

 **INDUSTRIAL**

INDUSTRIAL MARKETING 4.0

The Future of Marketing and Selling in the Industrial Sector

JAMES SOTO

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MFG2021+
MTFORECAST

POWERED BY  **AMT**

“

**Any sufficiently advanced
technology is indistinguishable
from magic**

ARTHUR C. CLARKE - PROFILES OF THE FUTURE, 1973



JAMES SOTO

Founder, CEO | INDUSTRIAL

“Make your way of doing business obsolete.”

CONNECT WITH ME:

 [@jamessotoism](https://twitter.com/jamessotoism)

[@industrialsays](https://twitter.com/industrialsays)

A grayscale photograph of an industrial robotic arm in a factory setting, performing a welding task. The arm is positioned in the upper right quadrant, with its end effector (a welding torch) directed downwards. A large, bright, starburst-like spray of sparks emanates from the point of contact between the torch and the workpiece, located in the lower center of the frame. The background is filled with various industrial components, including pipes, cables, and structural elements, all rendered in a dark, muted tone. The overall composition is centered around the text 'WE ARE INDUSTRIAL', which is overlaid on the image.

WE ARE INDUSTRIAL

INDUSTRIAL

Make your way of doing business obsolete.



A dark, monochromatic background image of an industrial robotic arm. The arm is positioned in the upper right quadrant, with its end effector pointing downwards. A large, bright burst of sparks is emanating from the tip of the arm, creating a starburst effect that fills the lower half of the frame. The overall scene is dimly lit, emphasizing the mechanical details and the dynamic action of the sparks.

BE BETTER **MARKETERS & SELLERS**

INDUSTRIAL STRENGTH MARKETING

DELIVER INSIGHTS TO HELP
GROW YOUR BUSINESS

SIGN UP FOR OUR PODCAST





ARE YOU FUTURE PROOF?

Even if you're already doing "Marketing," making sure there is clarity, alignment, and visibility is job one.



A grayscale photograph of a person in a starting crouch on a track, with their hands on the ground and feet in starting blocks. An orange hexagonal graphic is overlaid in the center, containing text and an icon.

MARKETING
READINESS
ASSESSMENT





TOUGH LOVE TIME

Now is the time to start the 5-minute Marketing Readiness Assessment.

www.getmarketingready.com

Score summaries and actionable insights will be sent to you via email in 1-hour.



THE GREAT REVEALER



AMARA'S LAW

Reflects that we often **overestimate** the impact of new technology in the short run, but **underestimate** it in the long run.





ARTIFICIAL INTELLIGENCE

The science of making machines smart.



WHAT IS AI?

MACHINE LEARNING

An algorithm that can get smarter on its own (creating its own algorithms), taking in data, making, and altering recommendations.



DEEP LEARNING

The teaching machines to think like the human mind.



AI MILESTONES

1950s

ARTIFICIAL INTELLIGENCE ORIGINATES

Defined as an all-encompassing term for technology that tries to imbue machines with human qualities, such as speech and vision.

1985

MACHINE LEARNING

Develops, a subset of AI, which attempts to mimic the way the human brain works. The technology uses information latent in data and content combined with algorithms to bring new insights.

2010s

DATA GETS BIGGER

The amount of data businesses collect increases. AI extracts value out of this with cognitive skills, such as sentiment analysis and natural language processing.

2016

MACHINE VISION

Development in vision technology means object recognition reaches human parity.

A vertical timeline graphic with a central bar that is light grey at the top, dark grey in the middle, and dark brown at the bottom. Four horizontal lines extend from the bar to the right, each pointing to a milestone. The milestones are: 2017 (Speech Recognition), 2018 (Machine Translation), 2018 (Language Technology), and 2018 & Beyond (Quantum Computing).

AI MILESTONES

2017

SPEECH RECOGNITION

Speech recognition reaches human parity.

2018

MACHINE TRANSLATION

Machine translation reaches human parity.

2018

LANGUAGE TECHNOLOGY

Language technology develops, such as machine reading comprehension reaches human parity.

2018 & Beyond

QUANTUM COMPUTING

Quantum computing is in development, a technology that hopes to solve problems at lightning speed, such as climate change and diseases.

BASIC AI USE CASES



Facebook Ads, Email and
SMS Natural Language
Generation



Personalization



Competitor analysis



Brand Reputation



AI-powered Sales,
Services and Recruiter
Assistants



Sourcing, Screening,
Scheduling



AI USE CASES

Start with the problem, not the technology.

01

BUYER SERVICE

Chatbots and virtual assistants rely on intent recognition without a person. Helps scale/improve customer service.

02

TALENT ENGAGEMENT

Use pattern analysis for employee engagement apps to gain insight into whether an employee is happy, sad or struggling in an organization.

03

PERSONALIZATION

Personalized marketing with machine learning for automatic renewal reminders, or predictive buying behavior targeting.

04

COMPETITOR ANALYSIS

Predict trends with tools such as social listening. AI helps make sense of massive data.

05

CUSTOMER RETENTION

Predictive analytics allows for better understanding of audience's next likely action to target them more effectively, preventing churn.

06

CUSTOMER EXPERIENCE

Sentiment analysis is an AI tool that allows for quick determination of the emotion behind social content. Helps with complaints and queries.



AI USE CASES

Start with the problem, not the technology.

07

BRAND REPUTATION

Use image recognition to spot real social posts of a brand's product or service to help boost brand reputation.

08

EFFICIENCY

Image tagging is the easiest way to enrich an image library with minimal effort. Saves time categorizing and searching for images.

09

SEARCH ENGINES

Natural language processing and semantic search allow Google to determine links between product/services and find relevant search results.

10

COPYWRITING

AI copywriting skills include job posts, email subject lines, product descriptions, and now social media ad copy. **(Alibaba Turing Test/Pass as Human)**

11

PRODUCT/CONTENT RECOMMENDATIONS

AI-based clustering and interpreting of customer data paired with profile information and demographics adapts to your likes and dislikes and reacts with new recommendations.

12

PROGRAMMATIC ADVERTISING

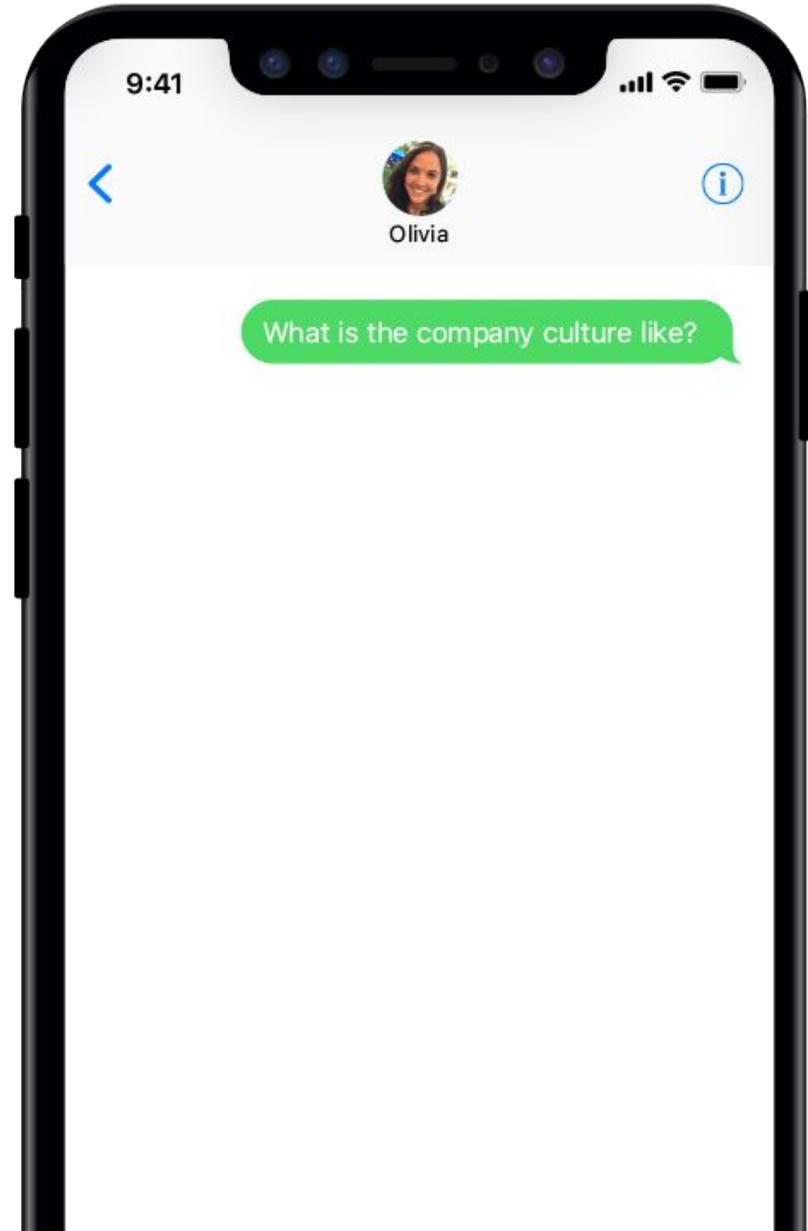
AI can determine things like best time of day to serve and ad, the probability of an impression converting, or the likelihood of a user engaging with an ad or article they are reading.





