

3 Secrets
to growing your *MFG* sales
with your website
without
wasting a lot of time and money.

Written by
Greg Tanner

MIDNIGHT OIL
CORPORATION

Manufacturers want to know and understand how to exploit digital. But what they get is a lot of complexity because digital isn't just one channel. You are probably familiar with this. Where you have a lot of noise from different people saying that you need to do - digital marketing, social selling, search, PPC, content marketing, lead generation, click funnels, etc. You might even have one vendor or someone that has been successful helping you with some area of your marketing. There is a lot of moving parts to doing all of this – what we call marketing and sales enablement. Some sophistication is required to do this well, and it also requires an integrated approach to be successful. The focus of all of this is sales and selling. Sales is the measurement for success. Without that (sales and profit increase) it's just a bunch of activity with no results.

Midnight Oil Corporation is uniquely built to solve this problem for manufacturers.



About Greg Tanner

Since 1991, Greg has had first-hand experience in building businesses from the ground up as an entrepreneur. His roles have been Founder, CEO, Sales and Business Development. Having spent much of his career in Information Technology, he has accumulated expertise in IT networking, storage and compute. As the founder of J upiternetwork, Greg created the brand, team and network of people to create one of the most recognized businesses in the Rocky Mountain Region. He led the business to a merger with 3t Systems.

As the founder of Aspen Capital Fund, Greg, used his comprehensive understanding of business, experience and his professional network to offer his expertise to startups. He has built one of the only Minority focused startup advisors in the country. Greg has participated as a startup expert with over 60 early stage companies. Greg has become a specialist in revenue generation / customer acquisition/ company branding / message development and go to market strategies related to startups.

Through mergers and acquisitions, Greg set the stage to be well positioned for the digital adoption by co-founding Midnight Oil Corporation. Midnight Oil Corporation offers leading Web 3.0 services to global clients. Midnight Oil Corporation formalizes innovation for the right action, right time, right outcome for companies looking for digital marketing solutions.



About Angelo Tanner

Angelo has been a serial entrepreneur and operator for over 15 years. As the Co-Founder of Midnight Oil Corporation, he has extended experience of building startup businesses and using technology extensively in operations. He serves as a trusted advisor to his clients. He can build strategies to grow, scale and mature businesses. He offers expertise on best in class technology management. He implements the leading business growth processes and strategies for our clients.

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“Technology progress is well in advance of our ability to adapt our organizations. ... I fear that we’ll see a polarization over time between organizations that have managed to do digital and integrate in to the sales process, and those companies really struggling. In my view, these struggling companies face the danger of being left behind.”

- Michael Schrage MIT

“A business may take on digital transformation for several reasons. But by far, the most likely reason is that they must: It’s a survival issue.”

- Sloan Management Review

“Sophisticated digital marketers, such as Amazon, Netflix, and Starbucks, have trained consumers to anticipate outreach, interaction, and even personalized offers—online and offline—from brands and retailers.”

— Boston Consulting Group

3 Secrets to growing your MFG sales **with your website** **without** wasting a lot of time and money.

SECRET #1

How to use the power of Google.

SECRET #2

How to nurture leads on your website.

SECRET #3

How to build brand recognition & authority with your website.

SECRET #1 How to use the power of Google.

Your website should be at the center of your marketing efforts. Today, a website is arguably the most crucial element of your entire marketing strategy. Even a simple site without a lead capturing process or sales page will be consulted as a digital business card before a deal is struck or a purchase is made.

Everyone, yes even key decision makers in your network, goes to Google to find the information or products they are interested in. Your second most important customer should be Google. Google offers **FREE** tools to help you with your search rankings.

Here is how to use these tools.

1. Start with creating or using a current Google Account. You can use this as a single sign on for the Google tools.
2. Use Google's Lighthouse to do a baseline SEO Audit to create a benchmark of where to start. Your website might have glaring issues to fix first.
3. Set up a Google My Business account. This is one of the best ways to improve your SEO and the most **OVERLOOKED** tools. Be sure to go through the verification process.
4. Connect Google Analytics and Webmaster Tools. These tools allow you to track traffic and measure activity on your website (even real time).
5. Use Google Keyword Analyzer to identify keywords that you want use and embed in your content on your site. Use the right keywords and you can dominate by location and by keyword.

BONUS: Use YOAST plugin. YOAST is a great and simple way to use keywords and keyword terms and see the results live. Simply install the plugin into your WordPress site. If you aren't on WordPress consider moving to the platform. It's user friendly and ROBUST.

SECRET #2 How to nurture leads on your website.

Your company can earn a competitive advantage over your top competitors by engaging with your targeted customers online. You can capture lead information using a simple form, in exchange for an incentive. (You can offer white papers, content, or even free consultations). This information can then be used to nurture future business deals.

Here is our secret process:

1. Offer a FREE eBook. Create a valuable piece of content that your potential customers want and value.
2. The location and information of your FREE eBook is on a special web page which automatically adds them to a remarketing program.
3. To download the FREE eBook they offer their email which in turn adds them to an automated email and your CRM (if you're ready for that).
4. Encourage your leads to join your LinkedIn group or Facebook group.
IMPORTANT you want to use groups to reach 35-75% of the members each time.

Remember to continue engagement via email outreach and move to conversation to the real world!

Be sure to offer a CTA (Call To Action) in a prominent section of your site which provokes the reader into taking a certain action.

SECRET #3 How to build brand recognition & authority with your website.

Today's decision makers want to learn as much about your company and your products without having to call you.

89% of B2B clients rely on the Internet to research companies in any industry.

An active and curated web presence goes a long way in building a manufacturer's image and gaining trust from potential customers.

Here are our secrets to building brand recognition and authority –

1. Generate discussions which brings you to the forefront of your industry sector. Remember to create value for your customer rather than discussing your benefits and offerings.
The best way to do this is through your Facebook group or LinkedIn group. Involvement in other groups will raise your visibility.
2. Authority involves producing written content in the form of articles or interviews. Your company has a story to tell. It has faced unique obstacles along the way, criticism, or technological challenges. The strategy you used to overcome these reflects corporate philosophy, and with a solid strategy, that philosophy becomes a path for others to follow in.
3. Ideally, you will also publish these articles to your own website blog, or to profiles associated with your company. LinkedIn Pulse and Medium are popular choices to publish content. Over time, good content will build your search engine rankings, bring traffic to your site. and accrue backlinks from other companies who find what you have written interesting or useful.

BONUS: Use your owned media to create valuable “backlinks” to your website. The more “backlinks” the more authority Google gives to your site. LinkedIn, Facebook, Google My Business (GMB) and Medium are great tools for pitching to the internet.

BONUS: Post on your website blog use your keywords as categories.

BONUS: Use YOAST to maximize your keyword use on page then copy that content for use elsewhere like LinkedIn Group.

BONUS: Remember to link back to your blog.

BONUS: Add a Call To Action to download your Free eBook and a Call To Action to join your “groups”.