

Grow Your Manufacturing Organization

Using These 3 Creative Marketing Strategies



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Preface

Manufacturers, like most businesses, can lose customers if their marketing and branding appear ignored and outdated. By clarifying their message and implementing modern marketing strategies, they're able to elevate their perception in the marketplace to be more reflective of their state-of-the-art process and technologies, which lead to business growth.

It's not uncommon for manufacturing brands to be perceived as outdated. Because many simply don't have the time or resources to maintain them. Unfortunately, they're doing themselves a disservice because the optics of being stuck in the past tends to close the door to new opportunities. To outsiders, this misrepresentation of their business promotes a negative perception and creates hesitation in the customer's eyes.

You see, people can't help but judge a book by its cover – it's just the way we're wired. So they immediately draw conclusions based on the information that's presented. For example, as they enter a website, they have expectations — they want to find information quickly, locate the products or services they're interested in, or at the very least, find a way to make an inquiry with limited friction.

We've found that if our clients' marketing isn't reflective of their current state of business, prospects begin to question whether or not they have their finger on the pulse.

To add salt to the wound, an unfortunate byproduct of this negative perception is the lack of confidence and pride this creates for folks within the organization, and that can be really discouraging. It can also make attracting skilled talent challenging.

Nothing's more frustrating than watching significant opportunities slip away to competitors because they appear to be more relevant and in tune with today's trends.

In the manufacturing sector, average is everywhere, and you shouldn't have to deal with it anymore.

We want to help you save the day and come to your customer's rescue. But they need to recognize your products are the solution to their challenges. If you're not communicating clearly and talking about your customer's problems, they simply won't listen.

So, whether you're a business owner, CEO, marketer, or head of business development — if prospects and customers are being drawn to your competitors, it's time to make some moves. By taking the time to clarify your message, modernize, and align your creative marketing, you too can craft a next-level brand experience turning prospects into customers and, ultimately, raving fans.

Like the hundreds of manufacturers we've helped to achieve their goals, you'll learn some of the secrets that we implement to help our clients succeed. It's time to create a next-level brand experience that will lead to new opportunities and the growth of your organization.



George
Costello
FOUNDER/CEO

Step 1

Clarify Your Message

Your customers' brains are designed to do two things — survive and thrive. Everyone's looking for information that will help them simplify life, make more money, meet new friends, and anything else that will increase their standing in the world. The problem is, the brain is also trying to conserve calories.

In order to process all the information around us, we have to burn calories. What this means is, if we don't position our products and services in a way that can clearly help people survive or thrive, they tune out.

✓ Leverage the 7-Part Framework

[The 7-Part Framework](#) uses ancient storytelling principles to help you clarify your message. Once you learn the framework, you'll be seen, heard, and understood, both in your company's internal and external communications.

Principle #1. Instead of telling our story, we want to invite customers into a story. To do this, the first thing we need to do is **identify something they want**. A story starts when the hero (your customer) wants something. We must stimulate a desire in our customers by identifying something they want.

Principle #2. A story hooks the audience when the main character encounters conflict. Similarly, our customers will only come to our website or listen to our sales pitch if we've identified their problem. By **defining their problem and stating it clearly**, we cause our customers to move toward us and engage us in business.

Principle #3. Characters in trouble can't solve their own problems, otherwise, they'd never have gotten into trouble in the first place. Because of this, heroes encounter a guide who helps them win the day. Similarly, customers aren't looking for other heroes. They are looking for a guide to help them. For this reason, **you never want to play the hero, and you always want to play the guide**.

Principle #4. At this point in the process, customers have identified us as their guide, but they aren't going to place an order. Why? Because it's the first time in the journey, they are at risk. They could lose time, money, and even respect. They are worried and possibly scared. By giving the customer a plan, you provide them with baby steps and essentially say 'It's easy to work with us. Just take these steps.' **Giving a customer a plan dramatically increases their engagement**.

