

VIDEO MARKETING IS NOT THE FUTURE.



... IT'S NOW!

**LAST YEAR, VIDEO OUTPERFORMED
ADWORDS, SEO & WEBSITES
FOR FINDING NEW CUSTOMERS
FOR MANUFACTURERS**

**THIS INFORMATION IS COPYRIGHT 2023 PART GURUS
reproduction or publishing without permission is prohibited**

Marketing is essential for all businesses.

But job shops and contract manufacturers especially need help with cost-effective marketing, here are some reasons:

Small manufacturers feel that they don't have the financial resources to invest in advertising campaigns. Advertising is perceived to be expensive, and job shops may have to prioritize other expenses, such as raw materials, equipment, and salaries.

FACT: A properly run ad campaign is not an expense because it returns 2-3x investment

We tried it: Jobshops often run ad programs when the opportunity arises. A short-term offer if you sign up now...or a special or a sponsorship at an event usually returns nothing to the company. So advertising doesn't work.

FACT: Running one ad never works. Google of today uses Artificial Intelligence to determine who sees your ads and they give you a ranking score. The more you advertise, the more A.I. gets data on you which gives higher ranking and makes your program more effective.

Lack of expertise: Advertising can be a complex and specialized field that requires expertise and experience. Small manufacturers may not have the necessary knowledge and skills to develop effective advertising strategies and campaigns.

FACT: Advertising often falls on the shoulders of the sales team and they don't have the experience or the blessing of the owner to hire someone to actually run a program correctly.

Niche markets: Small manufacturers may cater to niche markets that they think do not require extensive advertising.

FACT: Thanks to Artificial Intelligence driving searches for Google and BING, niche marketing is the number one candidate for online advertising. And thanks to promotions and career changes, people at the OEMS don't stay as long in the past so new people need to be resold.

Comfort factor: Finally, some small manufacturers may simply choose not to advertise simply because they have been in business for over 25 years and word of mouth is fine, or they tried an ad campaign and it didn't work. They may have a loyal customer base or rely on word-of-mouth referrals to generate business.

FACT: The new generation of buyers and engineers are comfortable with change and find new sources, loyalty is a concept of the past... plus they search on the phone!

Ok, so what other negatives can we throw in your face before we tell you the right way to go? Let's talk about misperceptions, we can't get to the finish line if we don't see the track.

Common misperceptions.

1. **Marketing is just advertising:** While advertising is an important part of marketing, it is just one component. Marketing encompasses a broad range of activities, including researching the market, your service offering, the price you charge, distribution, and finally communication with the engineer or buyer.

2. **Marketing is only for large businesses:** While large businesses may have more resources to invest in marketing, the Internet has leveled the playing field for smaller shops. You can actually pay the same amount to reach a new customer as the huge company, the only difference is that they have more frequency, but you only need that one perfectly timed match between someone searching and your advertising.
3. **Marketing is a one-time effort:** The internet ad campaigns “learn” and it is critical to allow that to happen. When GOOGLE learns about you, your ad costs actually go down. No other form of marketing does this.
4. **Branding is important:** Many shops spend too much time and money on branding, the reality is that branding matters only after you attract a prospect. Good graphics and messaging are important to create a professional impression but the brand will rarely attract anyone (who doesn't already know you) to come to your website. Prospects who don't know you are ALWAYS searching for a process or service, not your company name.
5. **Focusing on features, not benefits:** Everyone, *we mean everyone* ... when asked about what their company does, turns the lens on themselves and lists everything they've ever done hoping the prospect will make the connection between their needs and your list. You need to focus on what you **do for the customer**. This alone will differentiate your shop from your competitor.
6. **Any marketing agency or web company can do my marketing:** 90% of all marketing on the internet is for products, not manufacturing services. The way they approach a program, the creative, the messaging, and the metrics of success are very different. Make sure your consultant has experience in manufacturing!
7. **Marketing is measured by sales:** While making sales is a key objective, the goal really is to drive traffic and calls to you. Only a small percentage of people who see you have immediate needs. Most often they see you, watch a video and bookmark you for future needs. Many of our customers say that closing a prospect can take up to a year, but the pipeline needs to keep getting filled.
8. **Marketing is only about reaching new customers:** The easiest sale is to an existing customer. The funny thing? Most shops assume that the customer who already uses you know all of your capabilities. This is not true. Large OEM production teams are focused and don't even talk to each other internally. You need to create email programs that keep educating current customers to stay top of mind and to ask for that new project opportunity.

