

Consistent & Constant Messaging: How Manufacturers Will Prosper in 2021

by T.R. CUTLER



Working out once a month will not produce the desired results of a strong body; nor will periodic dieting produce a lean body. Consistent behavior in diet and exercise are the only ways to achieve and maintain long-term health and optimal appearance. Similarly, it is foolish for any manufacturer to believe that one press release a month and one published feature article a year will accomplish a strong and healthy manufacturing reputation and grow market share.

Achieving media coverage is a good way to build a manufacturer's profile, increase a well-earned reputation, and communicate messaging to target audience customers. Posting a single published feature article is not enough; it must provoke the implementation of cross-promotional PR strategies which exponentially increase the reach of the media coverage. PR is the protein shake to augment a good marketing campaign.

Manufacturers as thought leaders

Research has shown thought leadership in manufacturing marketing makes a difference for B2B brands. Nearly two-thirds of decision-makers said that thought leadership is one of the top ways to gauge the caliber of thinking that a company can provide. This approach permits creativity, authentic voice of the manufacturer, and advances all other elements in manufacturing marketing.



Due to COVID, B2B manufacturing is still undergoing significant changes via digital transformation. While technology has been embraced on the shop floor, many marketers are still wondering about the best way forward in a world no longer defined by a calendar of industry events. Companies with opinionated leaders become the conduit to buyers who respect the thought leadership. Thought leadership is often opposed to the status quo in the manufacturing space.



Three press releases a week

Advising manufacturers to issue at least three press releases a week is often met with shock. Most have no clue what could be announced with that level of frequency. The answer is simple, if the doors are open today, there is something to say today. From new products, new hires, and new customers, there is never a shortage of things to talk about. Since most small and mid-sized manufacturers have neglected to tell their story, the backlog of content

is voluminous.

Customers can be interviewed, employees can be profiled, and products can be explained. When feature articles are published, they can be cross-promoted. Conferences (remote or in-person), webinars, and other events can be shared. Being nominated for awards can be a feather in the cap of manufacturers, whether announced as the winner or not.

Strategic partnerships with other vendors, systems integrators, and membership in associations are also cause for regular press releases. Only with this frequency can editors and members of the Manufacturing Media Consortium find something to announce. Competitors are shouting their virtues and differentiators. Silence is not an option for manufacturers to succeed in 2021. All these elements become fodder for social media as well. It takes time to grow Twitter followers, but like PR, that functionality can be outsourced.

2021 media planning session

By early December it is best if all manufacturers work to create a 2021 media plan. In addition to the topics described above, there will also be unknown elements such as new clients, new employees, mergers & acquisition, that can be documented. Taking these functions one quarter at a time might be necessary baby-steps for manufacturers who have not performed strategic media planning sessions previously.

Author Profile:

Thomas R. Cutler is the President and CEO of Fort Lauderdale, Florida-based, TR Cutler, Inc., celebrating its 21st year. Cutler is the founder of the Manufacturing Media Consortium including more than 8000 journalists, editors, and economists writing about trends in manufacturing, industry, material handling, and process improvement. Cutler authors more than 1000 feature articles annually regarding the manufacturing sector. More than 4700 industry leaders follow Cutler on Twitter daily at @ThomasRCutler. Contact Cutler at trcutler@trcutlerinc.com.

