



# How to Stretch a Shoestring Marketing Budget

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Marketing for Manufacturers

Marketing Plan.docx - Microsoft Word

File Home Insert Page Layout References Mailings Review View Add-Ins Acrobat

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**Marketing Plan**

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**2018**

**01 Company Summary**

**02 Focus Statement**

**03 Target Audience**

**04 Messaging**

**05 Objectives & Strategies**

**06 Budget**

**07 Timeline**

**08 Measure of Success**

Page: 1 of 3 Words: 26 64%

“ You must  
spend money  
to make  
money. ”

- **Get analytical**
- **Be creative**
- **Examine current investments for higher ROI**

# Six Areas of Opportunity

## 1. Website

- Content
- Blogs
- Case Studies
- White papers

## 2. Video

## 3. Social Media

## 4. Email

## 5. Trade Shows

## 6. Press Releases



# Website

- **Content**
- **Blogs**
- **Case Studies**
- **White papers**



“ Content is  
king. ”

- **Data**
- **SEO**
- **Keywords**
- **Relevant**
- **Fresh**



# Website – Blog

- **Answer a question or provide information**
- **Attract your target audience**
- **Trigger engagement and drive website traffic**
  - **Promote: social media & email**
- **Build trust while establishing your expertise**
- **Have a cadence and frequency that fits your company**
- **Blogs of 2,500 words gain higher page ranking**
- **Create a calendar and topic list:**
  - **Capabilities, culture, employees, community involvement, case study**
- **Include appropriate keywords**



3-5 hours per blog

# Website – Case Studies

- **Proven success**
  - Challenge and solution
- **Trigger engagement and drive website traffic**
  - Sales tool
  - Promote: social media & email
- **Build trust while establishing your expertise**
- **Tell your story and provide reader information quickly**
- **Testimonial**
- **More than 500 words**



5-10 hours per case study



# Website – Whitepaper

- **In-depth look**
- **Trigger engagement and drive website traffic**
  - Lead generation
  - Sales tool
  - Promote: social media & email
- **Build trust while establishing your expertise**
- **Dissect the issue**
- **Formal, designed document**
- **Stand alone**
- **Include diagrams, charts & images**
- **More than 1,000 words**



20-40 hours per white paper

▶ 59% of senior executives would rather watch a video if given a choice over reading text

- Digital Information World



▶ 64% more likely to buy after watching a video

- Hubspot

▶ 75% of all mobile traffic will be video by 2020

- Cisco

▶ 2<sup>nd</sup> largest search engine is YouTube

- Search Engine Journal

▶ 200-300% increase of click-thru rate in email

- Hubspot

# Video

- **Goal > audience > content**
  - How-to, informational, employee, culture, company
- **Storyboard**
- **Script**
- **Smart phone, entry-level camera, GoPro**
- **Software: iMovie, Soapbox, Adobe After Effects**
- **Promote**
  - Website, social media, email, e-newsletter, blog, customer service email, intranet/TV



5-40 hours per video

# Social Media

- **Increase online brand presence**
- **Window into your company**
- **Drive traffic to website**
- **Knowledge leader**
- **Advertising and sales tool**
- **Develop goals and strategy for each channel**
  - **LinkedIn: B2B**
  - **Twitter: High frequency, faster moving**
  - **Facebook: Personable, culture, recruitment**
  - **Instagram: Stand out visually, greater mix of content**
- **Create a content calendar**



10-20 hours per month

“ People are 16x more likely to read a post from someone they know than the brand itself. ”

- Sprout Social

- **Brand ambassadors**
- **Increase reach**



# Email

- **Increase engagement**
- **Trigger action**
  - Website traffic
  - Contact
  - Lead generation
- **Support the sales cycle**
- **Segmentation**
  - Current and past customers, prospects, lost sales, trade shows
- **Automation – Trigger Emails**
  - Open, not opened, click through
- **Test**
  - Subject lines, colors, send day/time



1-4 hours per email

# Which B2B media most influences purchasing decisions?

**73% are  
influenced  
by industry  
trade shows**

- *Plastics News Baxter Research*



# Trade Shows

- **Promote presence**
  - Email signature, advertising, social media, email, blog
- **Target driving distance of the event**
- **Invite your customer and prospects**
- **Schedule meetings in advance**
- **Fully complete show listings**
- **Review event visibility opportunities**



# Press Releases

- **Earned media**
- **Can't get publicity unless you tell your story**
- **Long-term strategy helps establish the company and gets editorial's attention**
- **Industry expert, become a source**
- **News spreads**



1-4 hours per press release

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## 4. Email Campaigns

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## 6. Press Releases





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