Principle #5. Customers must be called to action. Unless we challenge people to take action, they won't. This means our calls to action must be crystal clear. Have we defined exactly what we want our customers to do? If not, they won't take action. Nobody can read minds. **We have to call them to action clearly.**

Principle #6. People are either motivated to avoid failure or experience success. In our communication, we must define what is at stake for our customers if they do or don't take action. Could they lose money? Could their business be at risk? **Define what your customers could lose if they do not engage your business.**

Principle #7. People move toward a vision of success, and if we do not cast that vision for them, they will not know what direction we want them to move. We must clearly **define what our customer's life will look like if they engage our business.**

✓ Turn Your Framework into a Narrative

Now that you've completed the framework it's time to transition it to long-form so that it flows properly and reads like an authentic story.

'Story' is one of the critical elements of your brand identity. It conveys your message to your customers in a meaningful and lasting way. People want to do business with a brand they know, like, and trust.

When customers buy into your business and are engaged with your story, they make purchases with less friction while becoming brand advocates. These advocates are powerful allies for you to have.

In a world where every business is vying for attention, having an authentic story that a customer can feel connected with will help you differentiate yourself from competitors.

The ideal brand story will create an emotional connection with your audience, clearly convey your brand's tone, and inspire trust in your products and services.

We've found some of the benefits of executing a clear brand story include:

- ✓ Increased annual revenue
- ✓ Deeper connections with customers
- ✓ Firm positioning in the marketplace
- ✓ Clarified organizational objectives
- ✓ Aligned sales & marketing messaging

✓ Write a Compelling Elevator Pitch

Your elevator pitch is a concise statement you use to clearly explain what you offer. It gives you and your team a simple, repeatable way to talk about what you do in a way that your customers will care about.

Here's a simple formula to get started:

1. Define the Problem

- Start off by stating the problem or pain point that most of your customers face
(Make sure it's a problem people will feel)

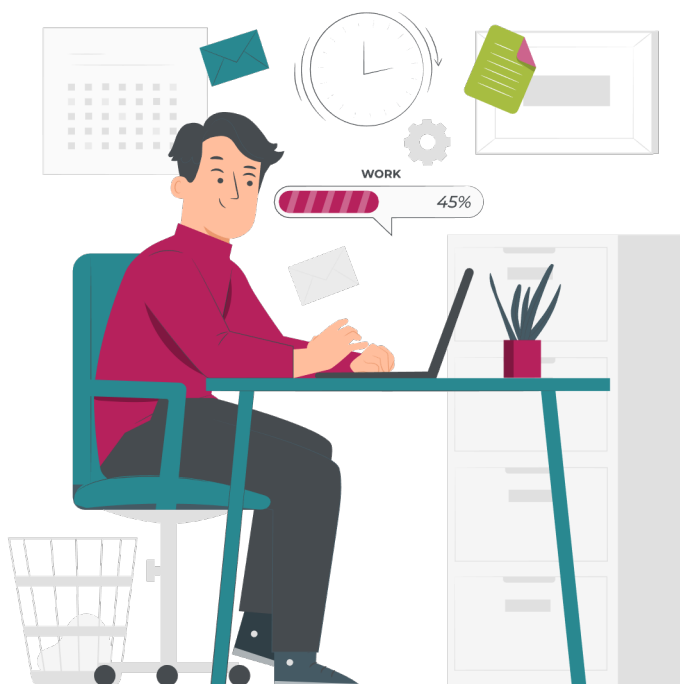
2. Position the Product

- State your product or solution to the problem
(This can be as simple as stating the name of your business or product)

3. Reveal the Result

- Explain the positive result your customer will experience after you solve their problem
(In other words, paint the picture of success)

Once your story is fleshed out, this exercise is relatively straightforward but it can be challenging because extracting the best parts to make a huge impact isn't always easy. But when you get this right, you'll achieve optimal organizational alignment with a single voice that can communicate a consistent message to the marketplace.



Step 2

Build a Sales Funnel

✓ Adapt Your Framework for Your Homepage

Once you've gotten through the process of building your framework, writing your narrative, and extracting an elevator pitch, you're ready to apply the framework to the homepage of your website. This application is one of the most impactful and you should see a change in your organization immediately.



Section 1: The Header

The best way to make sure your homepage is clear and simple is to start with a header that spells out precisely what you offer. This area is the first thing your visitors will encounter. Write this copy in the planning phase so you can know it works. If you confuse people here, they're gone.