AI-POWERED ASSISTANTS

In recruitment, AI-powered assistants can – among other things – help to reduce time to customer, hire, resolve problems and increase the number of candidates who complete the sales or application process.





Pilot Flying J

Hi Steve, do you have truck driving experience?

Steve Rogers

Yes, about 5 years. What is the minimum for this role?



Pilot Flying J

That's great! The position requires at least 2 years



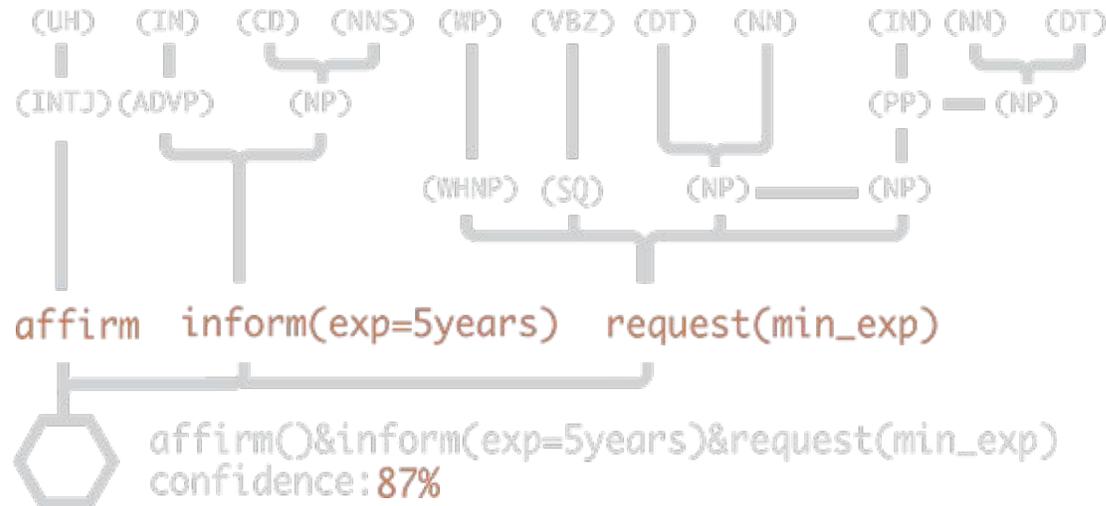
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Pilot Flying J

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FACEBOOK ADS, EMAIL & SMS

Out of trillions of ways to write a subject line, what are the odds your gut instinct gets it right? Pretty much nil. And you're probably losing sales as a result of it.



PERSONALIZATION

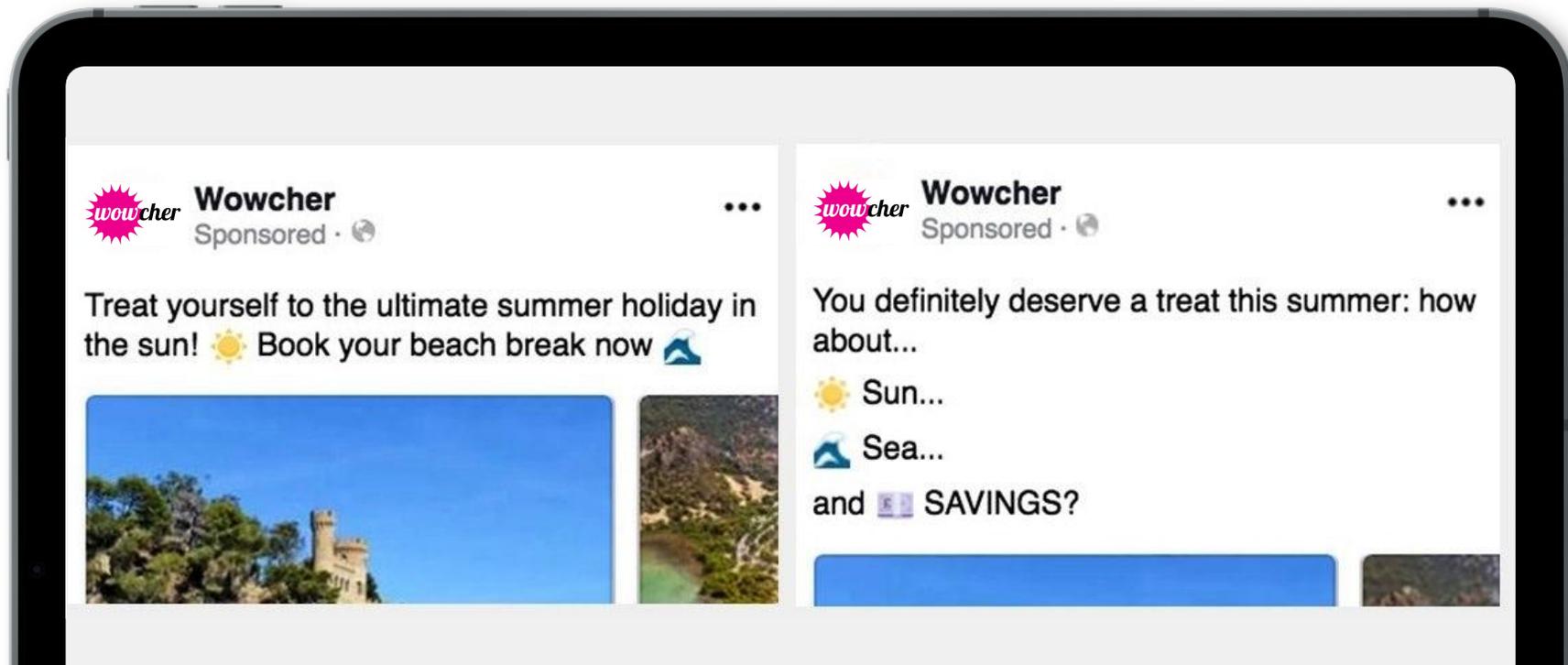
With enough subject line performance data to look at, AI can be trained to predict with an astounding degree of accuracy how a brand's audience will respond to an email subject line before it is even sent.



HUMAN?

A good **Facebook Relevance Score** (similar to Google Quality Score) is about **7**, and the ads that we ran with AI Machine Learning were generating a Relevance Score of around **9**-sometimes even **10**.

