



Your customers
are connected.

Your technology should be, too.



Marketing technology
is a shared responsibility.
Your IT team owns the architecture.
The security. The configuration.
But you own the experience - and the results.

This isn't just about adding more tools
or the latest must-have tech.
It's about how to optimize the
way you connect with your customers.
Integrate it.
And get more value from it.

Because if you're like most manufacturers,
you have a lot invested in your technology.
The good news:
you have a lot more to gain.

WHAT'S INSIDE

- + Top 8 technology trends in manufacturing
- + The biggest takeaways of every trend
- + The best tech and tools of the trade
- + 3-point checklist for successful marketing technology
- + And more

With advancements in web techniques, marketing automation, customer relationship management (CRM), marketing intelligence, and even machine learning, you have more capabilities at your fingertips than ever.

Now's the time to bring them all together.

8 Technology Trends & Truths in Manufacturing

While change will always be a constant in technology, these trends are here to stay:

1

Continued Shift to Digital Marketing

Omnichannel marketing is the new reality. It's also your biggest source of engagement data.

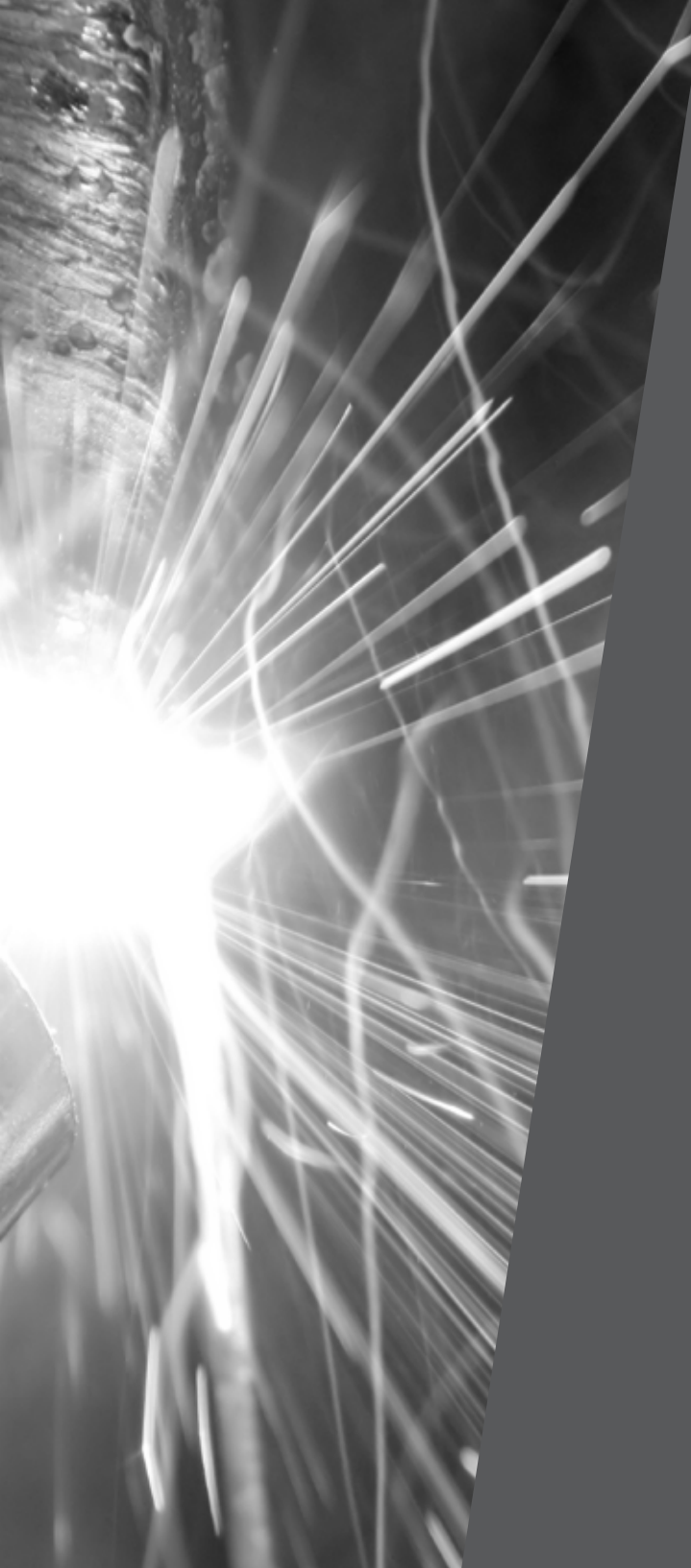
And with more channels than ever, it's even more critical to follow customers throughout the journey, while tracking and integrating data into your CRM.

