How Smart Content Boosts Manufacturing Businesses

If you've been trying to follow digital marketing trends within manufacturing, you've learned that creating and sharing the right information online can be a game-changer for companies in this sector. Let's take a quick look at how good content can help your business grow and attract more customers.

Leading by Example

By sharing your knowledge and insights, your content can make you the king within your field. This isn't about just talking about your products. Instead, it's about sharing highly valuable information that helps others in your industry. You can do this through blog posts, in-depth reports, or online seminars. When you share useful information, people start to see you as a leader in your field. Remember, the more you educate, the more likely you will be up-ranked.

Be Easy to Find

When you create content that includes words and phrases people often search for, it helps your website show up higher in search results. This is the whole premise behind SEO. This means more people can find your company when they're looking for information or products related to your business. The end-of-day goal here is that you want to be crawled and have a positive EEAT(Experience, Expertise, Authoritativeness, and Trustworthiness) score. Google will actually grade you on this, so be diligent and smart about which words you use, how often, and where. The more presence you have with your SEO, the better your EEAT will likely be.

Always Connect with Customers

Good content will always help you connect with possible customers, whether they're just starting to look for solutions or are ready to buy. Remember, top-of-the-funnel content must be sticky to be worth anything. For example:

- Blog posts on new concepts can attract people who are just starting to research a topic.
- Detailed guides that rehash evergreen content can help those who want more in-depth information.
- Product videos can show your offerings to those who are close to making a decision. Short-form doesn't do as well as long-form in manufacturing, but they still have stickiness. Do both. Take your long-form content and break up what you can into shorts (short-form). YouTube may replace search someday. Be present when that happens.

Build Trust

When you provide consistent, helpful, and honest information, people will trust your company. This is the entire premise behind Google's EEAT. This is especially important in manufacturing or any highly specialized and/or technical industry, where decisions often involve many people and take a long time. Trust can make the difference between winning or losing a contract and the time it takes to see a decision made.

Be a Responsible Show-Off

Content gives you many ways to show what you do:

1. Videos can explain how you make things or show your products in action.
2. Virtual tours can let people see inside your factories without traveling. You can still protect your IP while providing a tour.
3. Online tools, like calculators, can help potential customers understand how your products could help them. People love them, as we do love our productivity toys.

Address Real, Current, Industry Problems

When you create content that addresses common challenges in your industry, it catches the market's attention. For example, if you write about how new technology can make factories more efficient, companies looking to improve their operations will probably be interested. Divide this content out into shorter bites to address niche areas, and you've hit manufacturing content paydirt because they can absorb it faster by focusing on these areas; manufacturing companies can create online content that not only attracts potential customers but also establishes their brand that people know, like, and trust. This approach to marketing goes beyond just selling products – it's about building relationships and showcasing your expertise in ways that truly resonate with your audience.

Happy Explaining and Writing!