Wowcher used AI copywriting to reduce Facebook ad CPL by **31%**



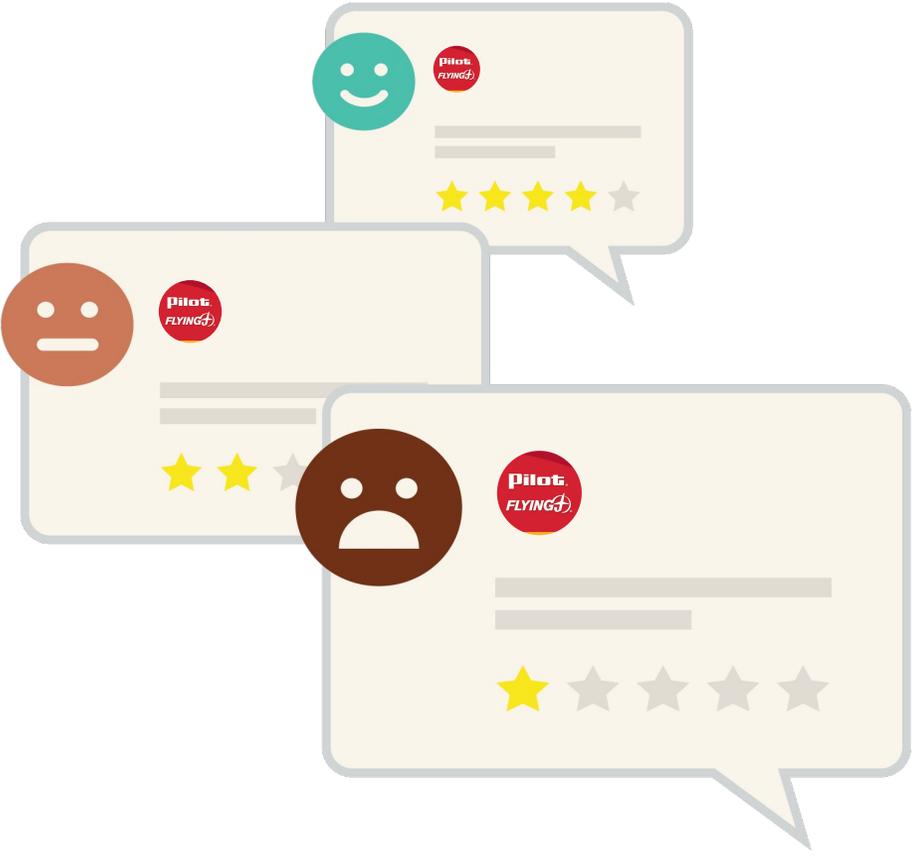
COMPETITOR ANALYSIS

Predict the next big industry trend to keep ahead of competitors with tools such as social listening.



BRAND REPUTATION

Use image recognition to spot real social media posts of a client's product or service to help boost brand reputation.



THE PERFECT ADVERT

Machine learning is increasingly impacting copywriting for advertisements, job positions and so much more to improve performance.

The screenshot displays a draft email in a writing tool. The subject line is "Seeking Recruiting mail for Mabel". The body starts with "Hi Mabel," followed by a paragraph: "Our agency needs a killer media buyer. Do you act when you see a problem? Do you dive in and get your hands dirty? Do you have experience in other mediums besides television? If this describes you, that is very helpful. I'd really love to connect with you." A tooltip above the word "killer" suggests "This phrase will increase engagement from men." and offers "Other choices: an awesome".

On the right, a "Textio Score" of 60 is shown as "Fair". A list of suggestions includes: "Mail is too short", "Add info about the recipient's background", "Needs more paragraphs", "Needs more specific company details", and "Write more about company benefits". A tone indicator shows "Slightly masculine tone" with a slider.

CUSTOMER ENGAGEMENT

Use AI pattern analysis for employee engagement apps to gain insight into whether a customer is happy, sad or struggling with your organization.



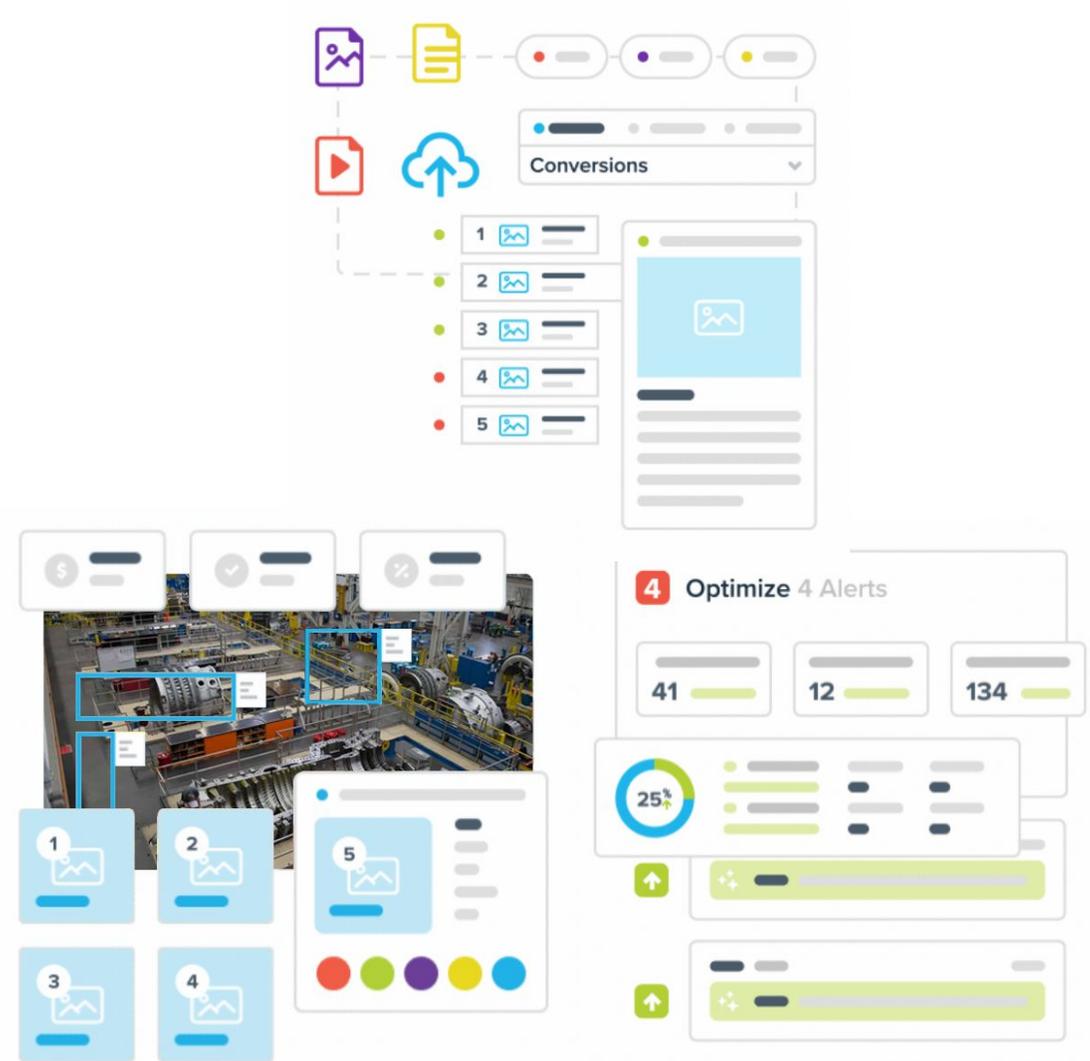
AI BETTER AT PPC?

In the near future it is much more likely automation will start to replace a lot of the low cognitive manual work that media buyers do on a day to day basis.

Activity		
Bidding		<input checked="" type="checkbox"/>
Calculating split testing statistical significance		<input checked="" type="checkbox"/>
Creating and testing new ads	<input checked="" type="checkbox"/>	
Reporting		<input checked="" type="checkbox"/>
New negative keyword from SQR		<input checked="" type="checkbox"/>
Keyword expansion from SQR		<input checked="" type="checkbox"/>
Competitors analysis in real time		<input checked="" type="checkbox"/>
Identifying trends in large datasets		<input checked="" type="checkbox"/>
Data analysis	<input checked="" type="checkbox"/>	

AI ASSISTED CREATIVE

The combination of machine-assisted creative analytics, predictive concept performance validation, and creative life cycle optimization drive targeted advertising reach, engagement, and conversion.



Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019

7,040 solutions



2018

6,829 solutions



2017

5,381 solutions



2016

3,874 solutions



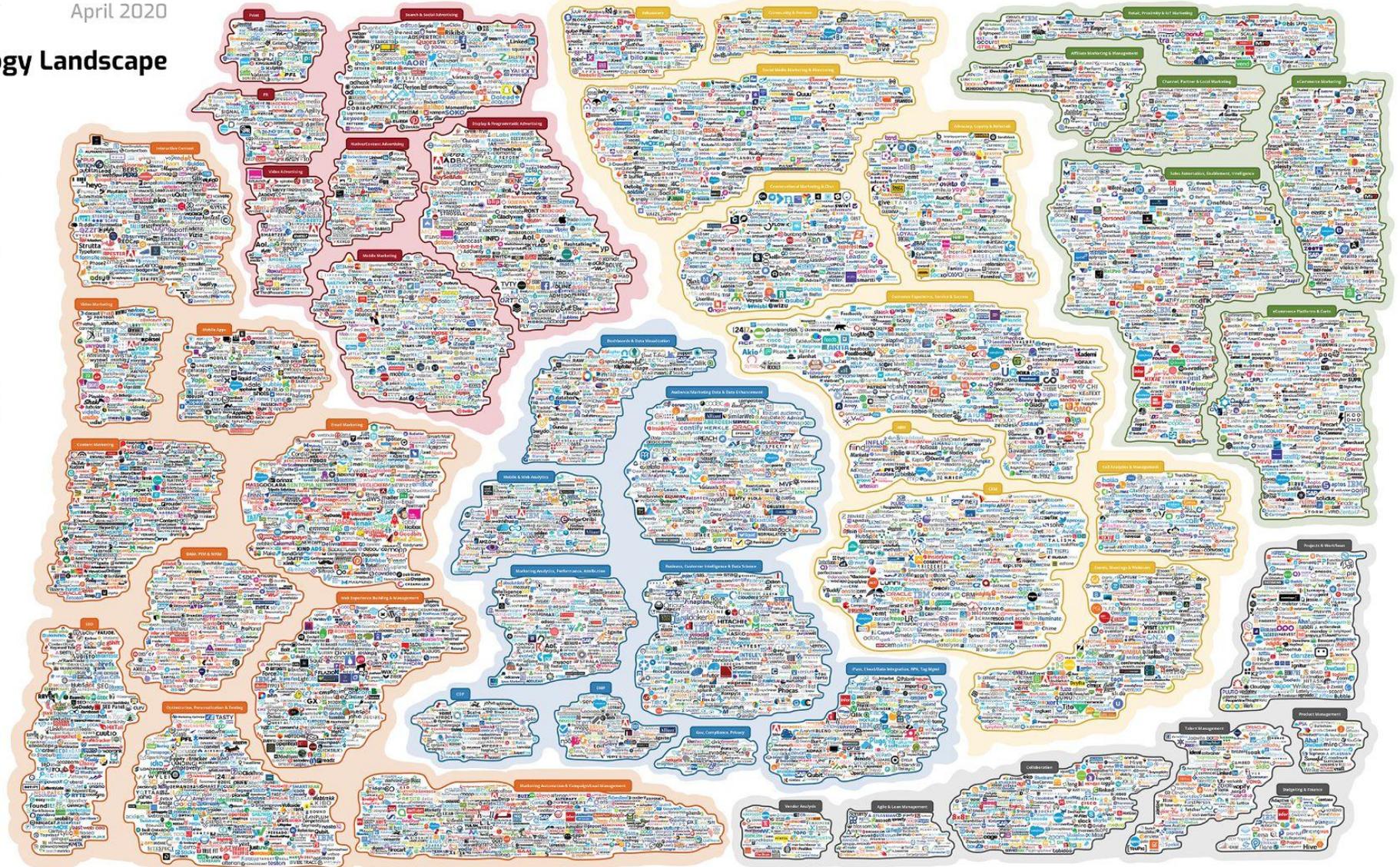
2015

1,876 solutions

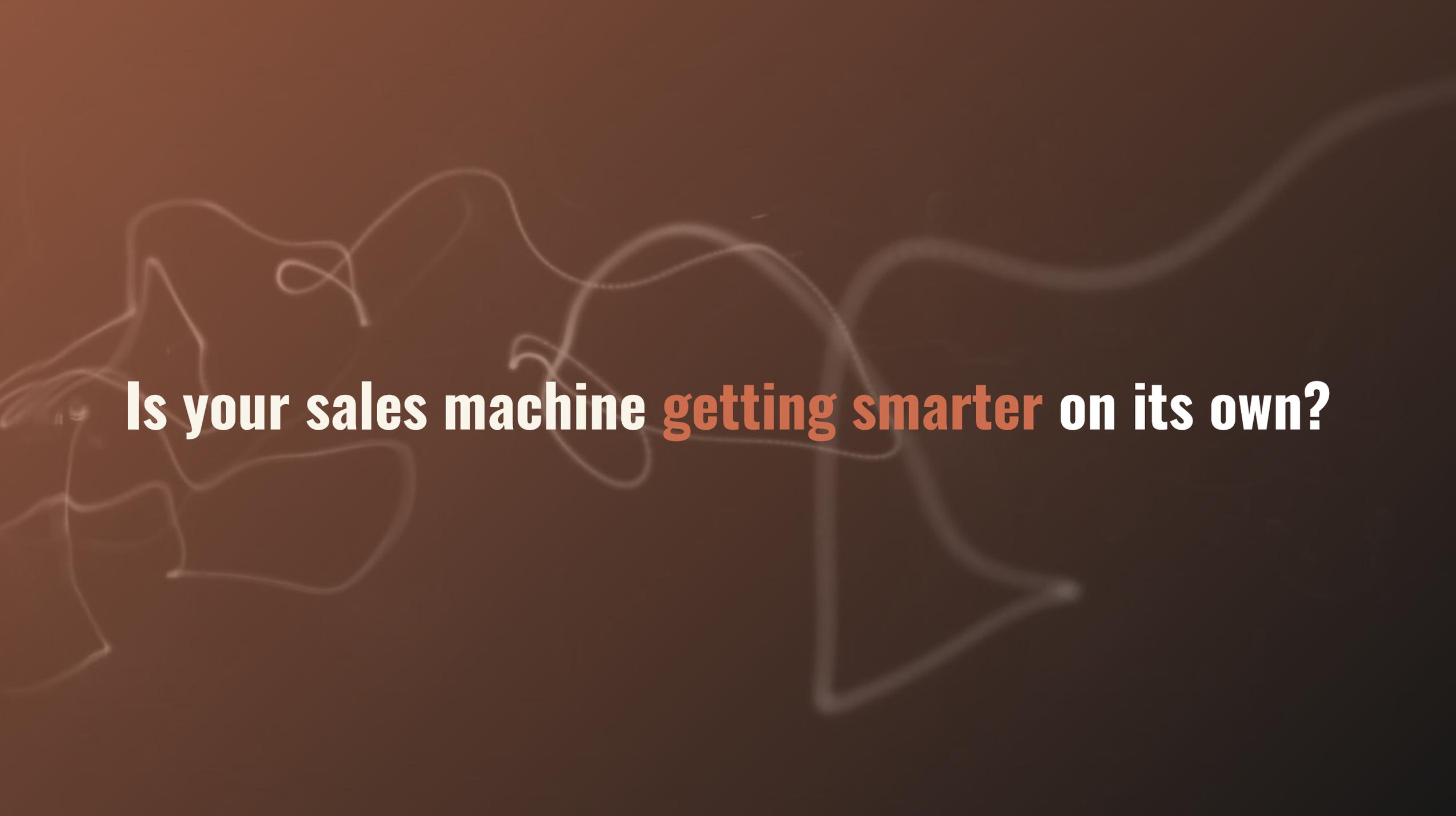


2014

947 solutions



AI helps marketers turn insights into actions that improve performance, lower cost, and generate ROI



Is your sales machine **getting smarter on its own?**

KEY TAKEAWAYS

Marketing & Selling in the Industrial Sector



1

THE NEW BUYER

Meet the digitally-adapting older and new industrial buyer and buying process

2

AMAZON AFFECT

Deliver prescriptive information, resources and conveniences inline with industrial buyer's needs