9. **Marketing is all about creativity:** While creativity is important in product marketing, manufacturing requires clear concise messages. Saying what you do is way more critical than having a clever vague headline. Google cares about what you do, not clever marketing. This is why you need to think about who you chose to do your work (see #5). No campaign ever offended was unclear or was miscategorized by exactly saying your process. “PRECISION SAND CASTINGS” OR “QUICK TURN CNC MACHINING”. Now if you can find someone who can *creatively* communicate your process, home run!
10. **Only look at the data:** Truth be told, web statistics and analytics are so hard to interpret because of privacy issues, nobody really can tell *who* is visiting your site. Impressions, clicks, and referrals are just about as deep as you can get. Google has the benefit of the visitor possibly being a registered Gmail user and can profile them, but they cannot share that data with you. If they see your site on a phone, (85% of internet traffic) forget about any deeper data. This is where YOUTUBE shines, they can and will track important data such as time spent watching, and what other videos they see. This means video marketing is more trackable. Plus YOUTUBE marketing charges by the view, not impression, so someone has to watch a percentage of the video in order to count as a view. Whereas Facebook counts views as everyone scrolling by your video, big difference.
11. **\$10 a click is expensive!** If you are running Adwords campaigns or any pay-per-click program, you need to bid for the rights to get that click at the right moment. This means you could advertise for the keyword “Seals & Gaskets” and be competing for the top spot on page one of GOOGLE. Any engineer who needs a seal does a search and you along with other seal manufacturers want that click to your website. It could drive the bid up to \$10 for that one click! *Insane?* Not at all, with the average cost of \$283 to find, contact, communicate and convince a new prospect to engage with you, a ten spot is cheap. Learn to interpret data... not follow it.
12. **I watched a YouTube video - how hard can it be to run my own program? plus they gave me a \$500 coupon to try it.** In the above example, we talked about “seals and gaskets”. True story, We ran our first campaign years ago for seals and gaskets, There were 28 things to click and tell Google about my campaign to run it, but I missed the one box that said: “exclude”. A week later, I was out \$500 and it showed me that I reached 8,000 people... except they were not engineers, they were people searching for easter seals, navy seals, and self-adhesive stickers. OOPS! It does require a great deal of experience.

Phew- enough with the lecture. Let's show a real example.



Let's do this together. We are picking an arbitrary budget. We are a small manufacturing company with **\$10,000** for online marketing, and we are not doing a tradeshow. (They are the best marketing anywhere!) We need to reach the same type of visitors as the trade show but 24/7-365.

Here's a suggested plan that has been working for our PART GURUS members.

Before we start realize there is money spent that WILL affect the customer experience but not find them or drive traffic to you, the first one is a great example.

