

WHY MANUFACTURERS CAN'T AFFORD TO IGNORE
DIGITAL MARKETING
IN 2020

This is me.



Stoney deGeyter

VP of SEO & Advertising

Web Presence Optimization

I do this

Follow me here



@StoneyD



linkedin.com/in/stoneygd

Read my book

Hire my team

THE BEST DAMN WEB MARKETING CHECKLIST PERIOD.

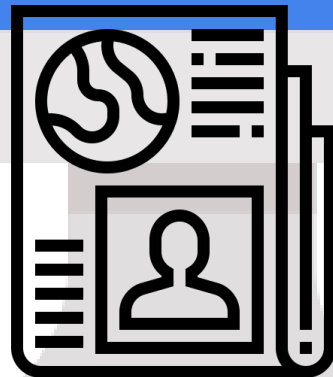
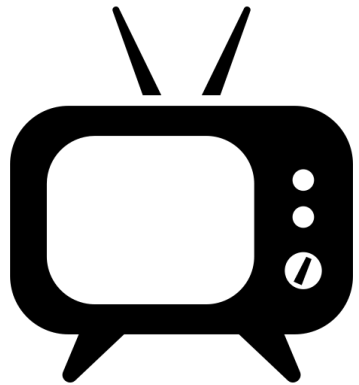
- 35 CHECKLISTS!
- 675+ ACTION POINTS!
- \$1,000s IN INCREASED SALES!

National speaker & Internet marketing pioneer
Stoney deGeyter
★ ★ ★ ★
Forward by *New York Times* Best Selling author
Brian Eisenberg



What do you think of?

MARKETING



Marketing is Digital



Research starts online



More than **90% of B2B buyers** start their research on Google!



B2B researchers do **12 searches on average** prior to engaging on a specific brand's site. (2014)



84% of industrial professionals use the Internet to find components, equipment and services.



51% of engineers did NOT attend an in-person trade show last year (2013)



66% of engineers attended at least one webinar or online event over the past year (2013)

Growth of digital marketing



1/3 of CMOs believe digital marketing will account for **75%** of their marketing spend in the next 5 years

Source: AdWeek

B2Bs that blogged 11+ times per month had almost **3X** more traffic than those blogging 0-1 times per month

Source: <https://www.hubspot.com/marketing-statistics>

On average, B2B marketers allocate **28%** of their total marketing budget to content marketing

Source: <https://www.hubspot.com/marketing-statistics>

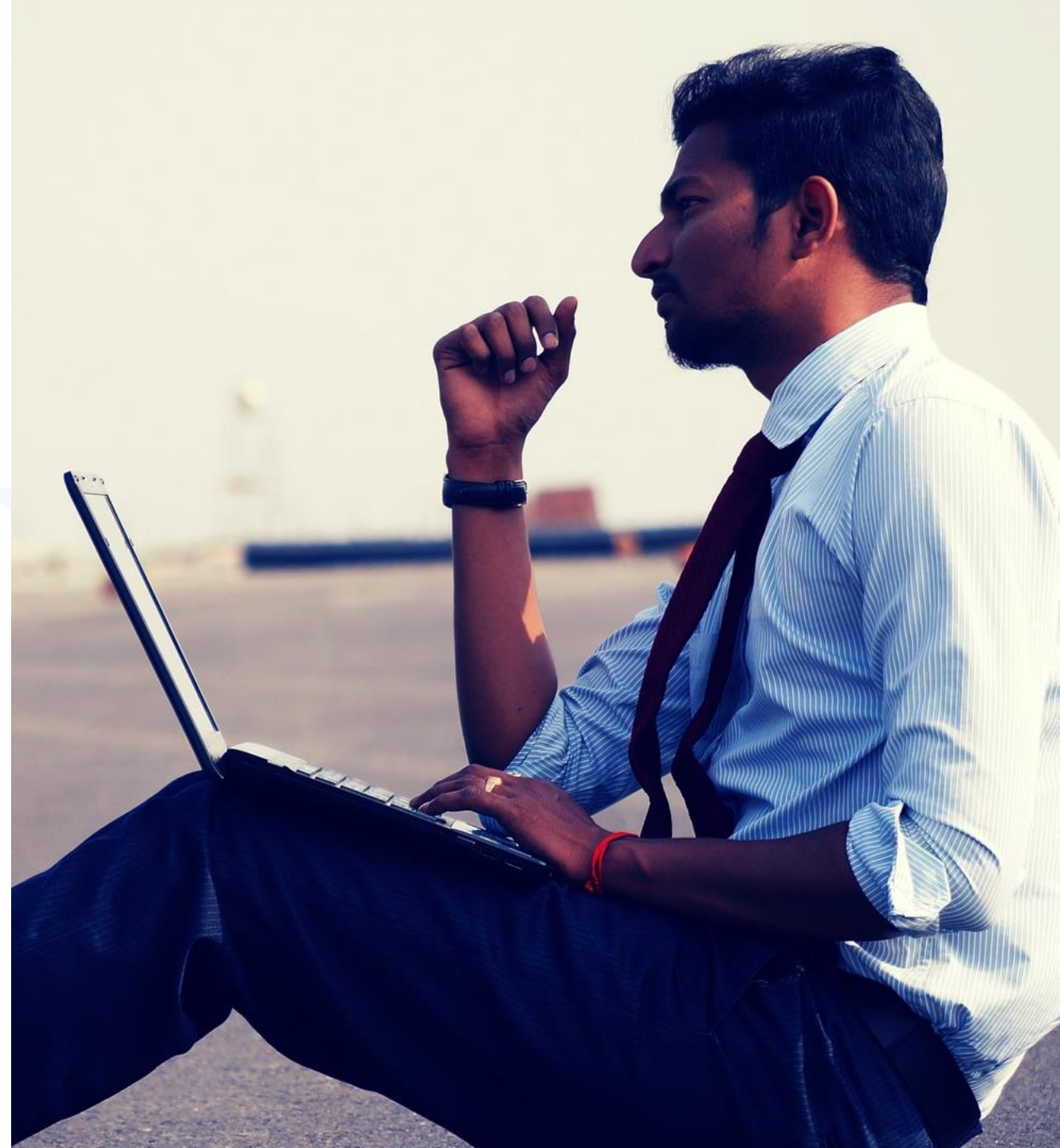


**Your
competitors
may already
be digital...**

**It is becoming increasingly
difficult to compete without a
strong digital presence**

People are leery of being “sold to”

But they want to find what
they need when they need it.



A **holistic** approach is needed




The **Challenges** of Digital Marketing



There's no consistency in search



In 2018, Google reported making 3,234 updates.



“Every two days,
we create as much
information as we did
since the dawn of time to
2003.”