Add a direct call to action in the website's top right-hand corner. Eye-tracking studies show this is where our gaze naturally goes when we're scanning. You can put other stuff (like the FAQ, Contact, About) elsewhere.

Our brains process images about 60,000 times faster than text, so start thinking about the kinds of images you want to use. I recommend images that communicate the transformation you offer. For example, if you're a chemical manufacturer, can you illustrate the production of your product or an image of the finished goods in application instead of a mystery substance in a bottle?

Section 2: Value Proposition

Customers need to know what they get when they buy your product. They're asking, 'What's in this for me? Will I save money or time? Will I reduce risk or frustration?' In this next section of your site, spell out the values you offer.

We tend to scan rather than read word-for-word on the web, so consider framing these value points as icons with concise descriptions beneath them. That way, people will understand them quickly and easily. Bullet points work, too. You can refine the exact copy later. At this point, simply nail down what the significant aspects of value are.

Section 3: The Plan

Spell out a three or four-point plan that shows customers how to do business with you. Keep it simple, and again, make sure you use illustrations, numbers, or bullets to make it scannable.

Section 4: Authority (*Testimonials and Logos*)

Including three or four customer testimonials will significantly enhance your authority and show people what you offer works. Use testimonials that speak to the significant objections prospective customers face. For example, if the price is a factor, make sure you feature a testimonial that says what a tremendous investment the product was or how much more money someone's gained as a result of doing business with you.

Next, make room for logos of notable businesses you work with or press outlets you've been featured in. This is another way of giving your business outside credibility. The terrific thing about including logos is it doesn't take up much room on your homepage, and yet it allows your visitor to check off the 'do these people know what they're doing?' question in their brain.

Section 5: The Explanation

Writing a longer explanation about why people should do business with you is a beautiful addition to a homepage, especially for your more interested prospects. This section can be 400 words, but remember to orient it toward your prospects' needs and pain points.

As you're planning this section, remember that you can free up more space by merely showing the first few lines of copy followed by a 'read more' button that people can click to expand the rest of the text.

In the planning phase, you don't have to develop this copy fully. Simply have an idea of what you want to say and the significant points you'll cover, so you know how it will flow with the other sections.

In this area, you might also consider a section that explains the cost of not doing business with your company. Will customers experience more significant hassles? Will they lose social standing? Will they lose money?

Section 6: The Junk Drawer

Many websites feature too many navigational options at the top of the page. Instead, relocate these options to the bottom of the website in what we call 'The Junk Drawer.' It might include links to Contact, FAQ, About, Employment options, etc. Those areas are easy to find for those hunting, but they don't clutter up the top section and confuse potential customers.

✓ Create a Lead Generating PDF (Like this!)

If you want to maintain cash flow and grow your business, you need to maintain a steady stream of quality leads. And even though you might get traction from paid social ads and SEM (aka Google Ads), it's not enough to keep you afloat.

Content marketing is an integral part of any inbound strategy. You're probably already doing it with blogs, social posts, and email newsletters, all with the intention of driving traffic back to your website where they will (hopefully) stick around for a while and (maybe) convert.

But do they convert? What do they do when they're on your site? And how are you following up on those visits if they're only there to look around?

The truth is, most buyers do a lot of research before making a purchasing decision. In a B2B scenario, 80% prefer to access information through written content instead of an advertisement.

Consider also that there is an average of 6-10 stakeholders involved in B2B decision-making these days. Given the context, portable, sharable content is hugely helpful in these scenarios. It's a heck of a lot faster and easier to share a PDF document than it is to sell a complex concept to several people.

The buying journey has changed. Ergo, your sales strategy must follow suit.

✓ How To Generate Leads With PDF Content

Lead-generating content is a commodity, but it's not a product. You don't sell it. It's something you give away in exchange for contact information, usually an email address. The great thing about lead magnets is that you can target them very specifically to your ideal buyers and personas. Offer them something they want, and they'll bite. If the content is useful and amazing, they'll keep coming back.

You've got a few 'hoops to hula' if you want to get their attention, but the better you know their intent, the easier it will be to come up with ideas. Once you've got them in the room (so to speak), you need to give them content they want to read. Ideally, they'll like it enough that they'll want to share it. Ultimately, you want to convert that interaction into a sale, but that's jumping a bit ahead.

