
Manufacturing Marketing 2020:

Everything You Need to Know to Hit Your Goals Next Year

November 7, 2019 | 8:30 am – 4:30 pm

Location:

Manufacturers Resource Center
7200A Windsor Drive
Allentown, PA 18106

EVENT DESCRIPTION

Marketing a manufacturing company has changed dramatically in recent years, and 2020 will be no different. Many companies are going to continue organic growth. Some will introduce new products or enter new markets. And many will begin using digital media to market and sell directly to consumers. All of this means it is time to take a hard look at the marketing organization, budget, strategies, and tactics.

The **MarCom Alliance**, the leading collaborative of marketing agencies across practices, is partnering with the **Manufacturers Resource Center** to present a full-day learning opportunity exclusively for manufacturers. There will be two tracks, covering everything from planning and branding to websites and social media. Participants can move back and forth between the tracks in order to customize their experience to best fit their individual growth goals.

TARGETED AUDIENCES

- CEOs
- Marketing Leaders
- Operations Leaders
- Product / Brand Managers
- Sales Leaders
- Customer Service Leaders

GOALS

- To provide value, education, and insights into marketing for manufacturers at every stage of growth and development
- To provide resources to manufacturers who need help beyond the conference

AGENDA

Time	B2B Track	B2C Track
8:00 am	REGISTRATION AND BREAKFAST	
8:30 am	OPENING REMARKS	
9:00 am Session A	Understanding Your Customer & What Drives Their Purchases – Why You Need Market Research! <i>Presented by The Marketing Difference</i>	Branding Inside Out: Building Your Brand Internally for a Stronger Brand Externally <i>Presented by 701 Creative</i>
10:00 am Session B	Rethinking Cold Calling: Insights and Tips for Lead Gen and Beyond <i>Presented by VSA</i>	Is Direct-to-Consumer Marketing a Smart Strategy for Your Business? <i>Presented by BTC</i>
11:00 am Session C	Content is King, Part 1: Photography for Online Product Marketing <i>Presented by Pau Hana</i>	Is Your Website Stuck in the 90s? It's Time to Turn it into Your Best Salesman Yet! <i>Presented by Philly Marketing Labs</i>
12:00 pm	LUNCH	
12:30 pm Session D	#IRL (In Real Life) Marketing: How to Step Up Your Trade Show Program and Drive More Traffic to Your Exhibit <i>Presented by Embarq Creative</i>	Content is King, Part 2: Video for Online Product Marketing <i>Presented by Allied Pixel</i>
1:30 pm Session E	Show Them the Love: Customer Meetings and Events <i>Presented by Perfection Events</i>	Promotion is Queen: Getting Attention for Your Brand <i>Presented by Slice Communications</i>
2:30 pm Session F	Beyond Google Translate: Effective Strategies for Reaching International Markets <i>Presented by MTM LinguaSoft</i>	Trade Shows, Out-of-Home, and Experiential Strategies <i>Presented by EMC Outdoor & Events</i>
3:30 pm	PANEL CONVERSATION - ALL MARCOM MEMBERS; MODERATED BY MRC	
4:30 pm	NETWORKING RECEPTION	

SESSION DESCRIPTIONS

SESSION A - Understanding Your B2C Customer & What Drives Their Purchases – Why You Need Market Research!

If you wonder why you should spend your scarce budget dollars on market research, this session will explain the most practical and effective techniques you can use to understand the size of a new consumer market, customer needs, and buying behavior – before you make a costly decision to enter a new market and fail! You will receive answers to these questions:

- How can I estimate the size of a new business-to-business market for my products?
- Is the market big enough to go after? Is it worth it?
- What are the most attractive market segments to target?
- How can I learn what is important to these new customers when purchasing my products?
- How do they decide which suppliers to buy from?

Presented by: Gene Principato, President of The Marketing Difference

The Marketing Difference is a strategic marketing and business development company offering your company a team of seasoned professionals with more than 20 years of experience in marketing, sales, and business development. We provide marketing planning, market research and analysis, and new business development services for the manufacturing, healthcare, financial services and other industries. Our strength is helping mid-size and large businesses find and develop new markets, understand their customers better, and design more effective marketing programs, to help them increase revenues and profits. And, our clients value our reliability, integrity, and creative solutions to their marketing and sales challenges.