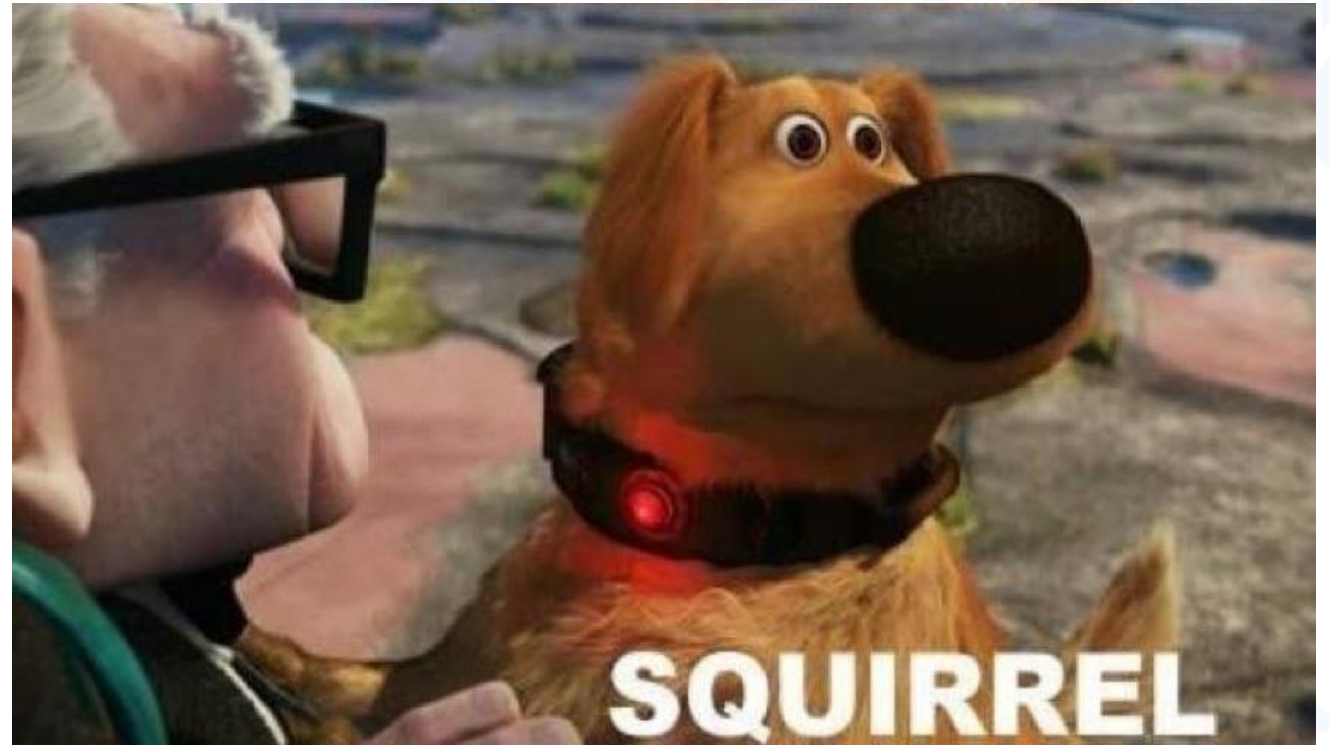
--Eric Schmidt, *TechCrunch*, Aug. 2010

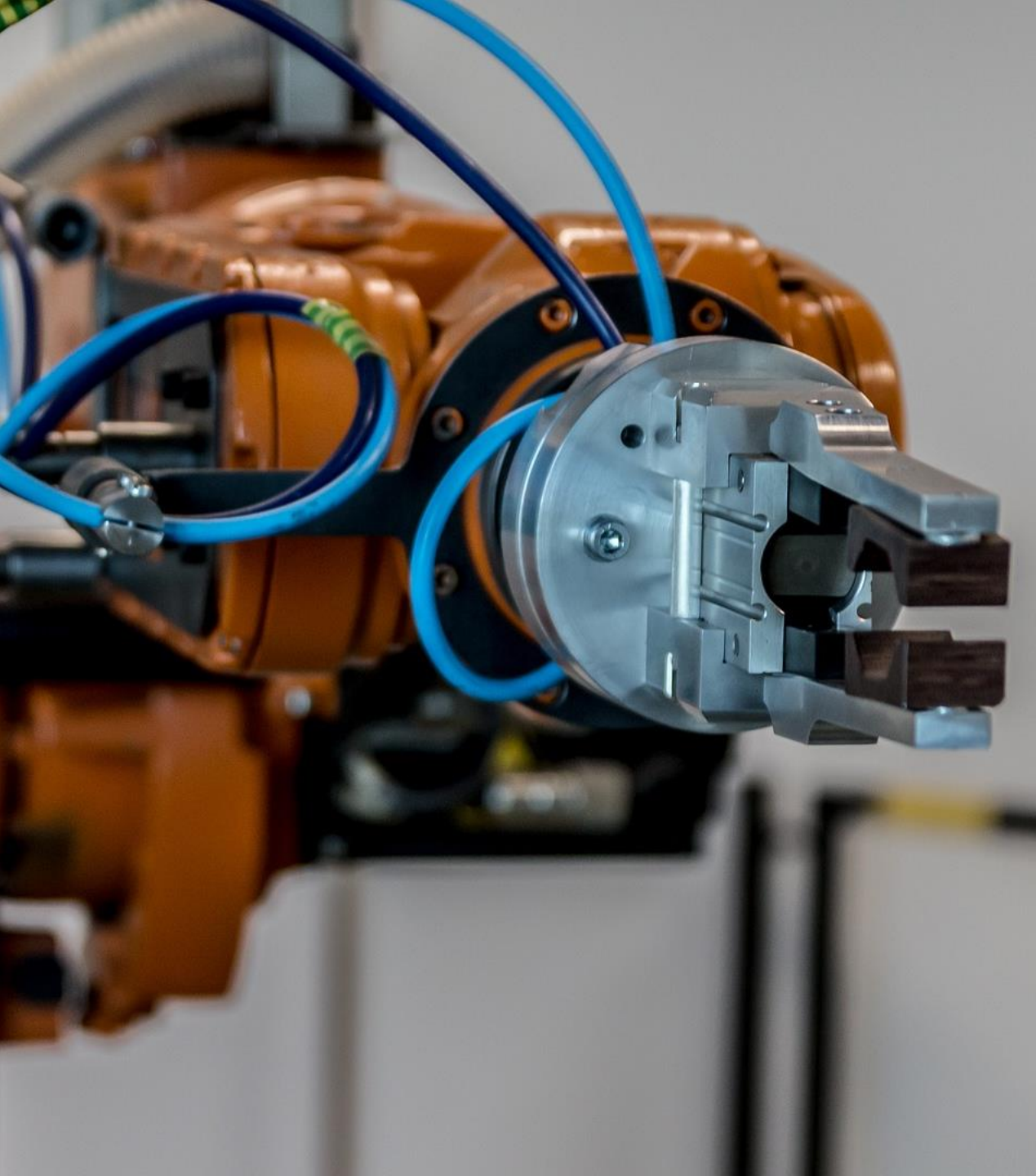
**The web is a
busy place**

**Everyone is
fighting for
attention**

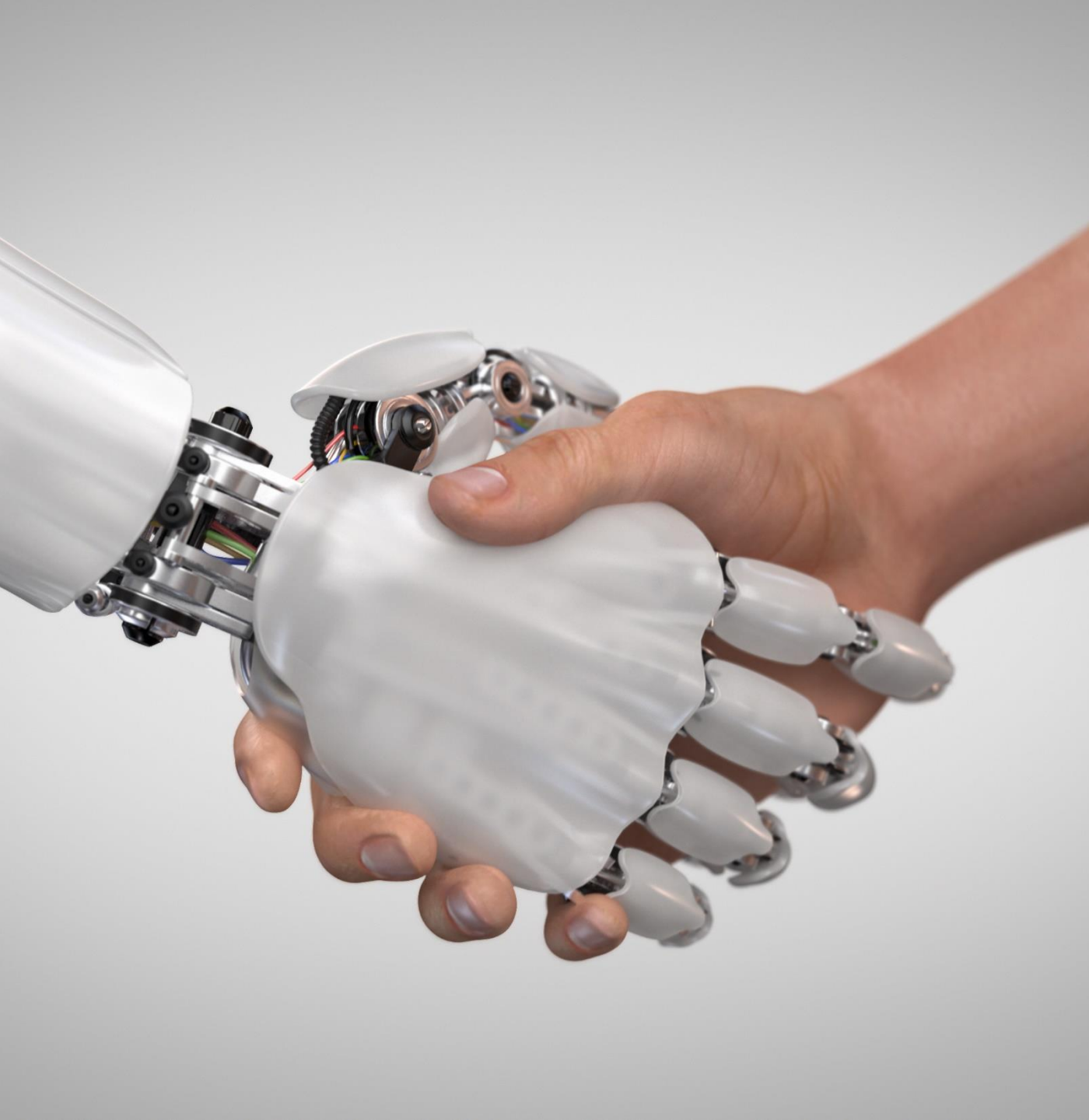


**Web users
are highly
distractible**





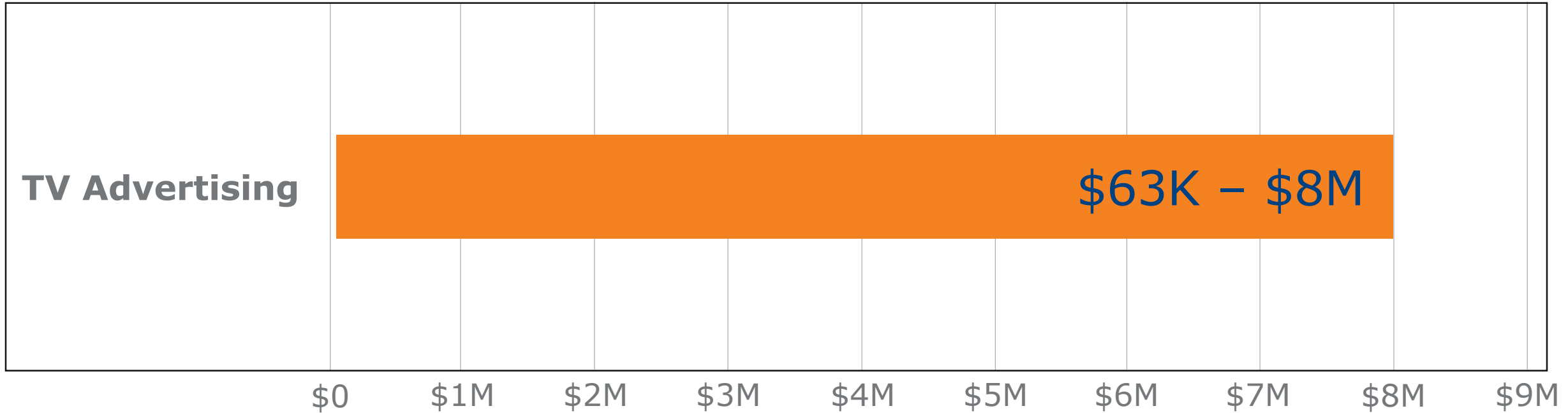
**You need
more than
ordinary**



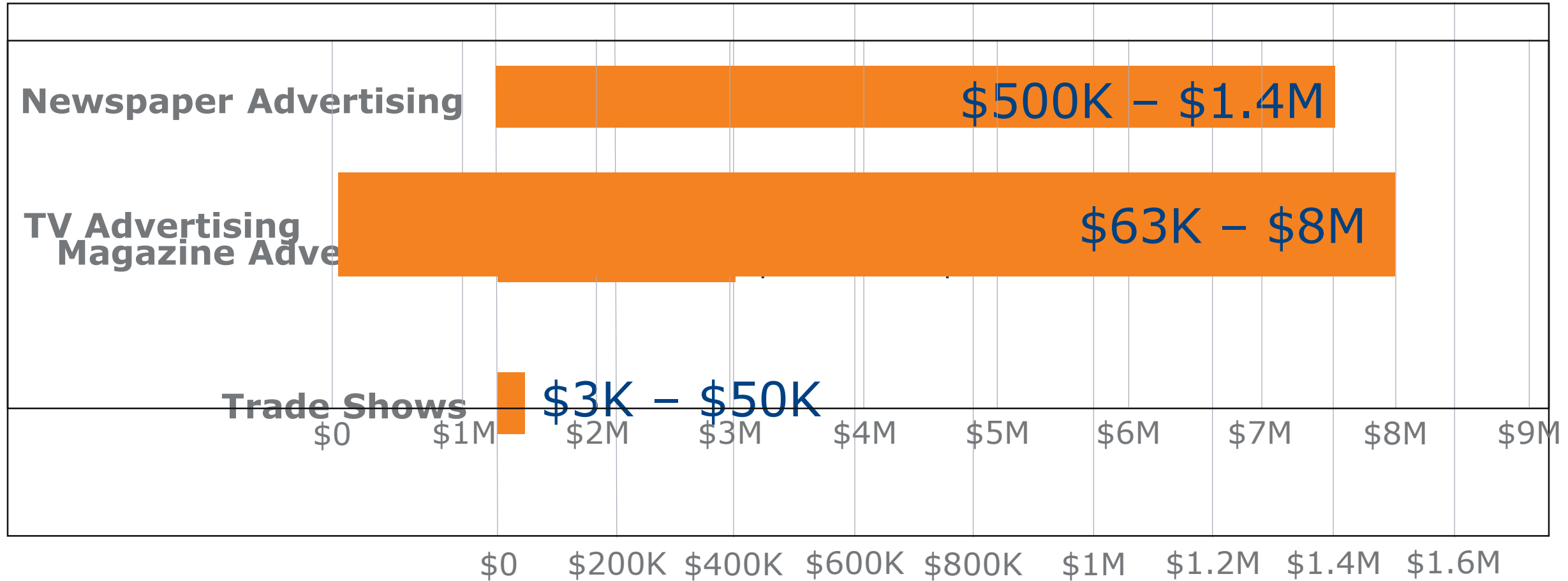
**You need
extraordinary**

Cost Comparisons

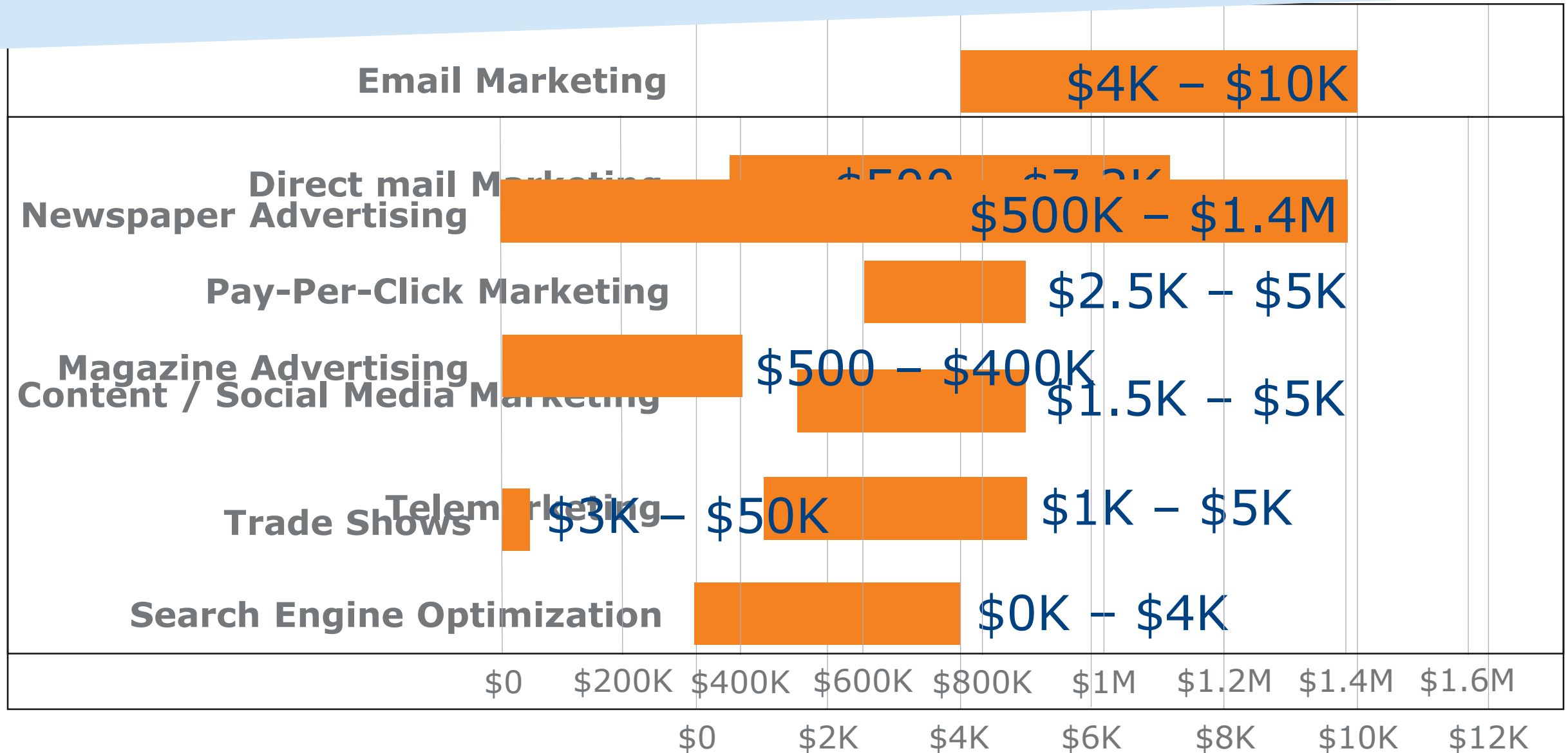
Average media **setup** costs



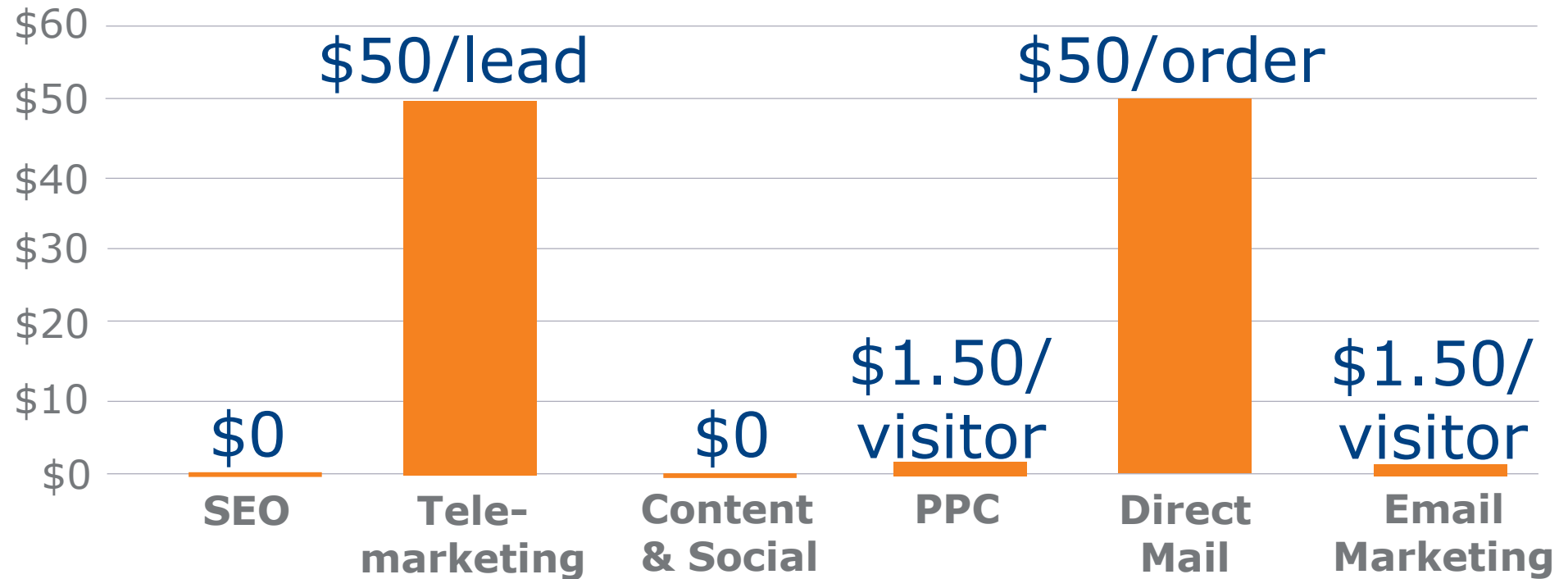
Average media **setup** costs



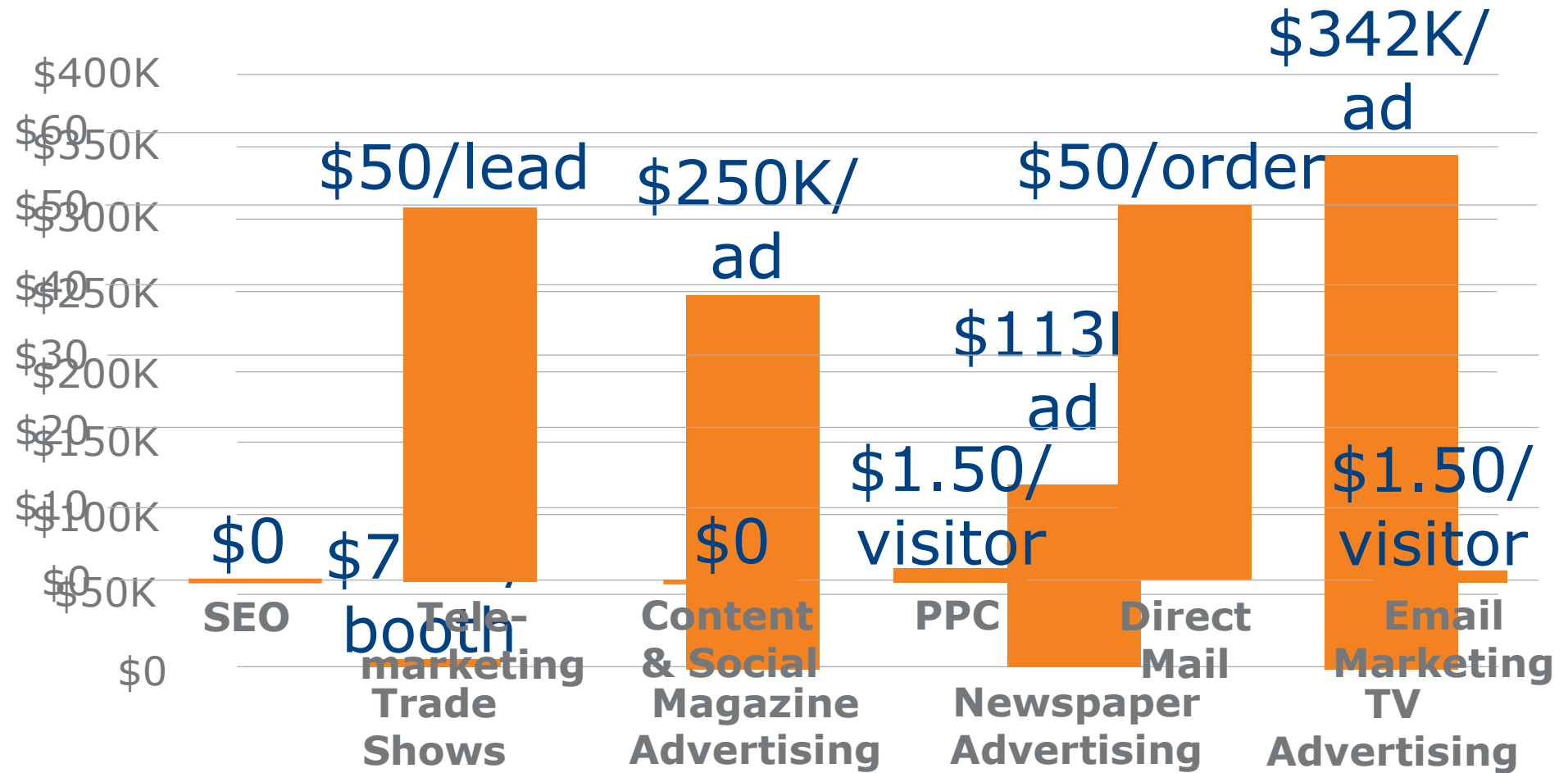
Average media setup costs



Average cost of media



Average cost of media



Average cost to continue

Medium	Cost
Search Engine Optimization	\$1000-5,000/month
Telemarketing	\$20-60 per hour