2

Modern Web Standards

Personalized. Responsive. Localized. Those aren't just modern best practices for the web. They're the best way to maximize conversions, too.

But most manufacturers are still behind the curve, from mobile-first design to progressive profiling. And the speed of business is only going to move faster.



“

Google says 61% of users
are unlikely to return to a
mobile site they had trouble
accessing. And 40% will visit a
competitor's site instead.”

McKinsey & Company,
January 2014

A close-up, black and white photograph of a tire tread pattern, showing multiple parallel grooves and sipes. The image is positioned on the left side of the page, partially overlapping a dark gray background.


3

Cloud Computing & Component-Based Architecture

The recent shift to component-based architecture also makes it possible to leverage encapsulated components of functionality. The results? Reduced development and custom code. Less maintenance. Faster load times. And, ultimately, improved user experiences.

Scalability. High availability.
Seamless upgrades. Ease of integration.
Cloud computing has gone mainstream.
And it offers a long list of advantages
beyond centralization.

But for marketers,
it means they can focus *more*
on driving business growth - and less
on the technical complexities behind it.



When it comes to your partners and customers,
you know it's important to put a personalized
experience right in the palm of their hands.

So make it easy for them to put their trust in yours.

4

Secure Mobile Apps, Wearables & Communities

Mobile apps. Wearables. Communities. They are all ways to directly engage your customers and partners on a one-to-one level.

But security is paramount. Not only is it important to safely store customer information, it's key to build trust through customized content and high-value features, like social elements, curated news and information, service and integration with other devices.

Your customer will remember every touchpoint, whether it's digital or physical.

Your company should, too.

5

Better Integration & Data Quality

That requires better data quality and better integration. Systems need to talk to each other in real time and be compliant with modern web standard-based integration methods. In short, delays won't be tolerated by users. And data quality will play an increasingly larger role in customer experience strategy.

6

CRM + Marketing Automation

Not only do your marketing and sales teams need to come together, your systems and tools do, too.

The reasons are simple: tighter integration between CRM and marketing automation will drive better experiences. Better information. Better engagement.



REDEFINING THE STANDARD

Platform \neq technology

Platform = a system for B2B marketers that integrates processes, data, metrics, integration and technology

Learn about our RPM Platform and how it works at sundoginteractive.com

[7]

CPQ, Order Management & E-Commerce

When it comes to the manufacturing industry, ordering and e-commerce are complex. Order fulfillment has to factor in inventory levels at different distribution points. Dealerships. Delivery radiuses. Customer service ratings. The list goes on.

In other words, ordering systems need to handle a lot of heavy lifting and a lot of different variables. But the companies who make it seamless for customers to purchase online will create higher satisfaction *and* higher sales.

[8]

Big Data, Machine Learning & Artificial Intelligence

There's more data than ever before. The challenge is analyzing it.

The good news: machine learning, artificial intelligence and better reporting tools are making it easier for marketers to recognize trends and meaningful insights. And while these methods won't replace the human touch, they will help minimize human bias - and see patterns with more speed and consistency.

What It All Means:

The Top Takeaways for Marketers

1

There's no one-size-fits-all solution.

Let's be clear: there isn't one single tool or program that does it all.