Here are a few tips to get you started:

1. Get their attention

Which of these pitches would you be more interested in:

‘Sign up for our e-newsletter’ OR ‘Top Ten Lead Generation Strategies’

Solving problems is what you do. However you do it, it doesn’t really matter. The point is—don’t be coy. Tell them what you’ve got. Don’t make them wait. Let them know you’re there to solve their problems right now and that by downloading your content, they’re one step closer to their goal.

2. Keep it simple

The simplest approach to the lead magnet exchange is to ask for an email. You need to make it as easy as possible. Too many fields on your opt-in form, and you’re bound to lose them. Asking for their address isn’t always appropriate unless you have localized content. Once they enter their email and download the PDF, their contact info is in your system and ready for the next step. Do ask for their name, however, because that’s important for personalization.

3. Make it matter

As a general rule, lead generation PDF’s should:

- ✓ Highlight your product or service in a non-salesy way
- ✓ Zero in on the customer’s pain points
- ✓ Tell them how your product/service is going to make their lives better
- ✓ Establish trust
- ✓ Offer value
- ✓ Highlight your authority
- ✓ Demonstrate your company’s values

Types of Lead-Generation Content

Lead generation PDFs fall into a few general categories. Creating a few different ones allows you to target different buyer personas or address specific features of your product. This approach can be especially effective combined with unique landing pages targeted to those topics/solutions.

Here are a few ideas on what kind of PDF content you might create:

- ✓ **Infographics** are great for pros and cons, product comparisons, or sharing statistical info.
- ✓ **Checklists** help your customers stay organized and prepared.
- ✓ **White Papers** are high-level authoritative documents that let you dive deeper into a topic.
- ✓ **Ebooks** are a longer-form white paper. They can be anywhere from three pages to 20 or more. For lead gen purposes, you probably want to keep your ebooks on the shorter side so they'll have a reason to come back.
- ✓ **Value Lists** are helpful documents that outline best practices or tips for achieving the desired result.
- ✓ **Magazine-Style Articles** approach the topic in more of an editorial style. It's an opportunity to add graphics, charts and even include an infographic or a case study showing how you helped a customer solve their problem.

What Comes Next?

Over the ensuing days, weeks, and months after they download your lead generation PDF, you'll send them periodic personalized emails that expand on the theme and ask them to take the next step. You'll build a relationship, they'll recognize your authority around the topic and see you as a solutions provider.

After all, you're freely offering your wisdom, and clearly, you know what they need.



✓ Build an Email Sales Campaign

Automated sales campaigns might just be the best thing that's ever happened to marketing—outside of the internet, of course. Sales and marketing automation leverages software solutions to standardize and automate your sales process. You'll be able to track progress every step of the way and get notified when it's time for you to step in.

The beauty of automation is that you'll get back most of the time you would typically spend on sales activities—most of which are mundane, repetitive, and have a very low ROI—so you can redirect your focus where it matters. In short, the software takes care of the nuts and bolts while you can spend more time actually engaging with your prospects.



- ✓ **You and your team will be more productive.** Think about the time you spend on lead generation. Now think about the time you spend on leads that go nowhere. Automation gives you a way to cut through the chaff and get to the good stuff.
- ✓ **Your marketing overhead will shrink like it's on keto.** Automation increases sales and often the value of the sale itself as it enables upselling, meaning you're selling more with less effort. More sales in less time = joy.
- ✓ **You'll get up to 225% more prospects.** When used to nurture sales leads, automated tools produce more qualified prospects. Once they reach the stage where it's time to speak to them directly, you'll know everything you need to know about them, and they'll be eager to speak to you.
- ✓ **Your campaigns will be measurable at a granular level.** Tracking productivity ROI is challenging without a way to measure it. Sales automation tools deliver data at every stage of the customer journey. If something isn't working, it's easy to pinpoint where you're going wrong and adjust accordingly.

When your prospects are better qualified, the time you spend with them is more meaningful. The automation nurtures them through the pipeline until it's time for you to take over. Then, like a well-seasoned thespian gliding to their mark on center stage, that's when you get to perform. The audience is primed. They're ready. They hang on your every word—you're the answer to their pain points! All you have to do is bring it home.

