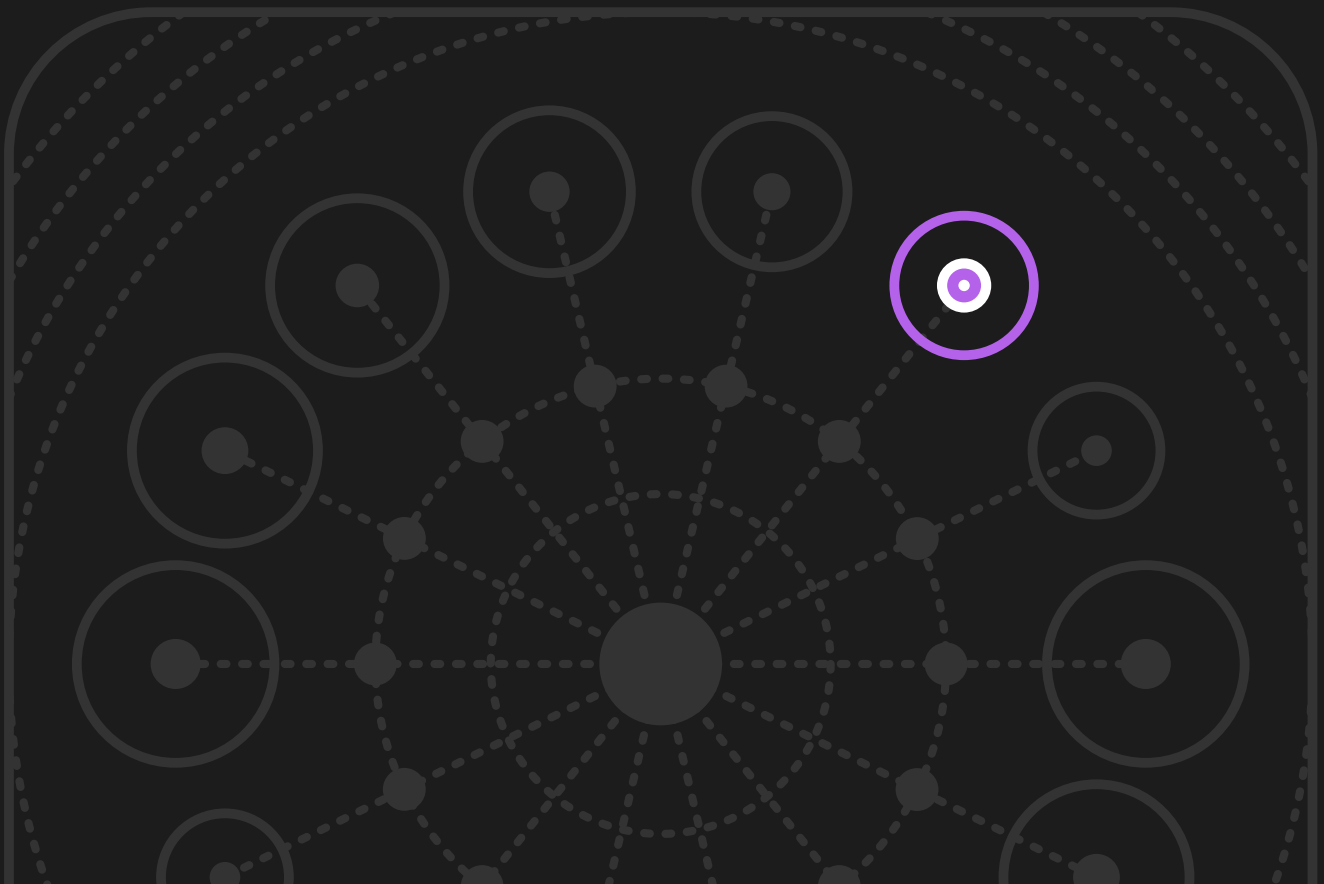


BYER CO

WHITE PAPER

# THE DIGITAL GAP IN MODERN MANUFACTURING

WHY MARKETING MATURITY NOW  
DETERMINES MARKET SHARE



# EXECUTIVE SUMMARY

Manufacturers have invested heavily in automation, robotics, and quality control, but digital marketing has not kept pace. While operations modernize, many industrial brands still rely on the same growth channels they used 20 years ago: trade shows, referrals, sales reps, and word-of-mouth.