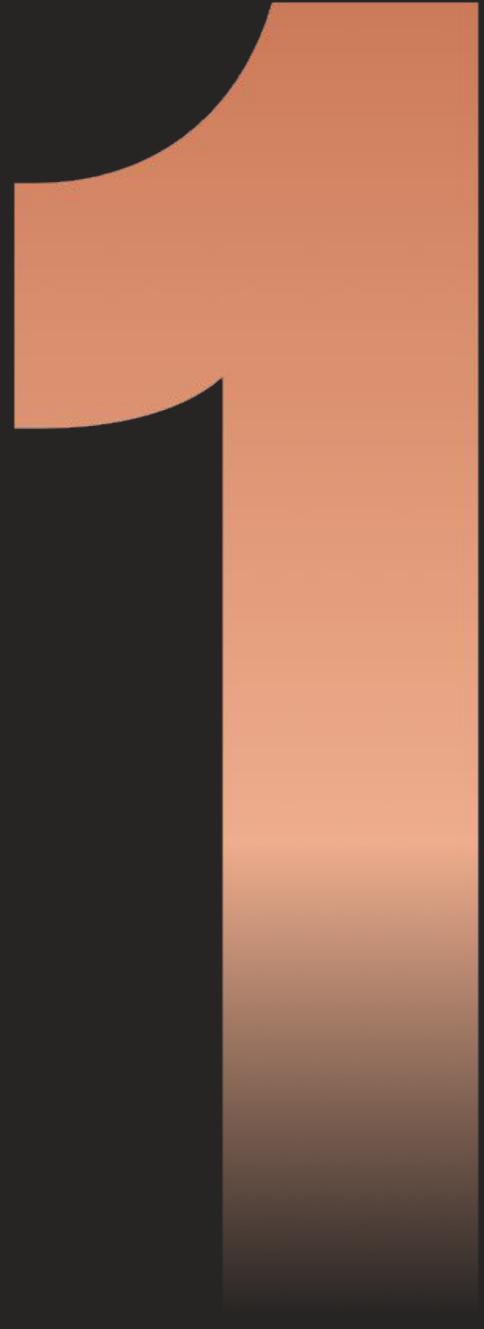
3

CUSTOMER INTEL

Honor industrial buyer's privacy while building unassailable first-party customer intelligence



THE NEW BUYER



INDUSTRIAL AGE VS. DIGITAL INDUSTRIAL

TRADITIONAL MARKETING & SELLING
(1890 -1998)

CUSTOMER-CENTERED & DATA DRIVEN
(1999 - Present)

Manufacturer controls

Industrial buyers controls

Linear buying process

Non-linear buying process

Human-centered

Machine-assisted humans

Slow

Instant

Face-to-face

Virtual

Manufacturer services

Self-service

Third-party data

First-party data



INDUSTRIAL AGE VS. DIGITAL INDUSTRIAL

TRADITIONAL MARKETING & SELLING
(1890 -1998)

CUSTOMER-CENTERED & DATA DRIVEN
(1999 - Present)

Attention

Attention scarcity

Interruptive marketing & selling

Value-based (machine-assisted)

Buy offline

Buy Online



4 STAGES OF THE BUYING CYCLE

STAGE 1

DISCOVERY

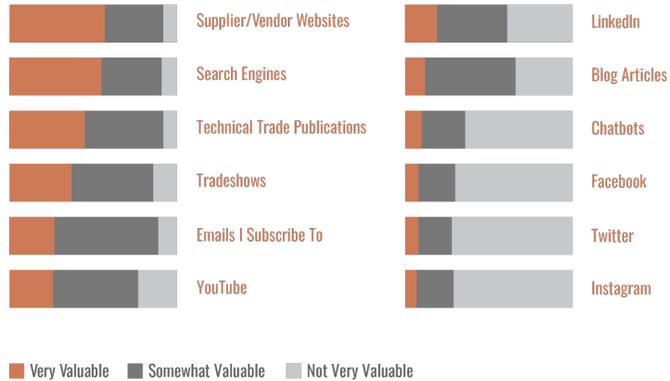


Which statement best describes your facility's typical schedule for capital equipment purchases?



Related Research*

How valuable are the following sources when seeking information on the latest engineering technologies, industry trends and products or services?



*Source: "Smart Marketing for Engineers" TREW Marketing + IEEE Globaspec

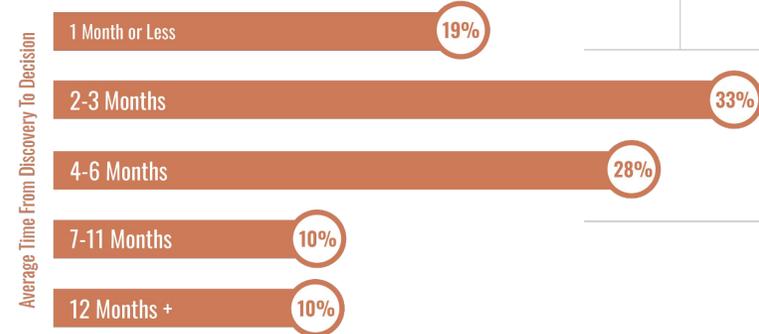
TAKEAWAY: In related research conducted by a large engineering association and digital database, industrial buyers indicated the same hierarchy of preferences for accessing information about products and processes — supplier websites, search engines, trade publications and events. If you are marketing and selling to industrial buyers, these channels should be the foundation of your strategy.

STAGE 2

RESEARCH

Thinking about the typical process for the purchase decision in which you are most likely to be involved, about how long is the process from beginning to end (i.e. from identifying the need to making the selection)?

TAKEAWAY: Nearly 50% of purchase processes require four months or more to complete. Buying teams are most likely to conduct research throughout each stage of this 4 month or more long process in industry media (website and magazine), your website, events and online search.

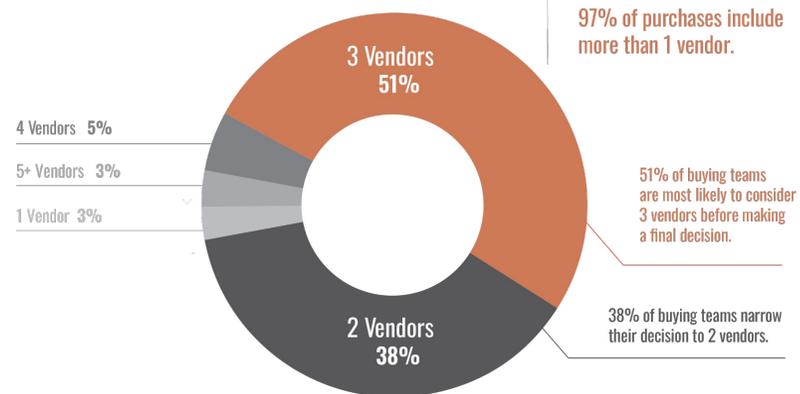


STAGE 3

EVALUATION

About how many vendors make it to the evaluation stage of the typical purchase process in which you are involved?

TAKEAWAY: Nearly every purchasing decision (97%) includes the evaluation of an alternative vendor. While existing relationship is very important, the opportunity almost always exists to grab market share. Most often (51%), buying teams narrow their list of vendors to 3 prior to making a purchasing decision.