Content / Social Media Marketing	\$0-5000 per month depending on agency involvement
Pay Per Click Marketing	Ad spend (\$50-10,000/mo) + Management fee (15-20% of ad spend)
Direct Mail Marketing	Design, publishing & postage
Email Marketing	\$500-5000 per month depending on agency involvement
Trade Shows	Air fair, hotel, meals, shipping (\$5500 per event)
Magazine Advertising	Cost of media + agency hourly rate
Newspaper Advertising	Cost of media + additional future designs
TV Advertising	Cost of media + agency hourly rate

How **Digital** Marketing Works



**People want
results, not
products**





**People want
benefits, not
features**

**People want
value, not
price**



The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

Most potential customers don't know you ... yet!

Google Search

I'm Feeling Lucky

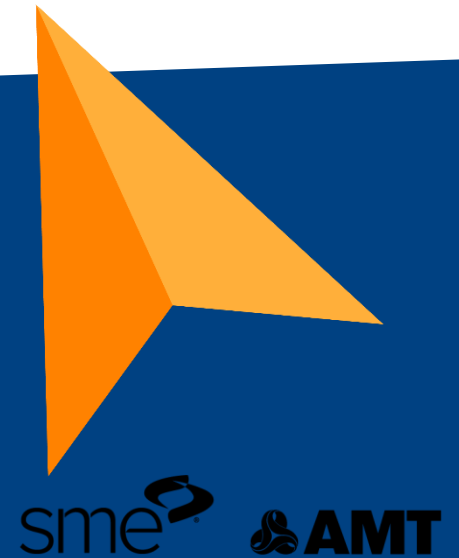
The background of the right side of the slide features a repeating pattern of stylized, multi-pointed stars in light blue and orange, creating a dynamic, geometric texture.

**People want
solutions, not
brands**

Digital marketing is vast



How Algorithms Work





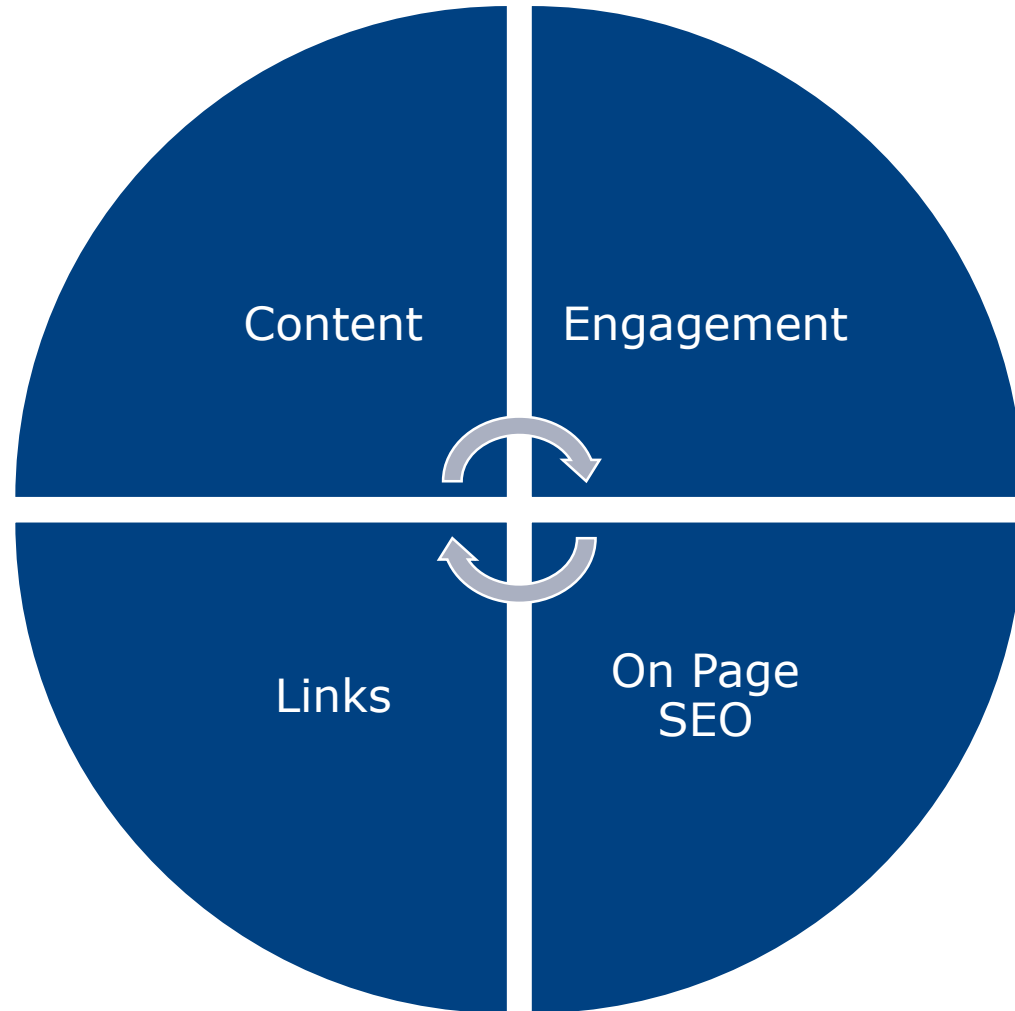
Algorithms want to be just like us

Strategy
No Magic
Formulas

Knowledge
Understand
Algorithms

Implementation
Quality &
Common
Sense

How algorithms work



But if you have too many, Google's algorithm may pay closer attention to other quality signals to make sure you're not a "thin affiliate site".

debate. Some say that a basic reading level will help your page rank because it will appeal to the masses. However, Linchpin SEO discovered that reading level was one factor that separated quality sites from content mills.

HTML ERRORS/ WC3 VALIDATION

Lots of HTML errors or sloppy coding may be a sign of a poor quality site. While controversial, many in SEO think that WC3 validation is a weak quality signal.

PAGE HOST'S DOMAIN AUTHORITY

All things being equal a page on an authoritative domain will higher than a page on a domain with less authority.

PAGE'S PAGERANK



Not perfectly correlated. But in general higher PR pages tend to rank better than low PR pages.

URL LENGTH

Search Engine Journal notes that excessively long URLs may hurt search visibility.

URL PATH

A page closer to the homepage may get a slight authority boost.

HUMAN EDITORS

Although never confirmed, Google has filed a patent for a system that allows human editors to influence the SERPs.