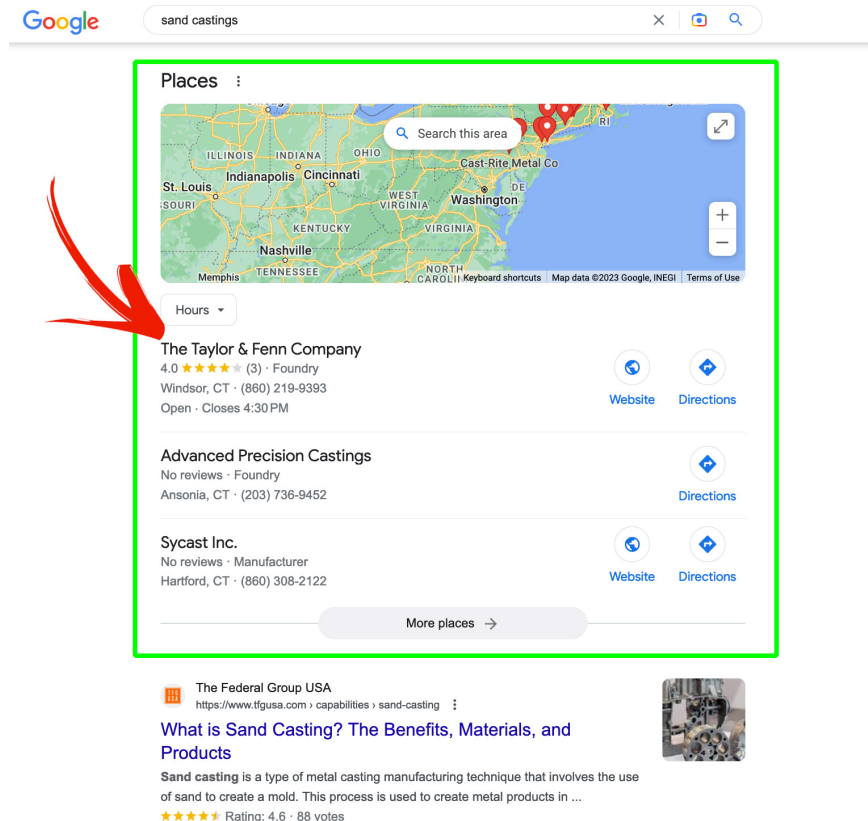
1. **Website Optimization (10%, \$1,000):**

Ensure your website is user-friendly, mobile-responsive, and optimized for search engines (SEO). Over 85% of traffic is to a phone so **BE SURE** you are mobile-enabled. This will improve your online presence and help customers **find** you more easily. **DO NOT OVERSPEND** on changing your site every month or on changing and tracking keywords, A.I. changed how this all works. While a few years ago it was critical to have an SEO monthly plan for \$200-500 a month, it is no longer necessary so take that money and spend it on marketing that attracts customers.

2. **Google My Business (0%):**

This is the last free promotion anywhere on the internet!

It is now known as GOOGLE BUSINESS profile. It is that map you see especially on a phone.



This is a free listing and it can actually drive quite a few people to your site every month even though it only works locally. (Someone far away will not see this). You can add photos, reviews, and more. It's quite the gift from GOOGLE.

3. **Create Compelling Content (25%, \$2,500):**

Create high-quality, valuable content that educates, informs, or entertains your audience. This can include blog posts, whitepapers, case studies, and more. But as you saw in the seminar, **Video is YOUR BEST CONTENT**. There are 10 times more keywords in a video than a webpage, plus everyone on phones prefers to watch and hear rather than scroll and read.

A great 5-minute video watched by a prospect not only sells your company but saves you at least 15 minutes on a phone call because you don't have to explain your whole company on the call... you get right into problem-solving. **So selfishly**, if you are in sales, and you have a great tour video and you get 10 calls a week, in a year you can save almost two full weeks of work just by **NOT** explaining what you do...the video did the work... golf anyone?

Another benefit? Google's A.I. uses video to learn about you for ranking, much more info in a 3-minute video than on your whole website. Last but not least, most shops your size do not have videos. **Google treats videos differently than websites to appear on the front page**. Videos have their own section on most results pages, so you can pay to get your website high on the page or produce a video and due to the lack of content, quite often be on the front for free. **When you don't have a video you are automatically left out of 50% of all searches on GOOGLE!**

The screenshot shows a Google search for "pressure forming". The search bar is at the top with "pressure forming" entered. Below the search bar are tabs for "Images", "Videos", "Shopping", "Vacuum forming", "Machine", "Disadvantages", and "High". The search results show "About 289,000,000 results (0.62 seconds)". There are three sponsored results: 1. "productiveplastics.com" with a red arrow pointing to the search bar and text: "Searched Pressure forming A quarter million results and three gurus videos on front page for FREE". 2. "bo-mer.com" with a red arrow pointing to the result and text: "PAID\$\$". 3. "protolabs.com" with a red arrow pointing to the result and text: "FREE". Below the sponsored results is a "People also ask" section with four questions. At the bottom is a "Videos" section with three video results from "Part Gurus".