DURATION
80% of purchase processes span two months or more. Nearly 50% require 4 or more months



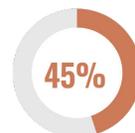
SIZE
85% of buying teams include 3 or more members



EVALUATION
Nearly every purchase process (97%) includes the consideration of at least one alternative vendor



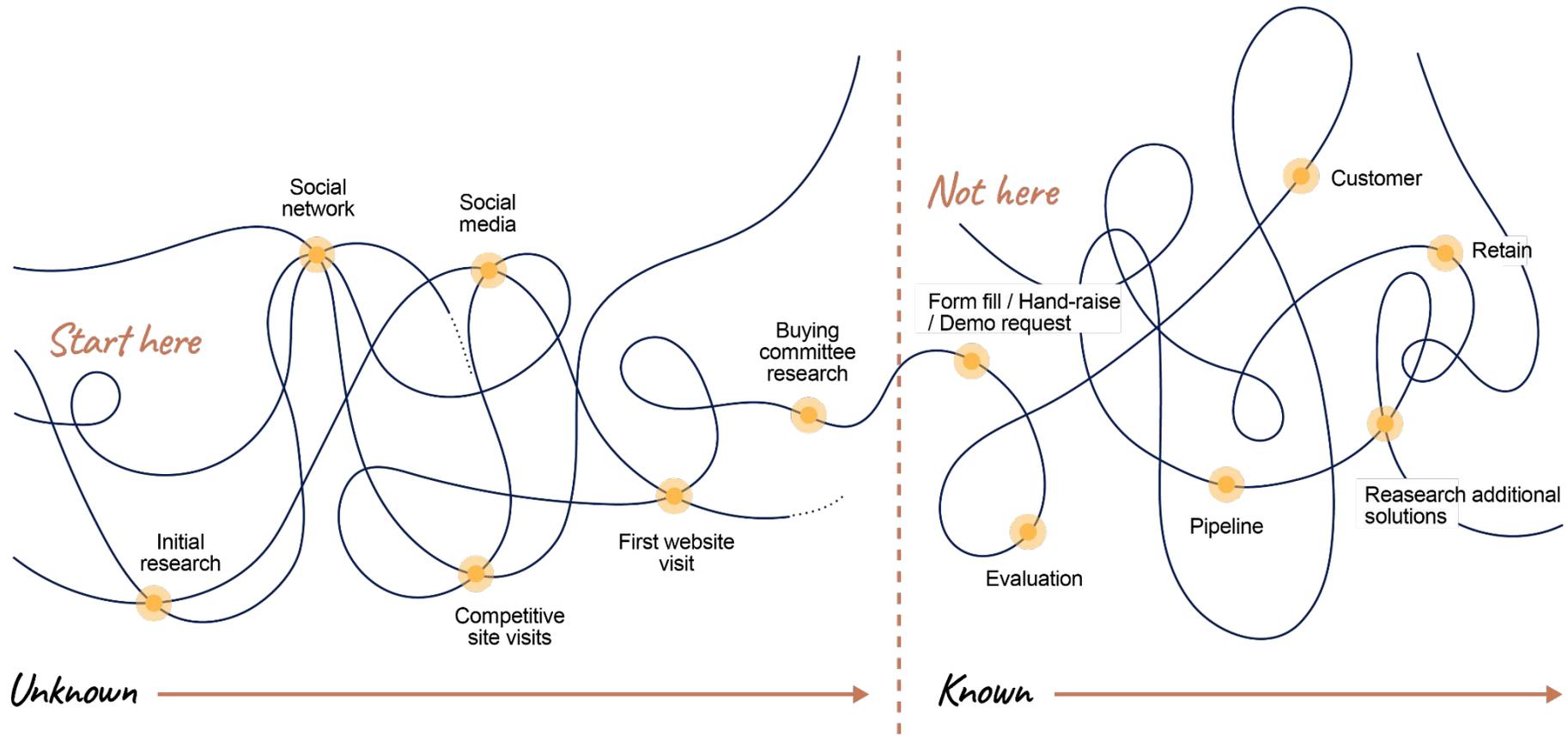
TITLE
Manager (74%) is the most common title influencing all buying cycle stages



MOTIVATION
Customer or project need (45%) is the primary purchase process trigger for industrial buyers



AGE
41-50 (61%) is the most common age range represented on the industrial buying team



Source: The Clear and Complete Guide to Account-Based Experience, Demandbase



Account-Based Experience
is a **go-to-market strategy**
that uses **data and insights**
to orchestrate **relevant,**
trusted Marketing and Sales
actions throughout the
B2B customer lifecycle.

Relevant, trusted:

Engages business buyers in a trusted way, on their own terms.

B2B customer lifecycle:

Touches all aspects of the full customer journey including brand, pipeline, opportunities, and post-sale retention/expansion.

GTM strategy:

A fundamental strategy that spans all your go-to-market efforts; not a simple campaign or tactic.

Data and insights:

Uses research and AI to know when and how to engage, and what to say.

Marketing and Sales:

An orchestrated process across Marketing and Sales (plus Sales Development, Customer Success, and any other customer-facing team).

**THE RIGHT MESSAGE
IN THE RIGHT PLACE
AT THE RIGHT TIME**

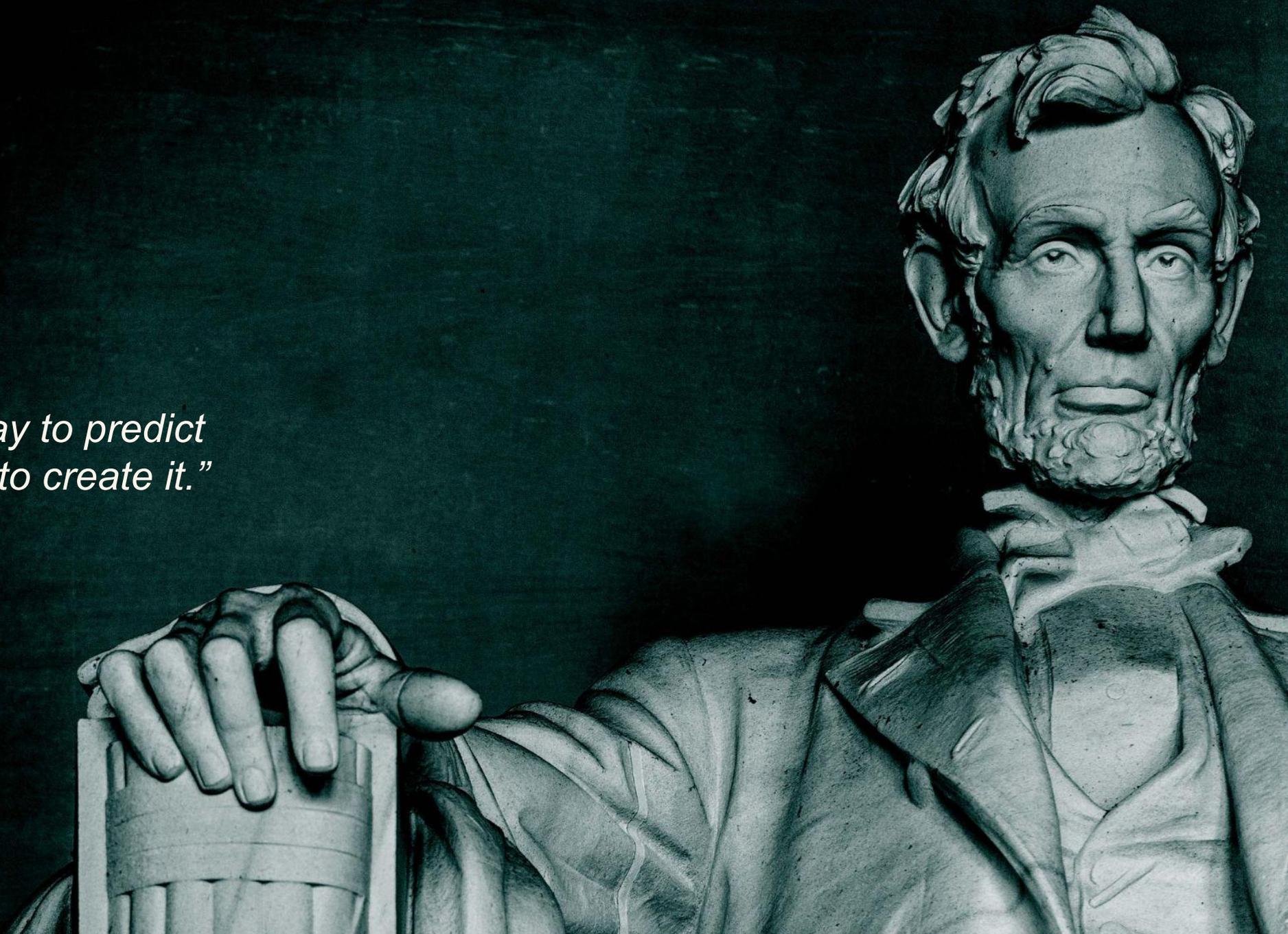


THE AMAZON AFFECT



*“The best way to predict
the future is to create it.”*

— ABRAHAM LINCOLN



A dark, monochromatic background image of an industrial robot arm in a factory setting. The robot arm is positioned in the upper right quadrant, and a bright, starburst-like spray of sparks is visible at the bottom center, suggesting a welding or grinding process. The overall scene is dimly lit, emphasizing the mechanical components and the dynamic action of the sparks.

