

The horizon of manufacturing is changing.

Welcome to the new view.



The future of manufacturing is here.

Traditional advantages are changing with everything from globalization to logistics, forcing companies to find new ways to drive revenue, improve productivity and maintain an edge over the competition.

But the ones who succeed will have one simple thing in common at the heart of every strategy:

the customer.

Manufacturing: A Customer-Driven Transformation

Traditionally, manufacturers create everything from industrial machinery to chemical products to farm equipment to autonomous cars. It's a complex industry. And the bigger the purchase, the bigger the level of consideration behind it.

The factory of the future is changing with new technology, processes and operating models. To keep up, manufacturers need to rethink their strategy, employee skills, tools and more.

In the end, it comes down to this:

**The way your customers buy has changed.
The way you sell should, too.**

WHAT'S INSIDE

- + Top 6 trends changing the game in B2B and manufacturing
- + The biggest takeaways of every trend
- + Additional changes coming to the factory floor
- + The new expectations for marketers
- + And more

More Players. More Expectations.

The rules are changing fast. And to match the speed of expectations for partners and customers, the right strategies and tools are more important than ever.

"Our customers are demanding the same personalized experience they get from B2C brands. And we don't have the skills or systems to keep up."

"My goals are clear: grow revenue and market share."

"The way our customers buy is changing. They're still looking for service, parts and product support. But many of them already know what they want, long before they walk into a dealership."

"Global competition is squeezing our profit margins."

"Customer experience is the new era. But with supply chain logistics and more complex product development, we're dealing with a lot of other demands on a global scale – on top of creating a seamless experience for our partners and customers."

"As marketers, we're expected to do more. With less."



The Job



Marketing

- + Personalize marketing based on customer journeys.
- + Generate quality leads.
- + Align closely with sales.
- + Attribute revenue to marketing campaigns.



Channel Sales

- + Anticipate customer needs.
- + Drive high-value leads.
- + Create faster conversion.
- + Set up partners for success.



Business Technology

- + Maximize marketing technology investment.
- + Translate marketing and sales needs into technology solutions.
- + Make data-driven decisions.
- + Serve as liaisons to identify (and improve) technology to reach business goals.

The Demands



The Top 6 Trends Changing the Game

*The landscape is changing for B2B manufacturers.
Here's what you need to know:*



1 Focus on Through-Channel Marketing

It's a simple truth: if sales are your top priority, strengthening your partner channels must be, too.

WHAT IT MEANS TO YOU

To set their partners up for success, manufacturers across the industry are beginning to:

- + Shift from portals to collaborative communities, creating a foundation to ultimately better engage with customers.
- + Create responsive, mobile-friendly access to the tools that partners need on a wider scale.
- + Market through partners by giving them the right campaigns, tools and content to engage with their customers.



Transition to Digital Marketing

Until recently, manufacturing has been behind the curve when it comes to embracing digital marketing. But more marketers are shifting from mass media budgets to focus their dollars on digital and social.

WHAT IT MEANS TO YOU

In particular, marketers in manufacturing will:

- + Focus on re-engagement campaigns for existing customers, using marketing automation.
- + Test and optimize content through social ads and listening for higher performance.
- + Rely on measurement as a catalyst for change – using data, instead of gut feelings or past history, to drive decisions.

Analytics will continue to make all the difference between doing *what's possible* and doing *what's best* for your business.



Power of Marketing Automation

In the digital age, new business processes and competitive pressures are pushing manufacturers to automate campaigns and make data-driven decisions.

When it comes to indirect sales channels in particular, automation offers a long list of advantages – from increased efficiency for you to simplifying processes for your partners.

WHAT IT MEANS TO YOU

Moving forward, leading manufacturers will:

- + Shift from product-based campaigns to mapping content across the customer journey and automating marketing campaigns.
- + Use automation to streamline repeatable and tactical initiatives – freeing up resources to focus on higher impact initiatives.
- + Integrate marketing campaigns throughout the configure, price and quote steps of the order process.



But right now, on average, it's taking marketers in manufacturing 2-3 years just to automate their existing campaigns. That doesn't include innovating with new strategies focused on the customer journey.



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In 2017, 175 IoT devices will connect to the Internet per second, doubling the number of connected devices to 10 billion.

And by 2020, it's estimated there will be 50 billion connected devices, with 90% of the world population using a mobile device.”

Cisco IBSG

Internet of Things in Logistics (2015)



4 The Rise of Connected Machines

The Internet of Things (IoT) represents the next evolution. Every device is becoming connected, from flow sensors and sorting machines in the factory to washing machines and wearables – all at the touch of a button.

WHAT IT MEANS TO YOU

How does this translate to the manufacturing industry?
IoT data will dramatically:

- + Transform everything from the factory floor to the data used to predict maintenance, machine performance and even sensor alerts when machines and consumer products operate outside their intended purposes.
- + Increase efficiency and effectiveness of the value chain in real-time.
- + Ultimately redefine how manufacturers meet industry demands.



5

Master Data Management

Social posts. Product configuration and quotes. Service complaints. Today, customers have multiple touchpoints with every brand. And in B2B, there are twice as many people and processes, not to mention data in twice as many systems.

WHAT IT MEANS TO YOU

For manufacturers everywhere, mastering data management will be vital to:

- + Improve decision-making for everything from high-level strategy to low-level forecasting adjustments.
- + Personalize the customer experience, complete with narrower segmentation and tailored products and services.
- + Improve the next generation of products and innovation.



6

Embracing & Integrating Ecommerce

It isn't easy to stand out from the competition. To differentiate themselves, manufacturers are looking for more ways to create more value for customers, particularly through ecommerce.

WHAT IT MEANS TO YOU

To create more services for customers, manufacturers will:

- + Integrate their ecommerce and partner channel strategies to provide more accessibility to products and services for their customers *and* more value for their partners.
- + Integrate ecommerce and IoT to streamline the buying process for customers.
- + Leverage ecommerce data and insights for continuous product improvement.

And More on the Horizon

Transformation will shift from global to regional, as manufacturers get closer to their customers with smaller, more nimble factories – as well as more flexible, personalized products.

To get there, the manufacturing industry is advancing the factory floor with:

+ Machine Data:

With a combination of sensors, machine data and software, more products are blurring the line between the digital and physical space. From autonomous cars to Amazon's "Alexa" to toothbrush sensors, machine data is making life easier for customers everywhere with information personalized for their needs.

+ Advanced Robotics:

Advanced robots can be programmed to perform complex repetitive tasks, working right alongside manufacturing staff. Today only 8% of tasks are automated, but by 2025, that will jump by more than 20% - creating more productivity and growth for the industry.

+ Additive Manufacturing:

3D printing is simplifying complex manufacturing production with materials like plastic and metals, particularly with precise and intricate parts. In the future, it will allow for even more scalable customization of products.

And it's all happening nearly in real-time. Bringing these advanced processes together will continue to transform the B2B customer *and* their demands on the manufacturing industry.



Where to Start

To rise to the trends and challenges ahead, leading manufacturing companies have to develop the right strategies and roadmaps.

And each one begins with your customer.

When you're ready, let's get started.

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
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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.