How Automated Sales Campaigns Work

A modern CRM is essential to automated sales campaigns as it connects your sales and marketing activities and content to your prospects and customers. You can connect your lead sources directly to your CRM, so nothing falls through the cracks. Sources could be anything from a webinar to a lead magnet download, emails, social posts, opt-ins, landing pages, surveys, ads, or anywhere else that a prospective customer might engage with you. Instead of sorting through new leads and uploading them to your CRM, it's done for you. As soon as the prospect engages with your content, they're added to your campaign.

Best of all, your CRM democratizes the lead information, so you can align your team around the goal and ensure that every effort counts.

Customizing Your Campaign

Once your leads are captured within the CRM, the automation takes over. Before we get to that point, however, you'll need to configure and customize your funnel. And before that, you'll need to have a few solid customer personas to work with.

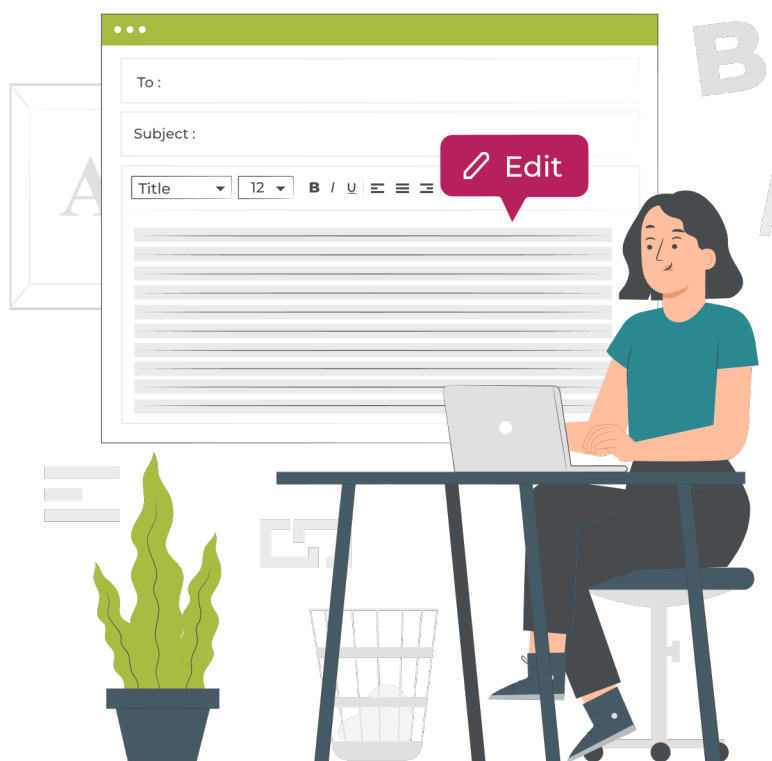
Most companies use several ideal customer personas. After all, your audience is probably quite diverse. Personalization is all about being able to speak directly to those personas, to let them know you 'get' them, and you understand the problems they're trying to solve. Prospective customers are much more likely to pay attention when you can reach them on these levels. Much like you, they've only got so much time to devote to the discovery process, so the more succinctly you can get to the heart of the matter, the better.

The beauty of automation is that you'll only do this once, and then the software takes over. Based on the lead's interactions and online behavior, they are served content that's specific to their persona and what stage they are at in your funnel. All interactions with them will be automatically personalized, helping you nurture those relationships without expending any extra time or effort.

Here's a simple formula that we recommend:

Once somebody downloads a PDF or gives their email address to watch a video, they're in your system, and you can create automated emails that go out to them for weeks to come, even while you sleep.

1. **Write the first email:** Likely, your first email will deliver whatever content you promised when they signed up with their email address. This email should be nice and short and shouldn't sell anything. Just deliver the free content you promised.
2. **Offer more value:** Even though you offered enormous value with your free resource, your second email should let customers know you will continue to offer value. This will let them know that opening your emails is worth their time and stop them from just deleting anything you send their way. The next email you send should be short and sweet but still offer a helpful piece of information or even a discount on a product.
3. **Overcome an objection:** In the next email, you may consider overcoming an objection. Most people really want to do business with you, but they're likely too busy or just too distracted to take the time, so they look for an excuse. But if you can overcome that excuse in your email, they'll be more likely to call. What is the most common objection you hear regarding your products or services? Tackle it head-on.
4. **Deliver a paradigm shift:** A paradigm shift (language that says, 'You used to think this, but now you should think this way') is a powerful tool to compel a distracted audience. If your brand does something a little differently, you might want to focus on that.
5. **The sales email:** In this last email, let's go ahead and ask for the sale.
Though this is an example of a short email sequence, feel free to sprinkle sales emails throughout your nurturing campaign. Depending on your length of customer acquisition, you may even choose to expand your email campaign to 10+ emails.