Manufacturers need sound architecture that integrates multiple platforms to create a seamless, personalized experience. That includes a combination of best-of-breed digital marketing, marketing automation, CRM, communities and marketing intelligence. And manufacturers who have one integrated view of the customer will outpace the competition.

2

Your digital experience can - and should - be your best salesperson.

Today's customers are always connected. Case in point: according to Gartner, people are attached to their cell phones for 16 hours a day and check them more than 80 times on average.

So it's no surprise that websites and digital marketing are the single biggest sources of information for customers. And they are more influential in the decision process than ever before.

The manufacturing websites
of tomorrow will feel as
personalized as face-to-face
sales conversations of the past.

The Top Tools & Tech of the Trade

Marketers need the right tools to market it.
Manage it. Measure it.

The best in the business bring together:

Digital Marketing

- + Marketing Cloud
- + Google AdWords
- + Google DoubleClick

Web Analytics

- + Google Analytics
- + Google Tag Manager

Marketing Automation

- + Pardot
- + Marketing Cloud
- + Marketo

Customer Relationship Management

- + Salesforce

Web Experience

- + Sitecore

Marketing Intelligence

- + Datorama

Custom Solutions & Accelerators by Sundog

- + Insight Navigator
- + Smart URL Builder
- + Smart Pixel
- + partnerDRIVEN

*Learn how they work and work together at
sundoginteractive.com*

3

The integration of digital and physical worlds is the new frontier.

The fusion of digital and physical experiences will continue, making it more important than ever to span the entire buying journey with:


- + Sensors
- + Wearables
- + Personalization technologies
- + Apps that create a connected customer experience
- + Artificial intelligence that uses automated communication, providing richer data for decisions

4

Smarter data management will drive smarter insights.

Many companies are scaling back on experimental tech and moving toward refining customer data management, analytics and processes.

And often, that starts with integrating and optimizing the technology you already have. There's no doubt: data is everywhere. But until it's cleansed, integrated and stored within a single system, it's difficult to get the most value and insight from it.



If you're like most marketers,
it isn't a matter of getting more data.
It's a matter of getting what you need.

The Marketer's Checklist:

3 Pillars of Successful Marketing Technology

From a technical standpoint, building the right foundation starts with:

✓ Strategy

That includes:

- + Sound technical architecture
- + Integrated strategy for cloud, mobile, ERP and IoT
- + Master data management strategy

✓ Technical Enablement

Partner with IT to ensure you have the right:

- + Security, identification and access management to systems
- + Data transformation and integration to provide accurate information
- + Configuration and development to make it all work the way it's intended

✓ Delivery Excellence

To streamline and ensure high-quality solutions, ask the right questions about:

- + Accelerated delivery, based on industry best practices
- + Deployment and release models to ensure your applications are ready for production
- + Driving adoption and use





More Integration, More Insights

Your marketing technology is important.
So is getting the most value from it.

Remember, the right technical strategy will align your
architecture, your business goals, your data model and more.
And once you have the right pieces, you can put it all together.

Personalize it. Power it. And best of all: prove it.

Marketing results for manufacturing

Get to know your customers. Get the most out of your technology. And connect every click and campaign to your bottom line.

At Sundog, we specialize in helping companies like yours:



Personalize it.

Deliver personalized experiences for your customers and partners.



Prove it.

Convert leads into revenue.



Predict it.

Predict marketing performance.



Power it.

Maximize your marketing technology investment.

Stronger Brands. Stronger Bottom Lines.

Learn more, see client stories and get to know our team at
sundoginteractive.com

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ABOUT SUNDOG

- + 100 trusted experts
- + 20 years as industry leaders in marketing, technology and integration for manufacturing
- + Specializing in marketing strategy, demand generation, lead management, partner management, measurement and insights, technical strategy and more
- + Over 100 certifications in Salesforce, Sitecore and more
- + Proven success with strong brands, including:
 - + Bobcat Company
 - + Cub Cadet
 - + Ecolab
 - + 3M
 - + Titan International

In other words, we have a lot of expertise up our sleeves. But more importantly, we believe in rolling them up.