MOTION P2MRO

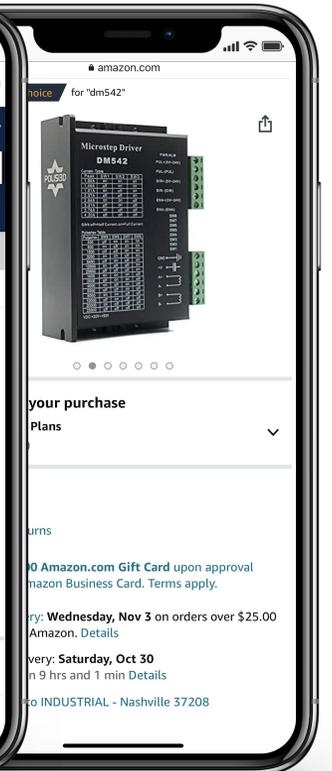
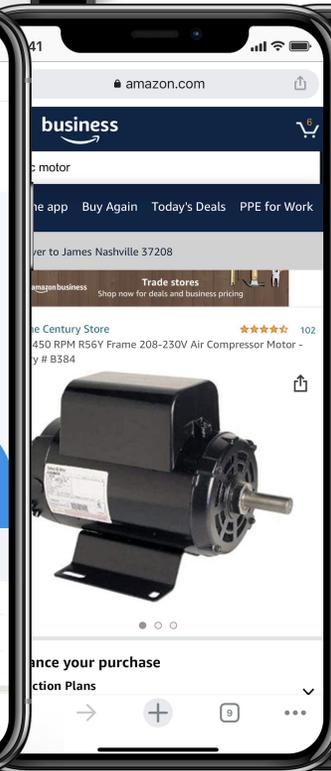
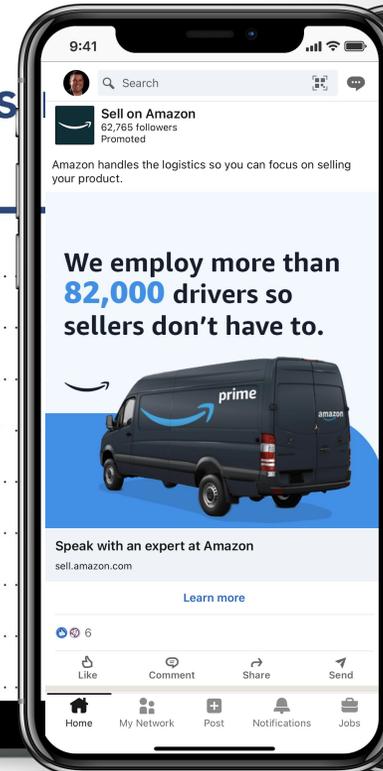
2021 Top Distributors List

Industrial

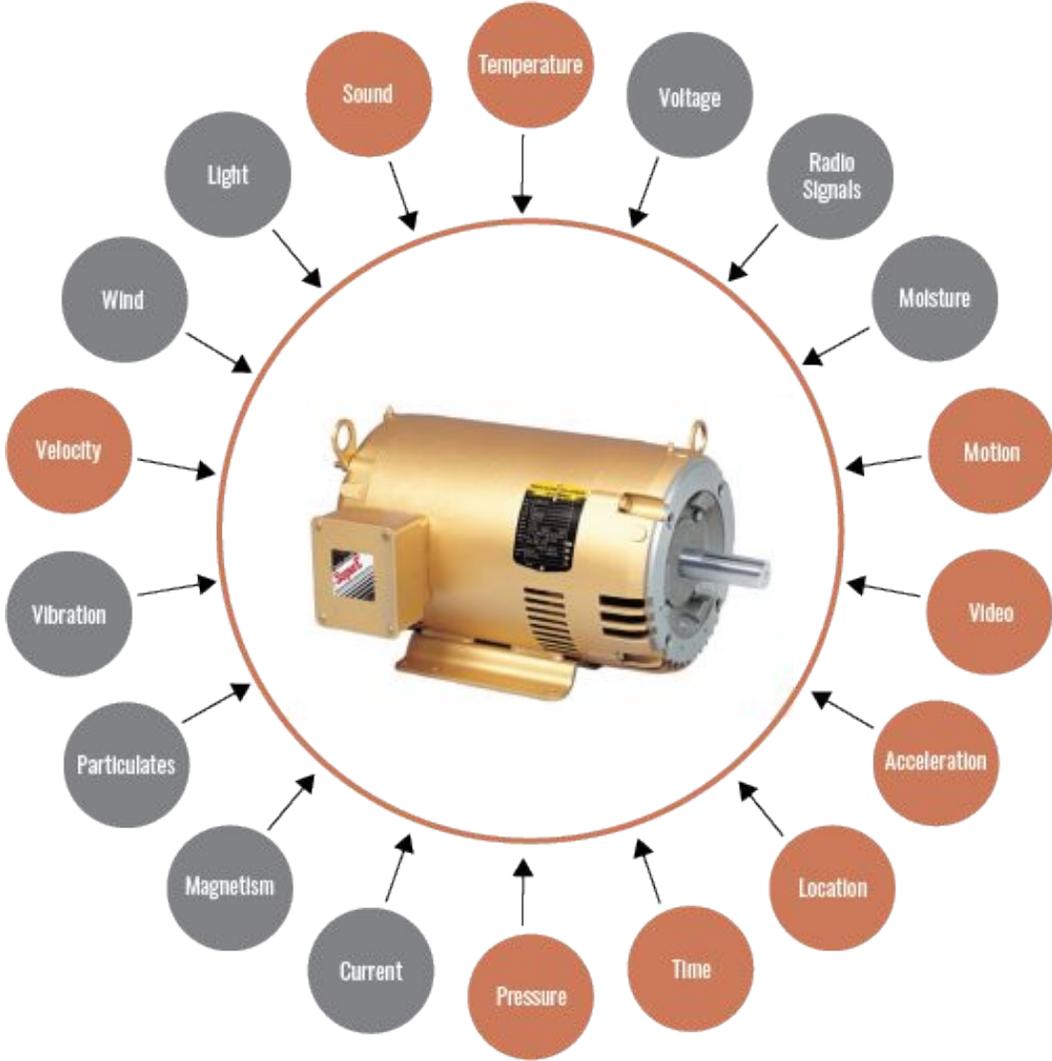
Latest updates at mdm.com/top_distributors

Top 40 Industrial & Construction Dis

Rank	Company	2020 Revenues	Rank	Company
1.	Ferguson Enterprises	\$18.9B	21.	F.W. Webb
2.	W. W. Grainger	\$11.8B	22.	Wajax Corp
3.	Amazon Business	NA	23.	DXP Enterprises
4.	Airgas, An Air Liquide Company	\$6.0B	24.	Kaman Distribution Group
5.	Motion Industries	\$5.7B	25.	Global Industrial
6.	Fastenal Co.	\$5.6B	26.	Bearing Distributors Inc
7.	Watsco	\$5.1B	27.	ERIKS North America
8.	McMaster-Carr	NA	28.	Edgen Murray
9.	Winsupply	\$4.2B	29.	EIS Inc.



