

AFS Executive Conference

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**Optimizing the Sales and
Marketing Program for the
Foundry in the Digital Age**

Order of Presentation

- Begin with Marketing – definition and importance
- Who are today's customers? – millennials are/will be key
- What does today's sales approach look like?
- Mobile sales and marketing - example
- Elements of a 'Whole Marketing' Strategy
- Digital Marketing Basics/Building a Digital Strategy
- SEO and Social Media
- CRM – Tying it all together
- Concluding Comments



Academic Definitions of Marketing

Philip Kotler:

- “Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

Chartered Institute of Marketing:

- “The management process responsible for identifying, anticipating, and satisfying customer requirements profitably.”

American Marketing Association:

- “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”



Simplified Definition - Marketing vs. Sales

What is Marketing?

- Any activity that positions a company to your customer against your competition
- Creating a brand to accomplish this
- Assist Sales in identifying customer needs and proving (with data) how customer's products and services serve those needs
- Digital Marketing – simply the utilization of digital tools that accomplish this purpose

What is Sales?

- Establishing and building relationships and trust
- Identifying customer needs – and providing SOLUTIONS!
- Providing timely and honest (authentic) communication
- Closing the Sale!



Overview – the Millennial Customer Base

- Over 10,000 Baby Boomers retire every day!
- By 2025 – 75% of workforce will be Millennials (ages 20-35 in 2016 by Pew Research)
- Millennials grew up communicating with digital tools
- Rely more on personal, digital research than listening to salesperson's presentations regarding what supplier can do for customer
- Desire unabashed authenticity in work relationships – seek relationships that authentically help customer succeed and win – includes desire to be connected to your brand



What Does This Mean for Foundries Today?

- Simply relying on personal selling and a website that tells your products and equipment – is not enough!
- Requires a new/refreshed approach to selling – understanding that communication preferences have changed
- Mandates that the customer relationships must be managed
- Using available digital tools – not ‘rocket science’!
- **CONTENT IS KING!**



The Changing Face of Sales

- HBR Study – tracked M&A valuations of brands vs. customer relationships – showed brands declining by almost half – and customer relationships doubling
- Personalized by Customer – not a “one size fits all”
- Customer’s have individualized needs – LISTEN TO THEM! Ask questions! How do they communicate?
- CRM software is huge asset to manage relationships
- Don’t fall for excuse that today’s customers do not value relationships – must be authentic!
- Mobile is HOT!



What to Consider in Creating a Marketing Strategy

- Strategy questions to KNOW:
 - Know what you are doing (can't do everything at once)
 - Know why you are doing it (goals and objectives)
 - Know how you will execute it (resources and cost)
 - Know what to expect (unrealistic expectations)
- Goals/Objectives can include (not simultaneously!):
 - Increasing leads
 - New customers/sales
 - Creating brand and building brand awareness
 - Strengthening contact with existing customers
 - Shares/Likes on Social Media; time, views on website



Elements of 'Whole' Marketing Plan

- Product – Presentations, Videos, (E) Brochures
- Company/Product Positioning/Brand Development
- Promotion – Advertising, Trade Show, Testimonials
- Customer Needs Analysis/Surveys
- Digital – Website, SEO, Social Media, Ads, Analytics, etc.
- Competitive Analysis
- Pricing Strategy
- Mobile Marketing
- REMEMBER: A Marketing Budget is NOT a Marketing Plan



Scope of Digital Marketing

- Search Engine Optimization (SEO) – become more discoverable to your customers
- Web Analytics- Understand how your audience interacts
- Pay Per Click (PPC) – Advertising
- Conversion Optimization –relevance, value, call-to-action
- Email Marketing – Leverage and engage with customers
- Content Marketing – Use content to make your message talk
- Social Media – Harness social media to reach and engage audience
 - Facebook, LinkedIn, Twitter, YouTube, Pinterest, Snapchat, Instagram,what's next?
- Mobile Marketing – 60% of Google searches on mobile – MAKE WEBSITE MOBILE USER-FRIENDLY!



Search Engine Optimization (SEO) Basics

- Helps customers find your BUSINESS – increases rankings of website
- All about managing programming, content, visibility – of your website
- #1 activity of successful businesses (Rutgers University); algorithms are constantly updated - important to have resources to keep up to date
- Three players:
 - Users
 - Search Engines: Google, Yahoo, Bing, Yandex, Naver
 - Search Engine Optimizers



Examples of Key SEO Actions

- Get your page titles right (max of 55 characters), and meta-description tags (160 characters, written in page's code that creates snippets on SERP)
- Re-evaluate website design – incl. programming
- Get others to link to you – and link to them
- Inter-link pages on our own website
- Investigate your competition/keywords & SERP
- Post video content on YouTube – Google owns it!