Step 3

Modernize Your Visual Branding

✓ Refresh Your Logo & Tagline

First impressions matter—especially for companies competing in a crowded marketplace for the attention of a target market that is constantly bombarded with messages. The value of graphic design is realized with a great logo.

Great logos are immediately recognizable and stand the test of time. As the face of your manufacturing business, your company's logo needs to stand out. Here are nine tips to make your logo successful.



1. Know The Types Of Logos

Although there are several styles of logos, not every style is suitable for every business. A design team will consider the following types of logos when looking to update or create a new logo for your business:

Wordmarks: These are font-based logos that use the company name as the logo.

Examples: Visa, Coca-Cola

Best for: Companies with short or distinct business names. It's also helpful for organizations that want to improve their brand name recognition.

Lettermark: A lettermark logo uses a single letter or multiple letters as the logo.

Examples: Uber, IBM, CNN, NASA

Best for: Businesses with a long name who can abbreviate it down to letters.

Pictorial (logo symbols): These logos use illustrations of recognizable things.

Examples: Twitter, Starbucks, Apple, Target bullseye

Best for: Established companies

Abstract: A graphic that is a geometric form.

Examples: Nike (swoosh), Pepsi, BP

Best for: Companies that want to create something truly unique

Mascot: Uses a character to depict the company brand.

Examples: KFC's Colonel, Planter's Mr. Peanut

Best for: Organizations that want to convey a fun, engaging brand

Combination: Word and graphics are combined for the logo.

Examples: Burger King, Doritos

Best for: Companies that want text and graphics to work together to reinforce the brand

2. Avoid The Trends

A quality logo must stand the test of time. Although a logo must stand out, it can't be too gimmicky. Despite any attention your trendy logo might attract today, it may struggle with ridicule from competitors and your target market tomorrow.

3. Black And White

There are many applications, such as in newspaper print and stationery, where a logo will be represented in just black and white. Before choosing a logo treatment, ensure that it looks just as good in black and white as it does in full color. It is so critical that initial logo options are normally presented in black and white as the first step during logo development before any full-color options are developed.

4. Color Is Critical

Color conveys meaning and influences emotion. As you go through logo development with a design team, be sure the color selections for the logo treatment match your company brand and intended tone. For example, the color red tends to connote sexy or energetic while green symbolizes growth or organic. Color should be selected for its deeper meaning rather than because it's someone's favorite or it is currently Pantone's Color of the Year.

5. Scalable

Think about all the ways—and sizes—your logo will be called upon to convey your brand. From pencils to business cards to embroidery on a shirt to large-scale applications such as a bus wrap or convention signage, your logo needs to scale appropriately and elegantly no matter where it needs to be represented.

6. Flexible And Adjustable

Today, a logo needs to work harder than ever. Not only is it competing for attention in a very crowded marketplace, but it's also being used across multiple platforms, on different devices, and needs to communicate just as effectively. There will be applications when it needs to be represented horizontally, other times vertically. It might need to be in reversed type (inverted colors). Being mindful of this during logo development will save you many headaches throughout the lifespan of your company's brand.

7. Simple

A strong and effective logo is one where every element—each color, shape, line, font, and symbol—conveys a message. Everything else should be stripped out.

8. Based On Your Brand

Before a design team can effectively create a logo for your organization, it needs to understand your brand and your target audience. Mood boards and competitive research can help drive communication and understanding of your brand's personality, so before any design work begins, the designer is equipped with a foundation of information to guide their design decisions. Their goal is to identify the branding comfort zone amongst competitors to then create an aligned logo that goes the extra mile.