4. Promote the videos (35%, \$3,500):

Invest in Google Ads and YOUTUBE Ads to target potential customers searching for your services. Also, think about where to host your videos. There are many places to try but none of them actually gives you the benefits and free exposure like the PARTGURUS YOUTUBE CHANNEL

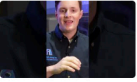

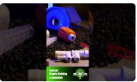




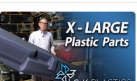

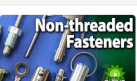
(over 1000 videos and 55,000 views a month) Our channel acts like a manufacturing network with all of the videos interlinked so if someone in California watches one video, the next suggestion give to them is another member of our channel, the average person viewing our videos watches 3.7 videos in the first sitting (just like an engineer walking down the show aisle looking at different booths.) so everyone in the community benefits.

You say you want your own channel? You can, but it will only see about 100 views in a year where we give you 2000 views in the first 30 days.

Your channel got 52,657 views in the last 28 days

There are temporary data issues affecting your views, check back later

Typical video views in a month with full promotions

Content	Views
1  Prototype plastic parts - better than 3D printing - AS... Jan 23, 2023 1:11 (78.5%)	7,282
2  FREE Injection Molding Design TOOL You must have! Free Injection Molding Design Tool - the NERD AS... Apr 14, 2018 2:07 (74.0%)	4,337
3  Infinity medical molding Cleanroom Injection Mold... Apr 5, 2023 1:02 (81.6%)	2,939
4  MANUFACTURING OF SHELMET CASTINGS TOUR an American Investment Casting Supplier S... Mar 22, 2023 6:20 (44.9%)	2,870
5  CASTING VS CNC MACHINING? Investment Casting vs. CNC machining? Shelmet ... Mar 22, 2023 1:00 (84.6%)	2,745
6  Rotational Molding How it works... Rotational Molding of Small or Large Plastic Parts ... May 24, 2018 2:34 (40.8%)	2,477
7  Short Run Molded Parts for less than 3D printing Low Volume Plastic Molded Parts Instead of 3D Pri... Nov 30, 2021 1:29 (45.2%)	2,318
8  X-LARGE Plastic Parts Large Plastic Parts? How about 16 FEET? C&K Pla... Jan 24, 2022 0:56 (74.2%)	2,042
9  How to make Large Parts for Less with Thermofforming solutions Thermofforming, Pressure Forming or Vacuum Form... Nov 18, 2016 2:11 (34.9%)	1,969
10  Non-threaded Fasteners Non threaded FASTENERS - clevis pins, cotter pins, ... Oct 6, 2020 1:35 (38.9%)	1,734

[SEE MORE](#)

5. **Social Media Marketing (10%, \$1,000):**

While social media is a huge segment, it's not built for manufacturing. But it has very large audiences at an inexpensive cost. It's like advertising your shop on a billboard, a million people a day drive by it, 10 percent actually see it and 2 will take action, so a lot of effort produces maybe 2 prospects. (one being an inventor).

PartGurus knows the value of a good Facebook channel and we have quite a few followers/ viewers. Your videos are posted on our FB page and Instagram. We are experimenting with Twitter, but you know that situation so TBD.

IF YOUR VIDEOS are on PARTGURUS, overall \$1 spent on FB typically gets 21 people to see your video 19 of them are not in manufacturing, and maybe 1 clicks to your site.

\$1 spent on YOUTUBE will typically get 6 people to watch your video, 5 are manufacturing-related and a third of them on average, click to your site.

6. **Email Marketing (20%, \$2,000):**

Your current customers are your best future customers. By creating an email funnel you can automate each of your videos into an email that launches to prospects and current customers once a week. So if you have 10 videos, you can have touch points for the next 10 weeks of education and selling without you lifting a finger. PartGURUS has this feature available to every customer with videos.

THIS package we just created is a great start and is comprehensive! You do not need to be doing any other online marketing anywhere, including Thomasnet or any other online manufacturing site. They will not get you on the front page of GOOGLE they will use your money to **get them** on the front page then **hopefully someone finds you** on their site.

Let's get the ball rolling call us to find out how video and PARTGURUS will help you get to the golf course faster!

203-641-4647 ROB

203-525-1923 TOM