MACHINE SIGNALS



HUMAN SIGNALS

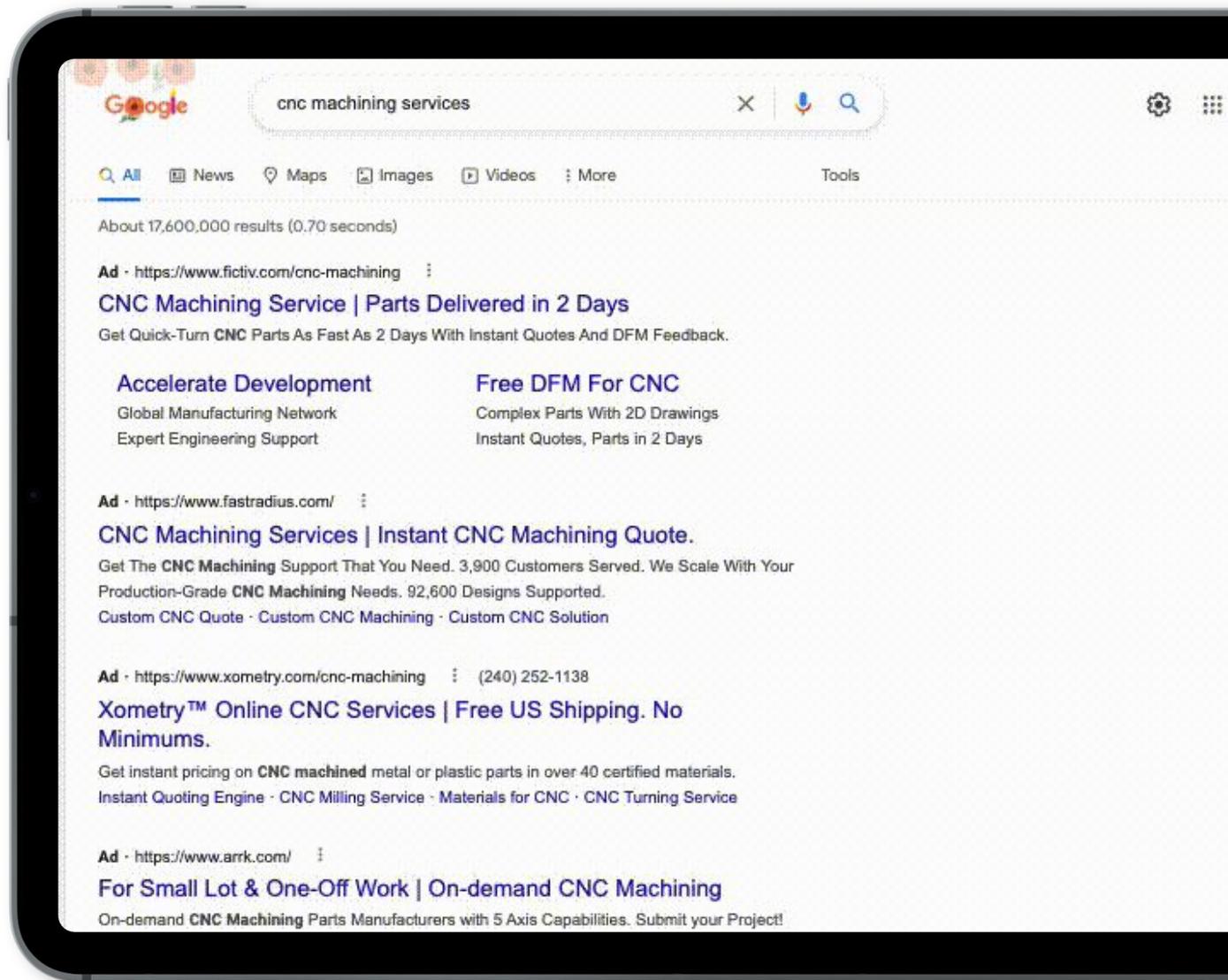


A dark, monochromatic background image of an industrial robotic arm in the process of welding. The arm is positioned in the upper right quadrant, and a bright, starburst-like spray of sparks is visible at the bottom center, emanating from the point of contact between the tool and the workpiece. The overall scene is dimly lit, emphasizing the mechanical and industrial nature of the environment.

SUPPLY CHAIN SERVICE CENTERS



SELF-SERVICE MANUFACTURES SALES



Fractory

CNC Machining

- Laser Cutting
- Plasma Cutting
- Day Fuel Cutting
- Waterjet Cutting
- Tube Laser Cutting

CNC Machining services are available for both milling and turning. Precision machining with Fractory uses state-of-the-art machinery to create parts with tight tolerances.

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- Quote in seconds
- Short lead times
- Delivery by Fractory

Get Instant Quote

RapidDirect

Online CNC Machining Services

Get instant CNC machining quotes for custom machined parts. Precision CNC machining services for prototype and production machining.

- ✓ Online instant quoting
- ✓ Automatic DFM feedback
- ✓ Lead time as fast as 1 day
- ✓ Shrinkage as tight as 10:00 mm

Get Instant Quote

Save 20% on average!

fictiv

CNC Machining Service

- Instant Quotes in 20M Feedbacks
- Parts as Fast as 2 days
- Tight Tolerances
- Hand-Machining, Laser & CHM Inspections

Get Instant Quote

Fast Lead Times: 40M+ orders online, quality and rapid production, you can reduce cycle times by as much as 50%.

World-Class Airline Shops: Tap into a tightly vetted and managed network of the best machine shops world-wide.

Flexible Pricing: Choose between flat and cost-effective options to meet the best price.

FAST RADIUS

Let's create your account

Design, make, ship. It's simple and fast.

Make new things possible

Design, make, ship. It's simple and fast. Bring your ideas to life with Cloud Manufacturing Platform™.

Watch our demo

Quickparts

CNC Machining

CNC MACHINING OPTIONS FOR YOUR PLASTIC AND METAL PROTOTYPES, DESIGN PROTOTYPES BUILT IN FINAL PRODUCTION MATERIALS.

Build Parts in Final Production Materials

Whether for rapid prototyping or production parts, we have the right CNC machine capabilities for both your needs and your budget.

PRECISION CNC MACHINING

Precision CNC Machining Services

- Free quoting by DHL, FedEx, UPS
- 24-hour delivery for fast lead times
- Machine shop capacity in as fast as 1 day
- Advanced tooling, 100 surface finishes
- Shrinkage as tight as 10:00 mm
- ISO 9001:2015, CE, DIN EN ISO 9001:2015
- 40+ CNC machine shops worldwide with 100+ staff

Online CNC Machining Services

Quick to produce, precise and accurate, our precision-machining capabilities include advanced technologies, CNC machining services for prototyping, production and more.

Message

PROTOLABS

CNC Machining Service

Machined prototypes and production parts in as fast as 1 day. Request an online quote today.

Get a quote

Get materials

CERTIFICATIONS: ISO 9001:2015 | AS9100 | ITAR Registered

75,000+ Machined parts each month

400+ CNC machines

3D+ Mach. prot. metal materials

Looking for a reliable, quick-turn supplier of machined plastic and metal components? With high-volume capacity, we ensure your parts are shipped on-time, every single time. At Protolabs, you'll find the best CNC machining facilities are designed for both rapid prototyping and low-volume production of your parts.

Xometry

CNC Machining Service

Get instant quotes on custom metal and plastic machined parts. Make quick turn prototypes and production parts in as fast as one day with free standard shipping on all US orders. ISO 9001:2015 and AS9100 certified. ITAR Registered.

Get Your CNC Machining Instant Quote







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FAST RADIUS®









21X

SALES CYCLE ENTRY

If a lead is called within five minutes versus 30 minutes after it's submitted, that lead is 100 times more likely to be contacted and 21 times more likely to enter the sales cycle.



7X

CONNECT RATE

Manufacturers that tried to contact potential customers within 1-hour of receiving an inquiry were 7 times to connect than those that tried to contact an hour later--and more than 60 times as likely as companies that wait 24 hours.



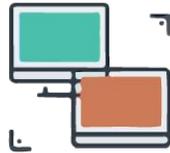
CUSTOMER INTEL

3

INDUSTRIAL BUYER DATA



Your Audience Data
Collected Directly From The
Source May Lack Scale



Someone Else's 1st Party Data
Sold in a Private Data Marketplace
Purchased Directly from the Source



Aggregated From Various
Sources Bought & Sold from
Data Exchange Most Scale



KEY TAKEAWAYS



1

FOCUS

Center your business on the ideal customers that stand to benefit most from you.

2

SERVE

Provide the right information in the right place and at the right time on the buyers terms

3

TRANSFORM

Make your digital way of marketing, selling and servicing the strength of your business

A dark, monochromatic background featuring a robotic arm in the process of welding. The arm is positioned on the right side of the frame, with a bright, starburst-like spray of sparks emanating from its nozzle at the bottom center. The overall scene is industrial and technical, with a focus on the mechanical process of manufacturing.

DOING TO BEING



THANK YOU