9. Unique

The goal should always be to create a logo that's different from everything else out there, but it still must effectively represent your brand. A great start to concocting a memorable logo idea is brainstorming concepts with your design team, keeping in mind what resonates with your target audience.

As your company's first impression, the importance of an effective logo cannot be overstated. It's equally as important to design a mark that can be interpreted throughout all your communications.

✓ Define Your Brand Standards

Brand or design standards, also known as a style guide, are crucial to any successful marketing strategy. They succinctly illustrate your company's design standards while including a list of do's and don'ts to make sure your company delivers a clear and consistent message.

You want to make sure that your style guide features everything about your company — brand colors, patterns, textures, logos, icons, your mission statement, and much more. In the absence of a clearly defined brand guideline, it's virtually impossible for your brand to maintain a consistent identity.

This document will help your team of writers, designers, and developers when they're working on various creative marketing initiatives. Whether you're establishing a new brand or re-branding your company, your brand standards will serve as an invaluable tool to help you communicate consistently with your target audience.



What Is A Style Guide?

A style guide refers to a document that clearly spells out how your brand must be presented from both a language and graphic perspective. The aim of a style guide is to ensure that multiple contributors work in a cohesive way to reflect your true corporate style and maintain brand consistency with everything from writing to design.

Style guides support marketing initiatives by guaranteeing that all messaging is related to your company's goals. A brand style guide distinguishes your company from your rivals and establishes a strong brand presence to build long-term brand awareness. Over time, that consistency and awareness build trust. Apart from the term style guide, some companies also refer to it as 'brand identity guides' or simply 'brand guides.'

Why Is It Important?

Every company should consider its style guide as its visual DNA. In case your brand goes through a redesign process, make sure you always invent a new brand style guide to go along with it. Ideally, you should announce the re-branding strategy to your team so that everyone can get on board with new design guidelines.

Big corporations that have teams in different locations across the world can immensely benefit from having online style guides. Trello, Adobe, and Skype allow companies to publish all guides, so every employee has access to these resources.

Having a consistent style guide across marketing channels goes a long way to boost your brand recognition. There are several studies that reveal that consumers perceive brands as personifications of companies, which also impacts their buying decisions.

Since we all are creatures of habits, we are more likely to make purchases from brands that become familiar over time. Through consistency in branding, a company is able to meet the expectations of its customers and deliver successful services.

Let's dig deeper into style guides.

Visual Style Guide

Visual style guides define the way a brand will look so that all corporate graphics remain standardized across various materials.

Graphic style guides normally include design standards in terms of feel and look, white space usage, variations, and applications of the logo and corporate color palettes. Such a guide features all typography details, including line-height/spacing, font families, and sizes. Moreover, there are also layout specifics to depict how elements should be positioned on a page.

One of the major benefits of having a visual style is that it creates unity among marketers in your business. Companies receive a mixed bag of results if they leave up their visual representation open to individual interpretation.

When you have a visual style guide ready, you create clarity for all marketing decisions to maintain a uniform official website as well as your blog and social media pages.

Benefits

Comprehensive style guides allow a company to define or re-create its image for an editorial and visual perspective. These guides help form a unified brand. For that reason, it's important to implement both an editorial and a visual style guide to keep your brand consistent across all materials.

Consistency results in a cohesive brand experience that most consumers look for every time they interact with your company. Having a specific style guide will ultimately help you build brand recognition to nurture your future customers.

A style guide is essential to keep your brand identity own-able and recognizable, even if several different marketers or content creators work for your brand. Every company must spend the time and use enough resources to get it right. These rules help your new employees take care of the hierarchy of color and typography to keep your brand cohesive.

For instance, Twitter's brand guidelines do a great job of defining suitable ways, so everyone can display their logo right. Moreover, the search giant Google also has specific brand guidelines.

Some more examples of style guides include PowerPoint templates, writing samples, words to avoid, and photography compositions. Companies should cover all key points to guarantee that the document is easy to scan and recall. The specificity and length of your style guide vary depending on your brand's needs.

✓ Build a Strong Visual Identity System

Now let's talk about the plethora of design materials that you'll want to create now that you have a snazzy new logo to adorn them with. This collateral will be the basis for all of your sales and marketing efforts, so it pays to give it thought and get it right.



Stationery

Stationery includes items that are used to make contact with prospects and customers but don't contain any sort of sales messaging.