**This mismatch is now a competitive risk.**

Today's technical buyers (engineers, procurement specialists, and plant managers) conduct the majority of their research privately and digitally, long before they engage with a sales team. Companies that fail to appear in these discovery moments lose market share quietly and progressively.

## THIS WHITE PAPER OUTLINES:

- How the manufacturing buyer's journey has changed,
- Where most manufacturers lose visibility,
- What a modern digital foundation looks like,
- And how SEO, PPC, and content create measurable Request For Quotation (RFQ) growth

## 01

# THE NEW MANUFACTURING BUYER'S JOURNEY

## Industrial buyers are now digital-first.

Technical audiences increasingly behave like modern consumers:

- 70 percent of the buying journey occurs anonymously online
- Engineers prefer self-guided research before sales contact
- Most discovery begins with a problem-based search, not a brand name
- Procurement teams shortlist vendors before ever speaking to reps

**In other words: if you do not appear in search, technical buyers assume you are not a contender.**

### WHAT BUYERS LOOK FOR

- |                     |  |                                     |
|---------------------|--|-------------------------------------|
| • Material specs    | • Certifications<br>(ISO, AS9100, FDA, etc.) | • CAD models or<br>dimensional data |
| • Tolerances        | • Pricing ranges                             | • Lead times                        |
| • Case applications |  |                                     |

Most manufacturers make this information difficult to find or distribute it inconsistently, a major missed opportunity.

## 02

# THE DIGITAL GAP

## Common weaknesses we see across manufacturing websites

After auditing many industrial and manufacturing sites over the last two years, the patterns are clear. Most suffer from:

## 01

### Outdated site architecture

Navigation built for internal teams, not engineers or procurement.

## 02

### Low visibility in organic search

Pages aren't optimized for:

- Application-based keywords
- Specification terms
- Industry certifications
- Machine capabilities
- Tolerances or materials

## 03

### Thin or unclear product/service content

Missing critical details buyers need before contacting sales.

## 04

### Slow, outdated mobile performance

Technical buyers often research from the field, shop floor, or during commutes.

## 05

### No nurturing or retargeting

In B2B environments, initial-visit conversion rates for high-friction actions such as RFQs typically fall in the low single digits.

**The result: millions in silent lost revenue.**

## 03

# THE NEW SPEC SHEET

## How engineers evaluate vendors before requesting a quote

Search behavior in manufacturing is extremely consistent: buyers search based on their use case, not your company name. Examples:

- “CNC machining aluminum 6061 tolerances”
- “Injection molding for medical grade plastics”
- “Automated weld fixture design examples”
- “ISO 13485 machining vendor”

**Manufacturers who rank for these queries earn a disproportionate share of RFQs.**

### What high-performing industrial SEO includes:

- Deep technical keyword mapping (materials, processes, dimensions)
- Topic clusters organized by applications
- Optimized product/service pages with clear specs
- CAD file optimization
- Clear differentiation language
- Schema markup for industrial data

**Companies that invest in SEO see major long-term compounding returns.**

## 04

# PPC: A SECRET WEAPON IN MANUFACTURING

**Unlike SaaS or ecommerce, PPC in manufacturing is less saturated and often more affordable.**

**Strong PPC can capture high-intent buyers who are:**

- Actively sourcing vendors
- Comparing capabilities
- Looking for certifications
- Ready to request a quote

**Best-performing paid strategies**

- Exact-match technical keywords
- Capability-based campaigns
- Competitor search
- Retargeting for returning engineers
- LinkedIn ads targeting job titles  
(*Design Engineer, Manufacturing Engineer, Procurement Manager, etc.*)

**With the right landing pages, PPC becomes one of the fastest routes to new RFQs.**

## 05

# WHY WEBSITE MODERNIZATION MATTERS

**Your website is often the first contact buyers have with your company.**

Modern manufacturing sites prioritize:

**01****Specs-first design**

Lead with measurements, materials, tolerances, not marketing fluff.

**02****UX built for engineers**

Clear navigation by capabilities, materials, certifications, and industries.

**03****Conversion clarity**

- Easy RFQ forms
- CAD downloads
- Quote triggers like “lead time” and “min order”

**04****Trust signals**

Certifications, industries served, case studies, client logos.

