

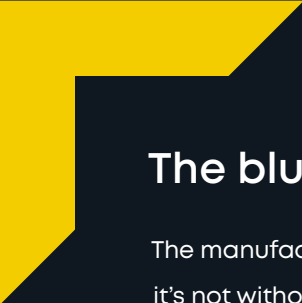


Your ready-to-use **marketing funnel** for...

MANUFACTURING

Designed by marketing experts, for marketing experts | reech.agency

reech



The blueprints for marketing success.


The manufacturing sector is on a significant growth trajectory, but it's not without challenges. Supply chain disruptions, rising costs, and growing demands for innovation and sustainability are putting pressure on businesses to adapt quickly. Amid these complexities, the foundation of success lies not just in operational efficiency, but in building trust and cultivating long-lasting relationships.

A bold and tailored marketing strategy lays the groundwork for showcasing your capabilities, expertise, and commitment to quality, helping it stand out from the competition. In a crowded marketplace, customers seek more than transactional deals – they want reliable, expert partners they can depend on long-term.

Why a marketing funnel matters.

A marketing funnel is essential for manufacturers because it streamlines the process of turning raw leads into finished products: loyal, long-term customers. By mapping out the stages of awareness, consideration, and decision-making, you can precisely target prospects and existing clients with the right tools at the right time.

This isn't just about closing deals – it's about building relationships that stand the test of time and driving growth that gives you the edge in a competitive market.



30%

Only 30% of marketers in the manufacturing industry feel they're using web and social content effectively*.

82%

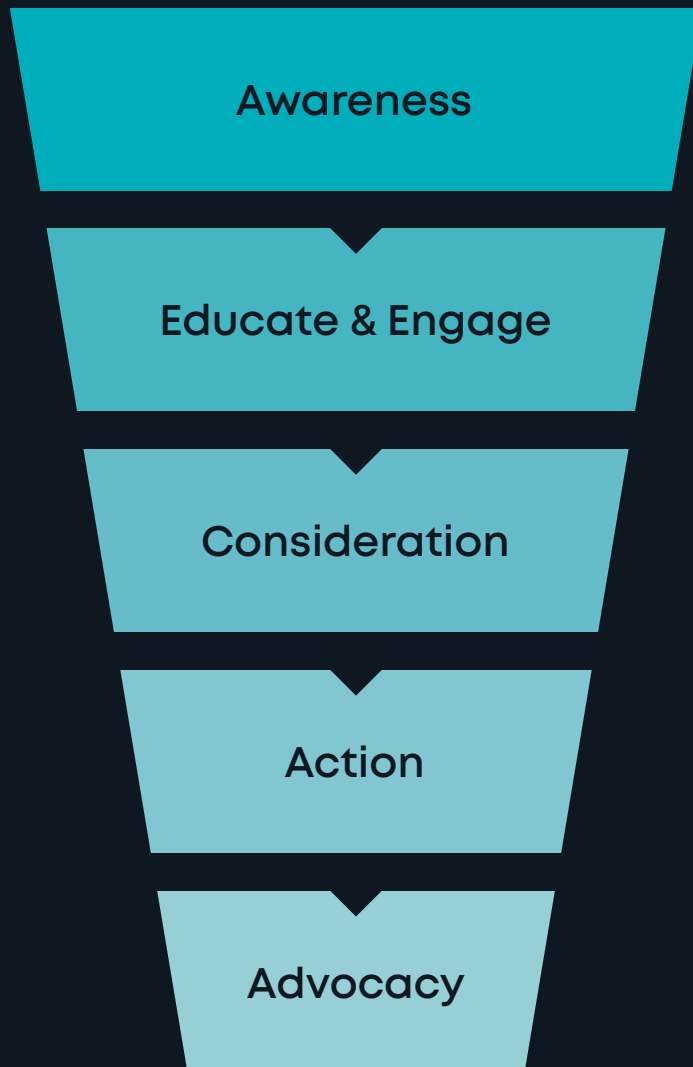
of manufacturing companies who have invested in digital marketing have reported increased success**.

15%

growth in sales reported from existing customers through targeted digital marketing efforts**.

Sources: *Content Marketing Institute, Manufacturing 2014 content marketing research. **Online Marketing Institute, Infographic: Digital marketing for the manufacturing industry.

The Funnel.



Awareness

Blog posts sharing industry insights, paid search ads, thought leadership LinkedIn articles, paid social media campaigns, SEO driven content, PR, and awards.

Educate & Engage

Downloadable content (such as technical guides, lead magnets, and white papers), case studies, organic social media, webinars and virtual demonstrations (showcasing effectiveness and features of the business), and publication of technical articles in industry-leading media outlets.

Consideration

Email campaigns, customer reviews and testimonials, events and expos, in-person demos, and on-site visits.

Action

Nurturing email campaigns, easy-to-navigate website with clear CTAs, flexible payment options, additional support and resources.