Letterhead is the flagship example of stationery collateral. It's used to brand your correspondence to your company. It likely includes your logo as well as relevant contact information.

Business cards fall into this category for the same reason. Other collateral elements include envelopes, folders, office signage, email signatures, and more. These are fundamental elements of an organization's communications strategy.

Marketing Collateral

Marketing collateral is any visual item intended to inform consumers about your products and services and attract leads that can then be placed into your sales funnel.

There's a school of thought that says that every piece of collateral used to promote a product or service is marketing collateral, regardless of whether marketers or salespeople use it. From a certain point of view, this is correct, but there is value in differentiating marketing collateral from sales collateral. Marketing materials bring people in the door. Sales materials convert them to customers.

Anything posted to social media, like branded memes, infographics, promotional and viral videos, and text posts, as well as the skins that brand your social media accounts, all fall under marketing materials. Ads, mailers, designed email campaigns, postcards, branded swag, and customer gifts would be included, too. These don't always directly sell products but instead help build awareness.

Sales Collateral

This is material designed to aid your sales team in convincing prospects to buy from you. These potential customers might have contacted you because they saw an ad or got a social media post forwarded to them. These were indirect communications.

Now they enter the sales pipeline, where your team will provide direct visual media to communicate the features and benefits of your offerings, as well as answer any questions the prospect might have.

Sales collateral includes sales brochures, product one-pagers, technical datasheets, and online and in-person presentations, as well as trade show signage and demonstration materials.

Websites are unique in that they straddle both worlds. They're perfect for generating leads but can also be used in the sales process, mainly since they can sell things.

And other collateral items don't neatly fit into one of these categories, like product packaging.

We hope it's clear now just how much further you have to go. Getting your logo finished is immensely important, but it just pulls the cap off of a never-ending bottle of collateral design. But don't let this overwhelm you. You've entered an exciting phase in your business development. This is when you get to take your vision for your company and translate it into a visual form. And you don't have to do it alone.

Conclusion

We hope that you found our guide, **‘Grow Your Manufacturing Organization Using These 3 Creative Marketing Strategies,’** useful and that it’s allowed you to think more deeply about the impact of creative marketing, messaging, and design. If these solutions are implemented properly, you’ll take your manufacturing brand to the next level leading to measurable ROI and growth.

Manufacturers are struggling now more than ever to stay relevant and remain at the forefront of their industry. Unfortunately, outdated brand experiences lead to a lack of trust, so it’s vital that your company is visible cross-medium and that your brand is presented consistently, is memorable, and differentiated from your competition.

Our creative marketing studio’s purpose is to help manufacturers grow, so it’s essential to us that your company survives and thrives. We need manufacturing businesses to endure now more than ever.

If you have any questions or need help taking your brand to the next level, call **609.365.1910** or visit **costellocreativegroup.com/contact** and let's talk.

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Need help executing or not sure what to do next?

Here are our most common pre-packaged branding solutions.



MESSAGING PLAYBOOK

- ☒ Brand Narrative
- ☒ Messaging Framework
- ☒ Elevator Pitch
- ☒ Wireframe Homepage



SALES FUNNEL

- ☒ Wireframe Interior Pages
- ☒ Lead Generating PDF
- ☒ Landing Page Wire/Design
- ☒ Email Sales Sequence



VISUAL BRANDING

- ☒ Logo
- ☒ Tagline/Slogan
- ☒ Brand Standards
- ☒ Visual Identity System

Need something else?

We also offer a full suite of a' la cart [creative marketing solutions](#).

Finally, for a limited time, if you'd like to take advantage of **our comprehensive website audit** that will benchmark your digital presence for success, head over to: <https://costellocreativegroup.com/499audit>.

To your Success!

Costello Creative Group



IS YOUR WEBSITE PROVIDING A RETURN ON YOUR INVESTMENT?

10 CRITICAL CONSIDERATIONS FOR MANUFACTURERS
WHEN OVERHAULING THEIR WEBSITE

[DOWNLOAD FREE GUIDE](#)

- ☒ CLARIFY YOUR MESSAGING
- ☒ IMPROVE USER EXPERIENCE
- ☒ BOOST SEO RANKINGS