Keywords: The Foundation of SEO

- **Words used in a search and in web programming**
- **Identify keywords that define your business – from internal team...**
- **...and from customers**
 - What they need - solutions to pain-points
 - Phrases used – words they communicate with/questions they ask
 - Not the same as manufacturer/company uses
- **Understand basic concepts of keyword analytics utilizing research tools: MOZ/Keyword Explorer, Wordtracker, Google Adwords, and Linkdex**



Basic Keyword Search Rankings: Iron Castings (Moz Analysis)

- “Iron Castings” Google Search
- “Ductile Iron Castings” Google Search

Rank	Type	Column	URL	Title	PA	Referring Domains to Page	DA	Referring Domains to Domain
1	Organic	Main	https://www.dotson.com/	Dotson Iron Castings: Home	32	100	23	122
2	Organic	Main	https://www.dotson.com/careers/	Careers Dotson Iron Castings	22	4	23	122
3	Organic	Main	https://www.dotson.com/about/history/	Iron Castings History Dotson Iron Castings	19	1	23	122
4	Organic	Main	https://www.waupacafoundry.com/en/iron-castings	Cast Iron Foundry Manufacturers Gray, Casting Solutions - Waupaca ...	26	7	30	307
5	Organic	Main	https://willmanind.com/iron-castings/	Iron Castings - Willman Industries - Quality Castings for Your Needs	16	1	19	57
6	Organic	Main	http://quakercitycastings.com/iron-casting/	Iron Casting Made & Machined in The USA Quaker City Castings	21	1	27	259
7	Organic	Main	http://quakercitycastings.com/	Quaker City Castings Steel, Iron, and Nickel Alloy Foundry	37	256	27	259
8	Organic	Main	https://en.wikipedia.org/wiki/Cast_iron	Cast iron - Wikipedia	76	1507	97	4826471
9	Organic	Main	http://www.jrhoe.com/castingcapabilities.html	Iron Castings, Gray Iron Castings, Ductile Iron Castings - J.R. Hoe	18	0	25	173



Foundry Examples

- Simpson Group
- Waupaca Foundry
- Lodge MFG
- Eagle Alloy
- CONTENT, CONSISTENCY, CONTINUOUS ARE KEY!!!
- DON'T focus on yourself/product
- Understand customer needs – why they visit