Advocacy

Review and referral programmes, follow-up email campaigns (e.g., maintenance tips, troubleshooting guides, and new product updates), social media engagement (encourage user-generated content), educational videos, and how-to content.

Developing a new hub for Canon's online community of partners and end users.

79%

increase in website traffic YoY.

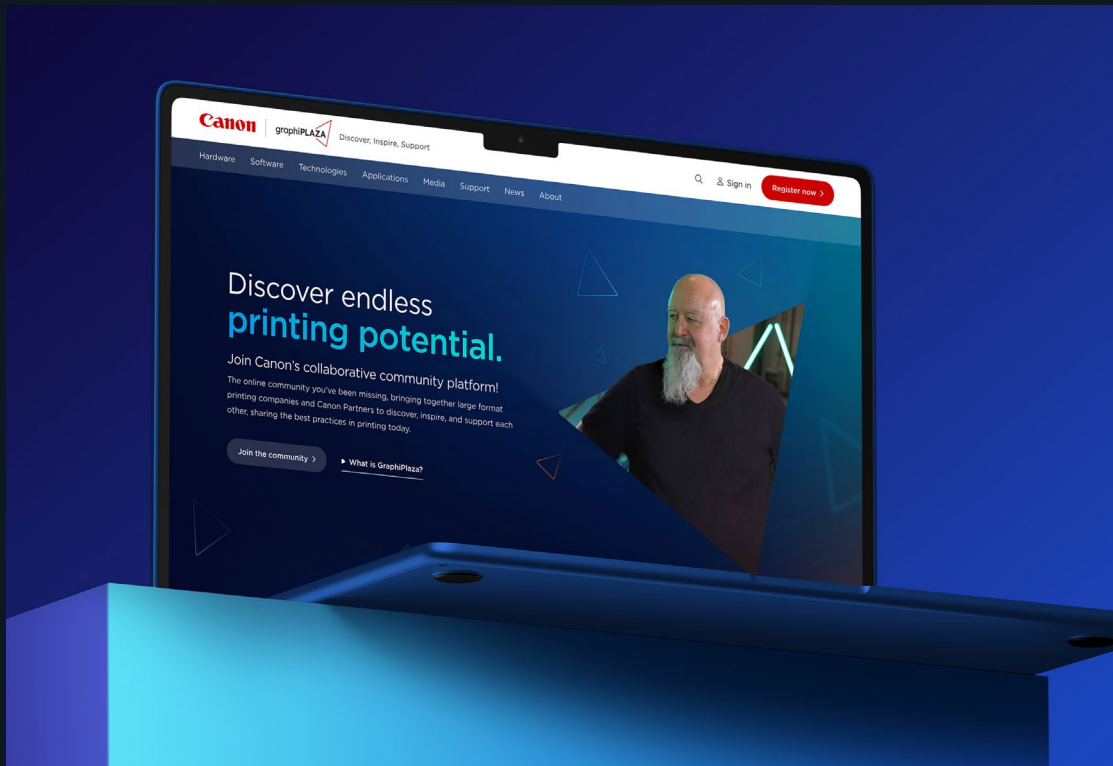
1st

place for downloads and registrations.

“

“Reech’s creation of graphiPLAZA has revolutionised Canon’s online community, providing a dedicated hub for large format graphic users worldwide. We’ve witnessed a significant 79% increase in website users year on year.”

Ivo Dusch | Canon Production Printing



Case Study

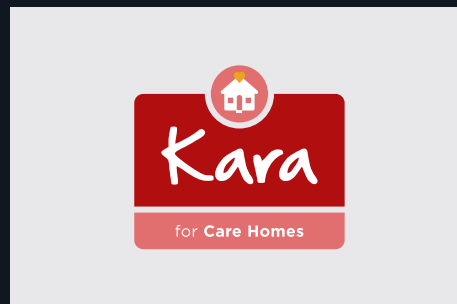
Driving brand awareness and lead generation
for Kara, a leading foodservice bakery brand.

39%

increase in website traffic.

+33%

organic social engagement.



Some clients
you may know...



Canon

LIFESAFE
TECHNOLOGIES

IMPERIAL
BRICKS

PREMIER
MODULAR



We're a team of marketing experts that **drive growth for ambitious businesses**, with creative at our core.

Your solutions...

- ✓ Strategy
- ✓ Paid Search
- ✓ SEO
- ✓ Paid & Organic Social
- ✓ Email
- ✓ eCommerce
- ✓ Branding
- ✓ Web
- ✓ Media



See how we could help deliver growth and long-term success for your business.

We'd love to arrange a coffee to discuss your business objectives and how we could work together on your next marketing project.

Get in touch

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✉ hello@reech.agency



**The Drum
Recommends**

The Drum Recommends has named us a **top 20 branding agency** outside of London.