SESSION A - Branding Inside Out: Building Your Brand Internally for a Stronger Brand Externally

A company's brand is built from the inside out - by breaking down silos, strengthening and improving internal communications and engaging both management and employee in delivering cohesive and consistent brand messaging. Internal branding strength leads to external brand recognition, builds trust with consumers and creates a stronger market presence. In this session you will learn about:

- Creating employee brand ambassadors
- Developing an elevator pitch
- Defining and implementing brand guidelines
- Conveying consistent brand messaging on LinkedIn and social media platforms

Presented by: Laura Jacoby and Sal Trovato, Owners of 701 Creative

701 Creative is a strategic marketing, branding and design firm located in Philadelphia, PA, working with clients of all sizes, from Fortune 500 companies to small, non-profit organizations. We help clients use communications advantageously, so the message is clearly presented, better understood and maximally effective across multiple platforms.

SESSION B - Rethinking Cold Calling: Insights and Tips for Lead Gen and Beyond

Need more appointments for your sales team to close? Want to close deals more quickly or retain and cross-sell existing clients? The most successful sales organizations have built their entire sales process around “inside sales” aka “cold calling.” You can, too. This session will be both practical *and* strategic. Already using the phone and want to improve?

Bring questions with you. You will learn:

- The 3 must-haves for a successful calling program
- Key Performance Indicators
- Hiring, training and retaining staff
- Industry tools to automate process
- How to expand Inside Sales beyond Lead Gen

Presented by: Valerie Schlitt, owner of VSA.

Valeria created VSA after 22 years in the corporate world. The firm is a premiere B2B lead generation and appointment setting firm. Started in Valerie’s family room with 2 part-time helpers, VSA is now a 100+ person firm with offices in Philadelphia and Haddon Township, NJ. VSA works across industries, but considers manufacturing/logistics one of its niche areas. VSA was named Best Places to Work in Philadelphia Area and recognized on the Inc. 5000 list in 2018 and 2019.

SESSION B - Is Direct-to-Consumer Marketing a Smart Strategy for Your Business?

If you run a B2B manufacturing company, you may have wondered whether selling directly to end users could open up a lucrative new market for you. The short answer is, it could — if your product solves a problem that consumers care about.

This session will help you think strategically about entering the consumer market and targeting your best prospects with B2C marketing. We will share instructive case studies, examples and anecdotes about companies that have tried this approach with success. You will learn to evaluate:

- The differences between B2B and B2C marketing
- How to think through whether a B2C strategy makes sense for your business
- What B2C channels exist to target consumers

Presented by: Chris Murray, Executive Vice President and Partner of BTC

Strategy isn’t a service. It’s where you start. BTC is one of the Mid-Atlantic region’s leading full-service marketing and communications firms. Headquartered in Wayne, PA, BTC helps clients achieve their business goals with smart, creative and cost-effective PR and Marketing Communications programs.

SESSION C - Content is King, Part 1: Photography for Online Product Marketing

If content is king then quality images are the crown jewels. You need the viewers of your website (or any marketing materials) to have an instant positive impression - and nothing does that like good photography. In this session you will learn what type of pictures should be used when and where, why some photos are more successful than others and even a few things you can do to improve your image even if your boss squeezes nickels until the buffalo farts.

Presented by: Jim Greipp, photographer at Pau Hana Productions.

Jim has been providing quality commercial photography services since 1992. Specializing in advertising, editorial and industrial images (sorry, no weddings!) he leans out of helicopters, wriggles into crawl spaces, wades into questionable creative directions and leaps over tall client requests with ease.

SESSION C - Is Your Website Stuck in the 90s? It's Time to Turn it into Your Best Salesman Yet!

You'll learn how to transform your website from an online brochure to a well-optimized mobile salesman! Your website should sell for you. A well-optimized site will convert more clients and generate more business. In this session, you will learn great tips on search engine optimization (SEO), paid search (PPC) and conversion optimization that will help you generate more leads and grow your business.

Presented by: Bechara Jaoudeh, co-founder & CEO of Philly Marketing Labs

Philly Marketing Labs is a local digital marketing agency that works with companies seeking accelerated growth to thrive in the digital marketplace through paid search (PPC), search engine optimization (SEO), website design, web development and content strategy. Philly Marketing Labs is a Google Preferred Partner, managing over \$1 million per month in client ad spend. www.phillymarketinglabs.com

SESSION D - #IRL (In Real Life) Marketing: How to Step Up Your Trade Show Program and Drive More Traffic to Your Exhibit

Exhibiting at a trade show offers you one of the best ways to get in front of a lot of customers and prospects in a relatively short amount of time. Trade shows give you the opportunity to not only show your product or describe your service, but also create that all important first impression. Yet surprisingly, most exhibitors don't take the time to focus on some simple strategies to improve results and generate qualified leads. We will focus on:

- Pre-show and post show strategies for success
- Tools to engage attendees
- Best practices for graphic design and layout of your exhibit space
- Defining the right metrics to assess the success of your trade show investment

Presented by: Karen Cohen, Managing Partner and co-founder of Embarq Creative

Embarq Creative creates 3-dimensional brand experiences for our clients at trade shows. We do this through design, fabrication of exhibit materials, management of your event and a consultative one on one approach to truly take the time to understand your unique brand needs. With 20 years of expertise and a global footprint, Embarq has helped companies all around the world achieve remarkable experiences on the trade show floor.