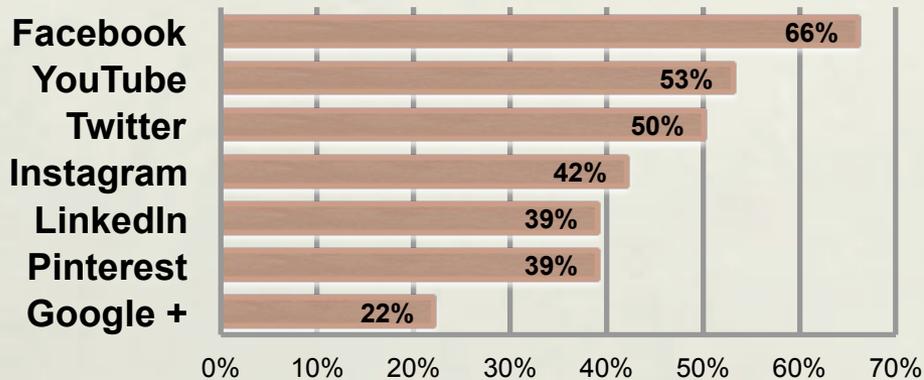


SOCIAL MEDIA BASICS

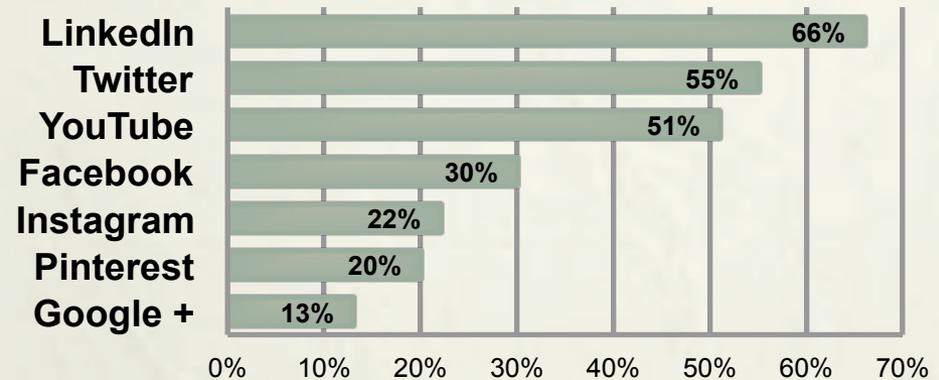


Social Media – Where B2B Should Focus

Effectiveness Ratings for B2C Social Media Platforms



Effectiveness Ratings for B2B Social Media Platforms



Social Media Overview

Facebook



- Undisputed king of social interaction
- Over 2 billion monthly active users
- 90% of FB users visit site 1 day/week
- 70% visit daily
- 2/3 of FB users cite it as a primary source for news and discovery

YouTube



- Over 1.8 billion users/month
- Second most searched site with over 2 billion searches/day
- Over half of YT's views come from mobile devices

LinkedIn



- 500 million active users
- Platform of choice for B2B marketers
- 45% of LI users access via mobile
- You can attract not only potential employees, but also potential customers

Twitter:



- 336 million monthly active users
- 80% of activity takes place outside of the US
- 82% of users access Twitter via mobile
- 71% of Twitter users check in more than once a day



LinkedIn



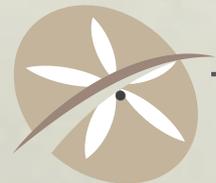
- Most effective B2B social platform for marketing (Content Marketing Institute)
- According to SiriusDecisions, “Up to 70% of content created by B2B marketing teams goes unused....”
- Starts with single piece of content – “BIG ROCK” – that is leveraged across social media platforms
 - - Substantial piece of content – research or positioning paper or large success story that defines value proposition
- 45% of readers are in the upper ranks of their industries: managers, VP’s, and CEO’s
- SlideShare is the largest professional content-sharing community



Twitter



- Twitter for Business – “There’s no right or wrong number of times you should Tweet each day or when. Instead, focus on creating a regular cadence of content that’s relevant to your target audience and authentic to your business.”
- Where people connect with their passions, share thoughts
- ATTRACT and ENGAGE – visuals are compelling
 - Include link to blog post or website or other link with relevant content
 - Tweets with visuals have a 3x higher engagement rate
- Tap into relevant conversations and incorporate #hashtags
- Continuously maintain presence – use Retweets and Replies, ask open-ended questions, do polls



YouTube



1. Effective digital tool to build your brand – what does your company stand for?
2. Prioritize your brand's objectives - What do you want to achieve?
3. Add video-related details to your audience persona - What does your target audience like to watch? Ask them!
4. Research your competition - What opportunities are they missing; What do they do well?
5. Decide what success looks like (KPI's) – Watch time, who is watching, not # of views



Facebook



- **King of social networking – builds connections and conversations**
 - Over 2 billion active monthly users, two-thirds use it daily – largest user base; 80% access through mobile devices
 - Average daily time spent is more than 20 minutes
- **Marketers must create engaging content on daily basis to rank well in the News Feed, which factors in:**
 - Who posted it?
 - Interactions with the post – sharing, liking, commenting
 - When it was posted?
 - Type of content
- **News Feed’s goal is to connect people with stories that matter to them – ask customer’s what is important to them!**
- **Complicated, since algorithm changes continuously; compelling content with video is KEY, and encouraging others to LIKE, SHARE, COMMENT**



CRM Basics

- Collates customer information and decision-makers in one, online place: way to manage the customer
- Allows all company 'touch-points' to know who is communicating to customer with what message
- Tracks the sales pipeline and status of sales process – enables improved strategies
- Online and Real-Time; Can automate manual 'stuff'
- Provides analytic and summary tools and reports of pipeline, customer contacts, and social media use



Summary Comments

- **You HAVE to DO MARKETING – AND DO DIGITAL**
- **Customers have changed – so should sales**
- **Sales and Marketing MUST be linked**
- **Social Media strategy – LinkedIn, Twitter, YouTube**
- **SEO, Google Analytics, Google Ads, Marketing Analytics, Keyword Strategy – best to have expert help**
- **CRM – Also a MUST to tie changing sales approach to change in customer communication – and for analytics**

