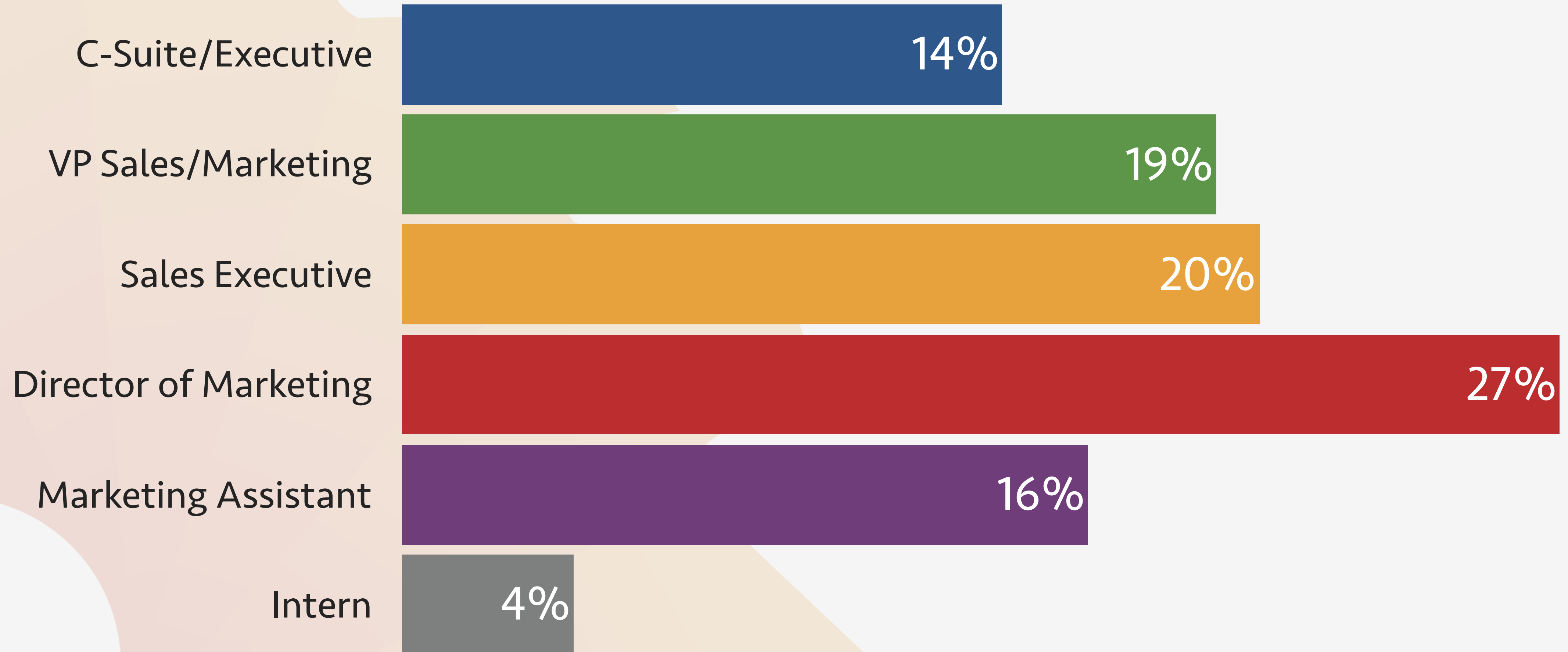
Did you know that 79% of consumers trust online reviews and testimonials? The same is for people tasked with B2B purchasing. Don't get left behind. Video has been and continues to be a top tactic for sales and marketing. In addition to being engaging, a proper video strategy should include detailed video analytics that give you insights into what is going on behind the scenes with your prospect or customer.