**A polished, modern website significantly improves perceived capability and trust.**

## 06

# ANALYTICS & ATTRIBUTION IN LONG SALES CYCLES

## Understanding what influences RFQs across long buying cycles

Manufacturers often lose confidence in digital marketing because:

- Leads don't come in immediately
- Multiple touchpoints blur attribution
- Engineers revisit sites 3–8 times before RFQ
- Procurement cycles take months

With the right analytics setup, you can track:

- Influence on RFQs
- Lead quality
- Content path to conversion
- PPC vs SEO contribution
- Returning user patterns

**Clear attribution proves ROI and  
guides smarter investment.**

## 07

# 2025 PLAYBOOK: HOW MANUFACTURERS GROW NOW

A modern digital foundation includes:

## 01

## SEO Overhaul

***Technical keyword strategy + optimized product/service content.***

A modern SEO strategy for manufacturing starts with technical keyword research rooted in how engineers and procurement teams actually search. This means optimizing for materials, tolerances, certifications, applications, and manufacturing processes rather than broad brand terms. Product and service pages should be structured to surface critical specifications clearly, supported by application-focused content that answers real pre-sales questions. Done correctly, SEO becomes a long-term demand driver that consistently introduces new buyers into the pipeline well before sales engagement.

## 02

## Website Redesign

***Engineer-first navigation + mobile-first design.***

Manufacturing websites must be designed for engineers first, without internal organizational charts or generic marketing language. Modern redesigns prioritize clear navigation by capabilities, materials, industries, and certifications, making it easy for technical buyers to self-educate. Mobile-first performance is critical, as many buyers research from the shop floor or on the go. A well-structured site functions as a digital sales engineer, delivering clarity, credibility, and conversion paths without friction.

## 03

### PPC Testing Program

***High-intent search campaigns + retargeting.***

Paid search allows manufacturers to capture high-intent demand from buyers actively sourcing vendors. A strong PPC program focuses on exact-match technical queries, capability-based terms, and competitor searches, paired with landing pages that reflect the buyer's specific need. Retargeting ensures that returning visitors stay engaged across longer buying cycles. When tested and optimized correctly, PPC provides fast feedback and immediate visibility, supporting longer-term channels like SEO as they mature.

## 04

### Content Strategy

***Application-based articles, spec sheets, case studies, videos.***

Content for manufacturing should be practical, technical, and application-driven. High-performing programs include use-case articles, detailed spec sheets, process explainers, and real-world case studies that demonstrate capability and reliability. Video content and visual examples help simplify complex processes and increase engagement. Rather than publishing for volume, successful manufacturers build content that directly supports the research phase of the buying journey and shortens time to RFQ.

## 05

### LinkedIn & Demand Creation

***Building visibility among decision makers.***

LinkedIn plays a growing role in manufacturing demand creation by building familiarity with decision makers long before active buying begins. Targeted campaigns and organic thought leadership can reach engineers, plant managers, procurement leaders, and executives by role, industry, and company size. The goal is not immediate conversion, but consistent visibility and credibility, so that when a need arises, the brand is already recognized and trusted.

## 06

### Full-Funnel Analytics Infrastructure

***Together, these initiatives create a growth engine instead of sporadic marketing activity.***

Manufacturing sales cycles are long and complex, which makes accurate measurement essential. A full-funnel analytics setup tracks how SEO, PPC, content, and paid social contribute to RFQs over time rather than focusing only on last-click attribution. This includes tracking returning visitors, content influence, and assisted conversions. With the right infrastructure in place, marketing performance becomes measurable, optimizable, and defensible to leadership.

## 08

# THE BYER CO POV

## Why manufacturers lag — and how to leap ahead

Most agencies misunderstand the industrial buyer. They create fluffy brand campaigns and high-level messaging.

Byer Co takes the opposite approach.

### Our POV

- Engineers want specs, not slogans
- SEO should mirror applications & processes
- PPC should target capabilities, not broad categories
- Websites should function like a digital sales engineer
- Analytics should capture RFQ influence, not vanity metrics

**We specialize in bridging the digital gap for manufacturers by modernizing every stage of the buying journey.**



# CONCLUSION

Manufacturers who invest in digital marketing now will dominate visibility for the next decade. Those who hesitate will lose RFQs to competitors who simply show up earlier and more often in the digital research process.

The industry is changing — fast — and marketing maturity is now a competitive advantage. Don't let your company get left behind.

## **Get your complimentary Digital Maturity Audit for Manufacturers**

An analysis of your website, SEO, content, and PPC opportunities — with recommendations that increase RFQs.

**CONTACT US**

### **BYER CO**

**hello@byer.co | jbyer.com | (323) RAD-BYER**

**HQ: 1603 Aviation Blvd. Studio 13, Redondo Beach, CA 90278**