PAGE CATEGORY

The category the page appears on is a relevancy signal. A page that's part of a closely related

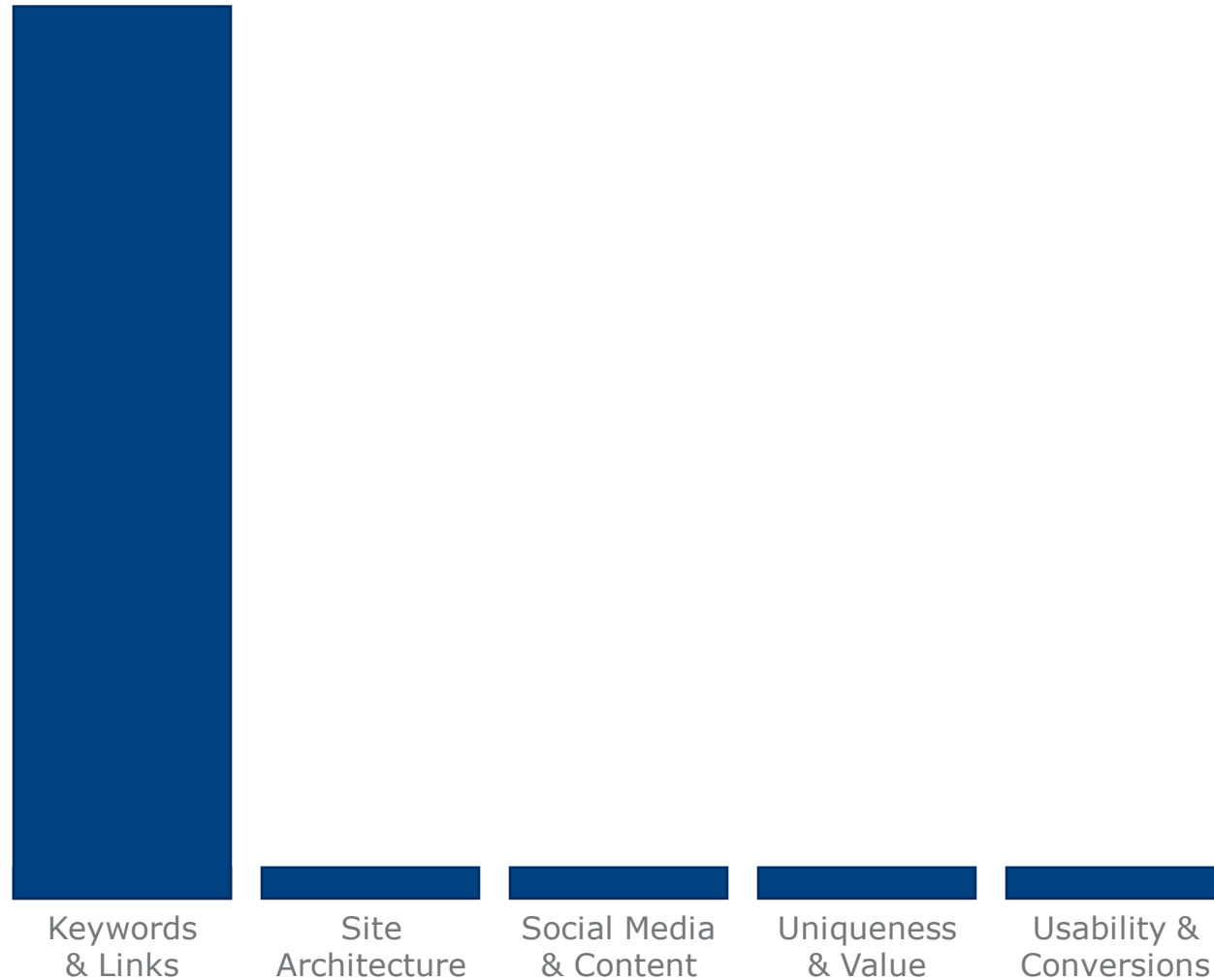
WORDPRESS TAGS

Tags are WordPress-specific relevancy signal. According to Yoast.com:

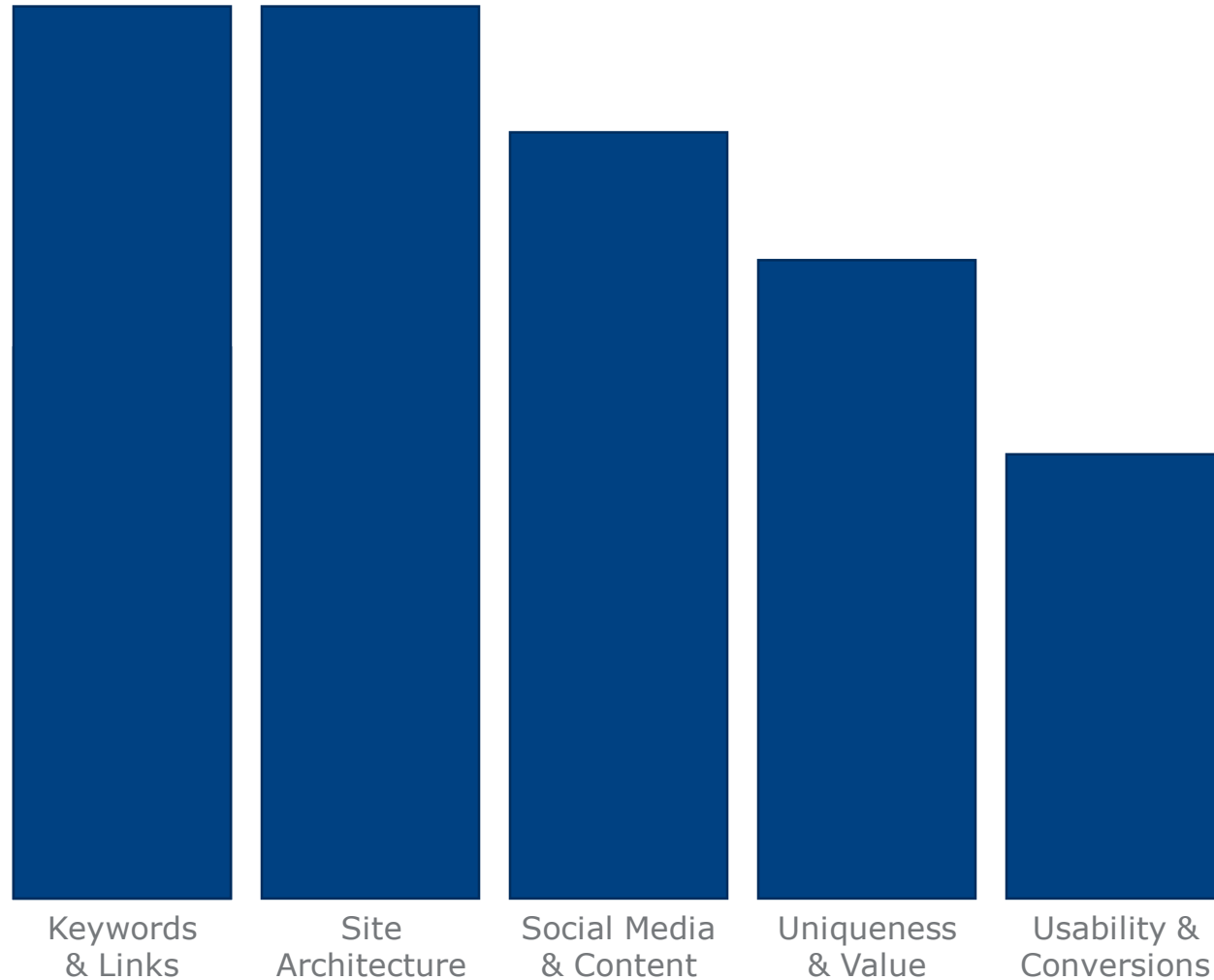
Thousands of ranking signals

That change thousands of times per year

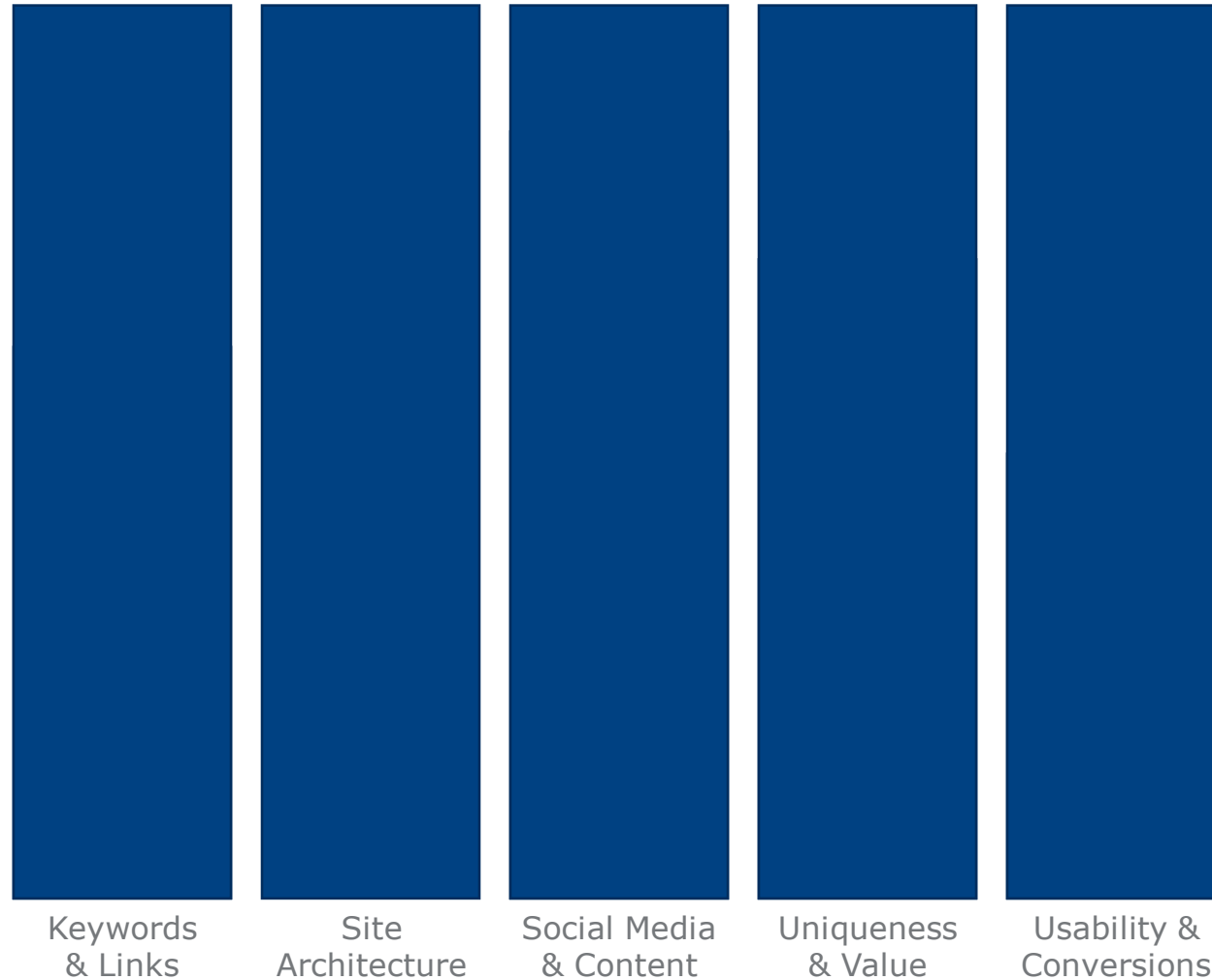
Google's algorithm in 2000



Google's algorithm in 2000



Google's algorithm ~~in 2020~~ now



Benefits of Digital Marketing



**2-way
communication
with your
audience**





**Connect with
your audience**

Learn the **language** of your customers



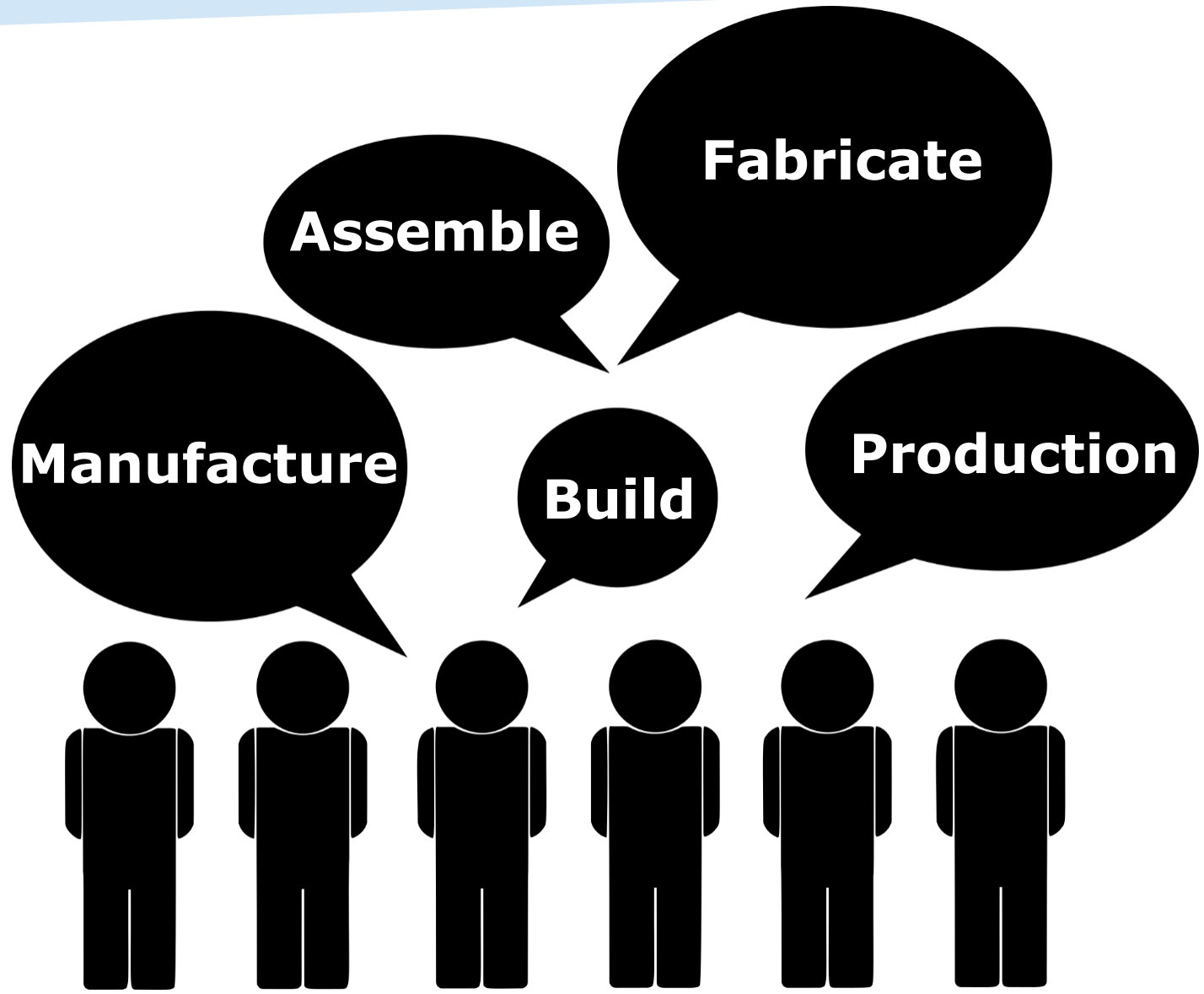
Keyword
Research



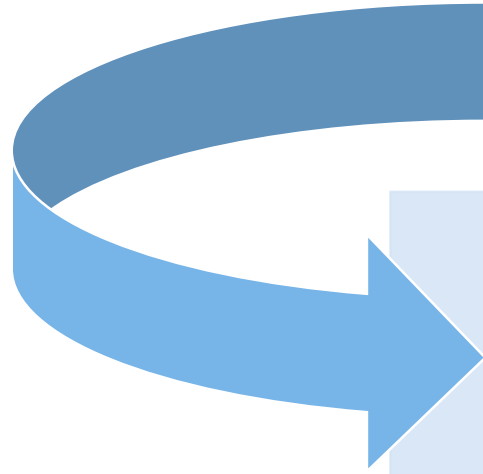
Conversation
Monitoring



Pain Points

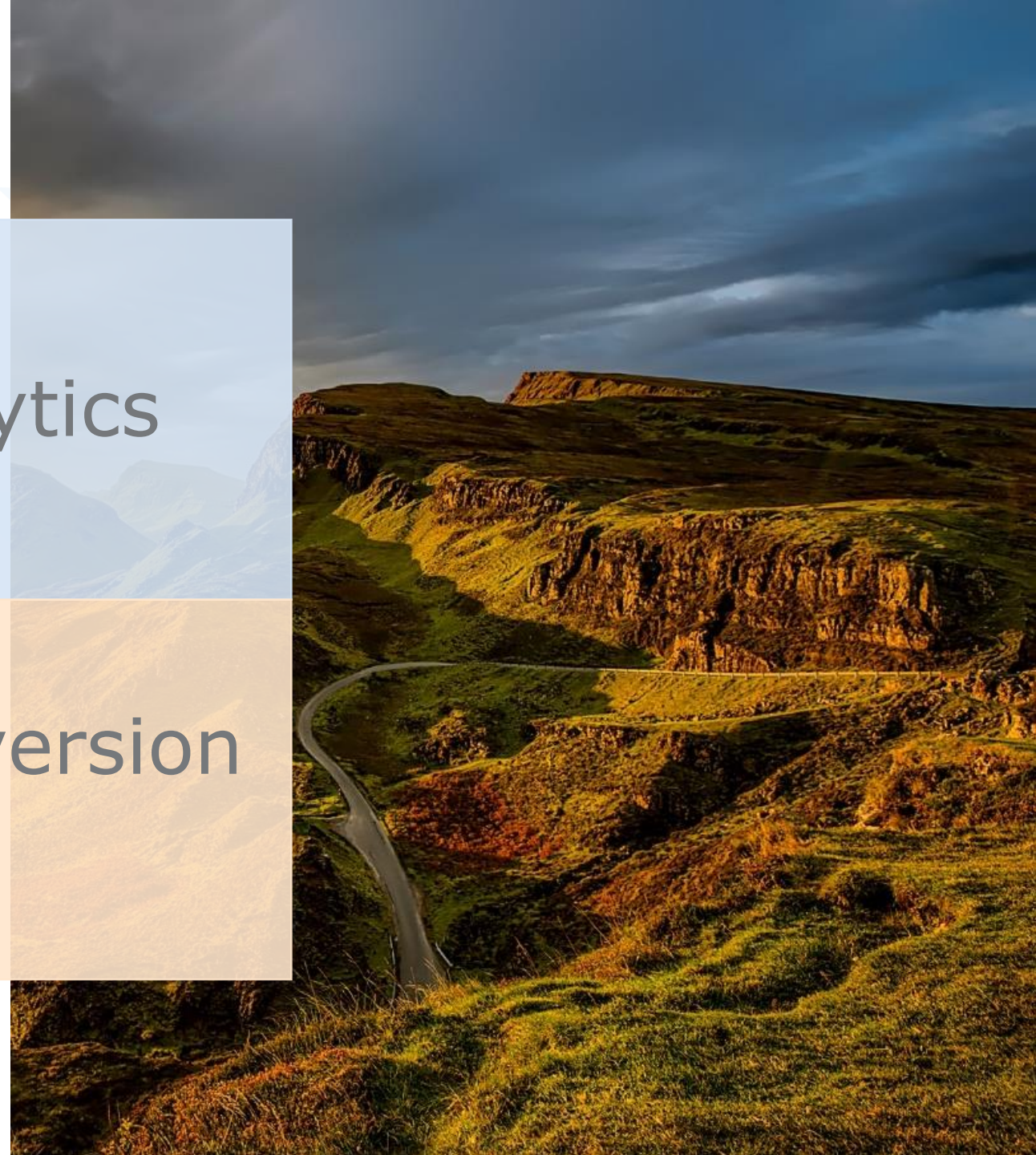


Understand buyer's journey



Analytics

Conversion
Data



Get the **pulse** of your customers



The diagram features a dark background with a green grid. A green line graph, resembling a pulse or heartbeat, is centered horizontally. The graph starts with a small peak, followed by a sharp dip, then a very tall, narrow peak, and finally a smaller peak. Two large orange arrows point towards