96%

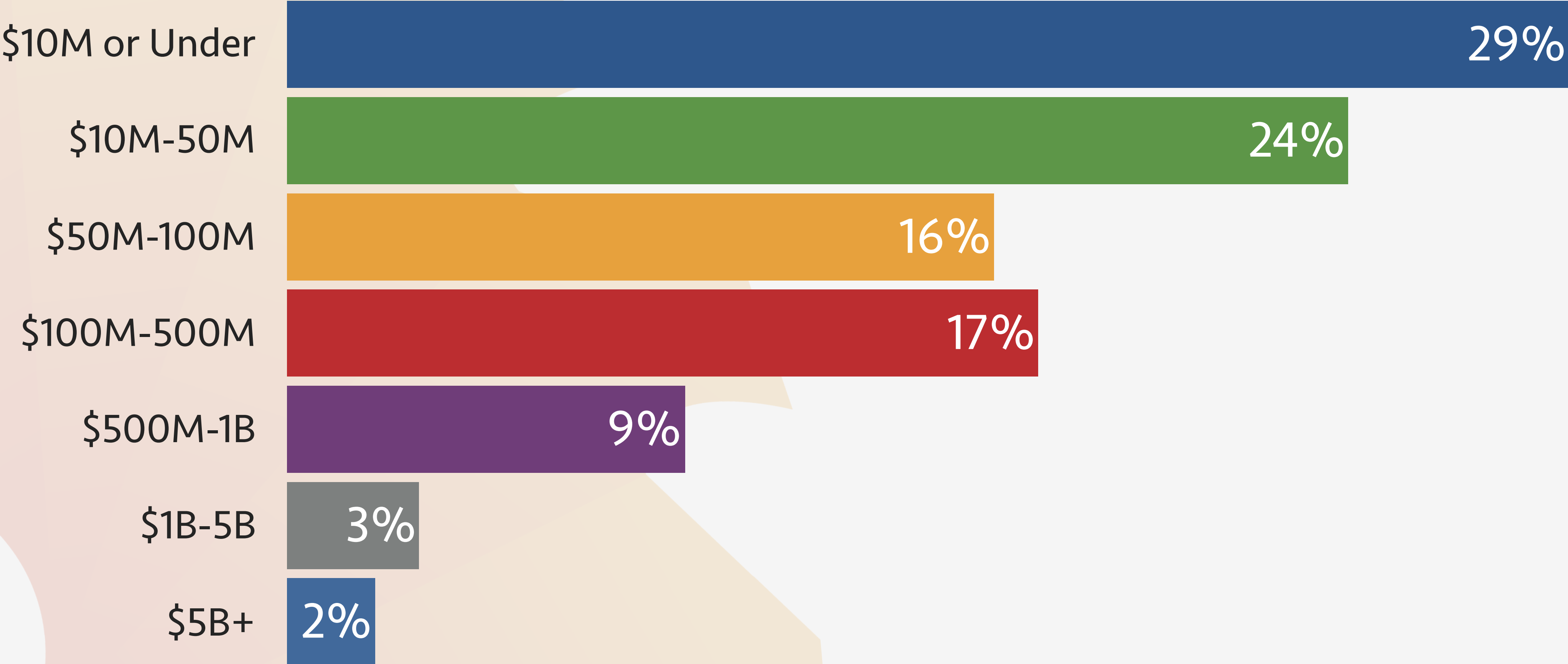
**of manufacturers will have videos
on their websites in 2022...
for 3% of them, it will be their first ever.**

DEMOGRAPHICS

Job Titles of those surveyed:



Company Size of those surveyed:



About IndustrialSage

IndustrialSage is an open platform where industrial companies can showcase their expertise and solutions to a captive audience of industrial buyers seeking solutions to their problems. It's a community of engaged professionals that love the industrial and manufacturing industry, and want to see it continue to flourish.

We have developed a rich set of opportunities that companies like yours can leverage on our platform to reach your target market and grow your organization. Enlist IndustrialSage to film original content, sponsor an industry show, or to report breaking industry news using customized video press releases. Subscribe to the shows and watch our 500+ videos and episodes at industrialsage.com, and follow us on social media **@IndustrialSage.**

Optimum Productions is a video-based marketing agency based in Atlanta, Georgia. IndustrialSage films regularly in their in-house production studio. You can see examples of their work by visiting optimumproductions.com or find out more by calling **404-445-6720.**