SESSION D - Content is King, Part 2: Video for Online Product Marketing

96% of consumers have watched a video to learn about a product, and 94% of marketers say video helps shoppers understand products better. If you're a manufacturer, how do you leverage the power of video to reach consumers directly?

This session will focus on the strategic use of video throughout the customer journey, and provide practical advice on how to execute a successful online video campaign. You will learn:

- Best practices for video throughout the five stages of the customer journey.
- How to adapt web-based video to social video.
- Practical tips for producing video in house, and when to use an outside vendor.
- The future of online video: Where things are going.

Presented by Bill Haley, founder and principal of Allied Pixel

Allied Pixel is an award-winning full-service video production company serving businesses large and small since 1993. We help companies grow and retain their customers through smart and creative uses of video. The presenter is. Visit us online at www.alliedpixel.com.

SESSION E - Show Them the Love: Customer Meetings and Events

In this session, you'll learn how to wow your clients with well-organized, strategic events and meetings.

Presented by: Perfection Events

Perfection Events Inc. specializes in meetings and event design and production services for corporations, associations, non-profit organizations, and the public sector. We work with senior executives and decision-makers who must ensure that an event delivers on strategic organizational goals. As Event Strategists, we design meetings and events that communicate intended messaging, enhance brand identity and attain measurable results. More than planners, we partner with our clients to design and execute events that produce strategic outcomes.

SESSION E - Promotion is Queen: Getting Attention for Your Brand

You have a great product. The brand is differentiated. You have top-notch photos, videos, and written content. Your website is killer. Now what? It's time to get the attention you need from the people you need to grow the company. Slice Communications will provide insights, tips, and advice on how to use social media to connect with consumers most likely to buy and advocate for the products you make. In this session, you will learn:

- How to create your highest priority targeted audiences and find them on social media
- How to use Facebook, LinkedIn, Twitter, Instagram, and Pinterest as they are meant to be used
- How to create a plan that increases your brand awareness and traffic to your website over time

As an added bonus, we will also answer your questions about public relations and email marketing.

Presented by: Cass Bailey, CEO of Slice Communications

Slice Communications exists to get people to pay attention. Our PR group has conversations with reporters to convince them to tell our clients' stories. Our social media team uses Facebook, LinkedIn, Twitter, Instagram, Pinterest, and SnapChat to create meaningful interactions. Our email marketing experts engage with people in their inboxes.

www.SliceCommunications.com

SESSION F - Beyond Google Translate: Effective Strategies for Reaching International Markets

Launching a localization program to reach international markets can seem daunting, but careful planning can streamline the process and reduce costs. This session focuses on localization best practices for global manufacturing, including:

- Translating technical content for international regulatory compliance
- Localizing products to capture international purchasing power
- Building global brand awareness with search-optimized multilingual websites
- Adapting training content to meet the needs of a global workforce
- Leveraging multimedia content to convert foreign audiences.

You will learn how to make the most of your localization budget and avoid the pitfalls that can damage your brand.

Presented by: Myriam Siftar, founder of MTM LinguaSoft

Myriam Siftar drew on her professional experience as a bilingual software engineer and information technology manager to found MTM LinguaSoft in 2003. She and her team provide “made-to-measure” translation, localization and cultural consulting services to support business growth in multilingual markets. Visit us on the web at www.mtmlinguasoft.com.

SESSION F - Trade Shows, Out-of-Home, and Experiential Strategies

In this seminar and workshop, strategic approaches discussed will give marketing teams an introduction to the effective use of out-of-home (outdoor advertising) and experiential engagement marketing for extending brand reach at trade shows, and new or existing markets throughout the USA or Internationally. Highlights will include:

- Extending your trade show reach beyond the show floor with outdoor and experiential
- Out of Home 101: effectively considering outdoor advertising approaches in any market
- Experiential Marketing: from first activations, to creating spectacular live events
- Case studies to demonstrate all practices discussed

The interactive format will allow attendees to assess next best steps for creating these types of campaigns.

Presented by: Jerry Buckley, Director of Strategic Partnerships at EMC Outdoor and Events

EMC Outdoor and Events is an integrated location-based marketing agency specializing in out of home (outdoor advertising), experiential, trade show & integrated digital strategies in any market - domestic and international. Founded in 1991, EMC offers a full turn-key solution from strategy and planning, through execution of customized campaigns.