each other from the left and right sides, meeting at the central graph. The left arrow is labeled 'Social Listening' and the right arrow is labeled 'Real-Time Testing'. A small green dot is visible on the right side of the grid.

**Social
Listening**

**Real-Time
Testing**



Extend your reach

Reach thousands of people with one message

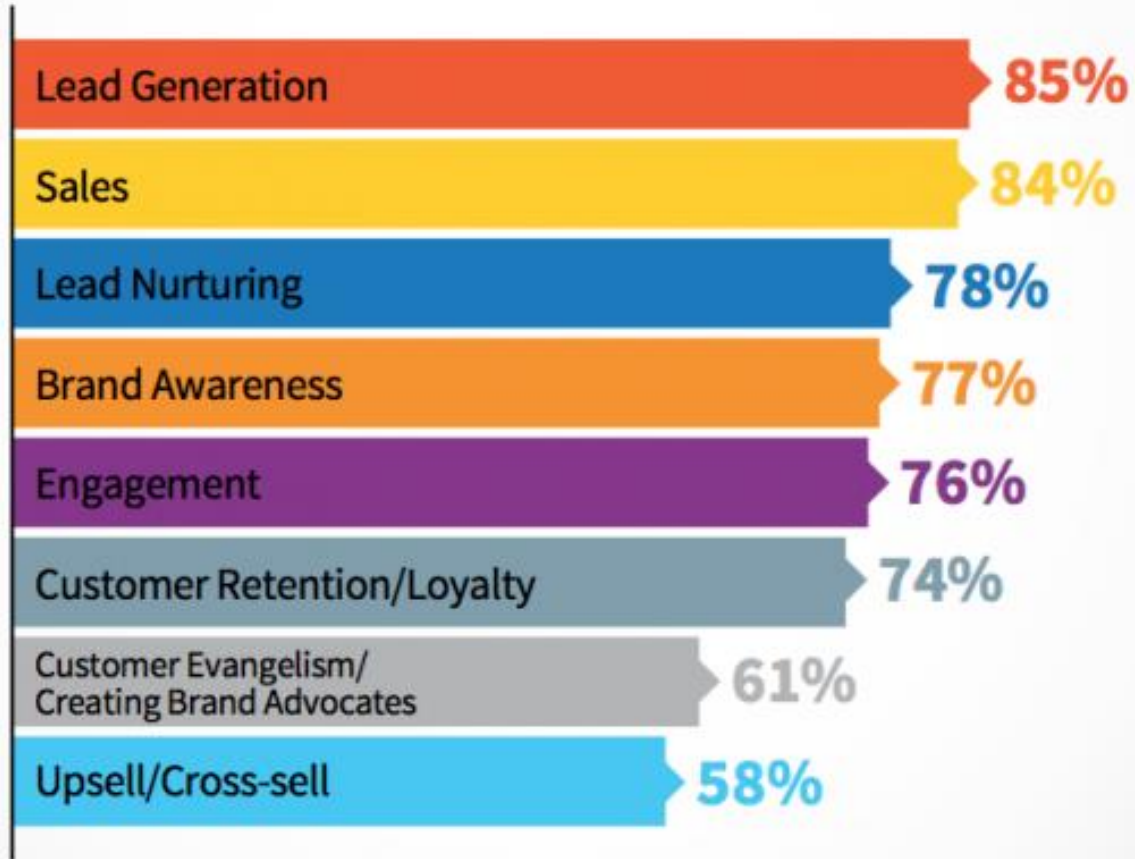
Meet potential customers where they are

24/7 access to your company

Precise targeting

Word of mouth

Organizational Goals for B2B Content Marketing



Note: Percentages comprise marketers who rated each goal a 4 or 5 on a 5-point scale where 5 = "Very Important" and 1 = "Not at All Important."

**Achieve your
goals**

Algorithms are just looking for winners



Thank You!

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We're the marketing partner you've been looking for.

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we win together.

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