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9 Manufacturing Marketing Trends Worth Integrating (+ Tips and Ideas)

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[9 Manufacturing Marketing Trends Worth Integrating \(+ Tips and Ideas\)](#)



By Intelligent Relations Team
November 27, 2023
[Author's Page](#)

No matter how successful your manufacturing company is, marketing will always be challenging.

You've got technical, complex products. For example, the [MMC SE2 Series Pre](#) specialized services to a specific industry. [Book a Demo](#) [Log In](#)

How do you communicate the features and benefits of products in a non-technical way?

How do you nurture and convert sales leads into customers? Especially when B2B transactions are typically longer and more complex than B2C transactions.

And if that weren't enough, the industry is facing global competition and market saturation. So, you may be wondering how to differentiate your company from competitors.

The answer to all these questions lies in being adaptable and willing to evolve your marketing strategies. And that means staying updated on the latest manufacturing marketing trends.

To make this easier, we've outlined 9 of the top marketing trends for manufacturers. Plus, we've included tips and ideas for implementing each of these trends into your marketing efforts.

**Need help with your
manufacturing PR
and marketing
strategy?**



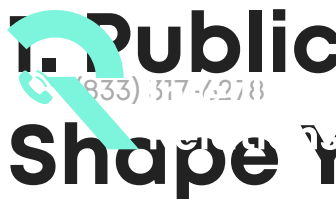
Let us help! Book a free consultation with one of our PR and marketing experts. We will take a look at your marketing strategy to see where it could use a boost.

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Our 9 Top Manufacturing Marketing Trends 2024

- Public Relations
- Content Marketing
- Email Marketing
- Sustainability
- Social Media
- AI and Marketing Automation
- Personalization
- Video Marketing
- SEO or Search Engine Marketing



Public Relations Can Shape Your Manufacturing Brand's Identity

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What makes public relations (PR) one of the top manufacturing marketing trends? Effective PR can transform manufacturing companies. It can make them effortlessly attractive to customers and industry publications.

PR is all about shaping your manufacturing brand's identity, narrative, and perception. It bridges the gap between remarkable products and audience understanding. It can explain what your company offers and show how your products solve real problems.

PR also demonstrates your commitment to quality, innovation, and customer satisfaction. A solid reputation becomes a prized asset. Plus, it positions your brand as an industry thought leader. It enables quotes in major publications and prestigious conference invitations.

To leverage PR, consider reaching out to industry trade publications. Foster strong relationships with relevant industry journalists, bloggers, and influencers. Engage with them regularly and provide them with valuable content.

What does valuable content look like? It can take the form of thought leadership, where you use your expertise and experience to discuss relevant industry problems and solutions. Or it can take the form of informing the public of a newsworthy company event.

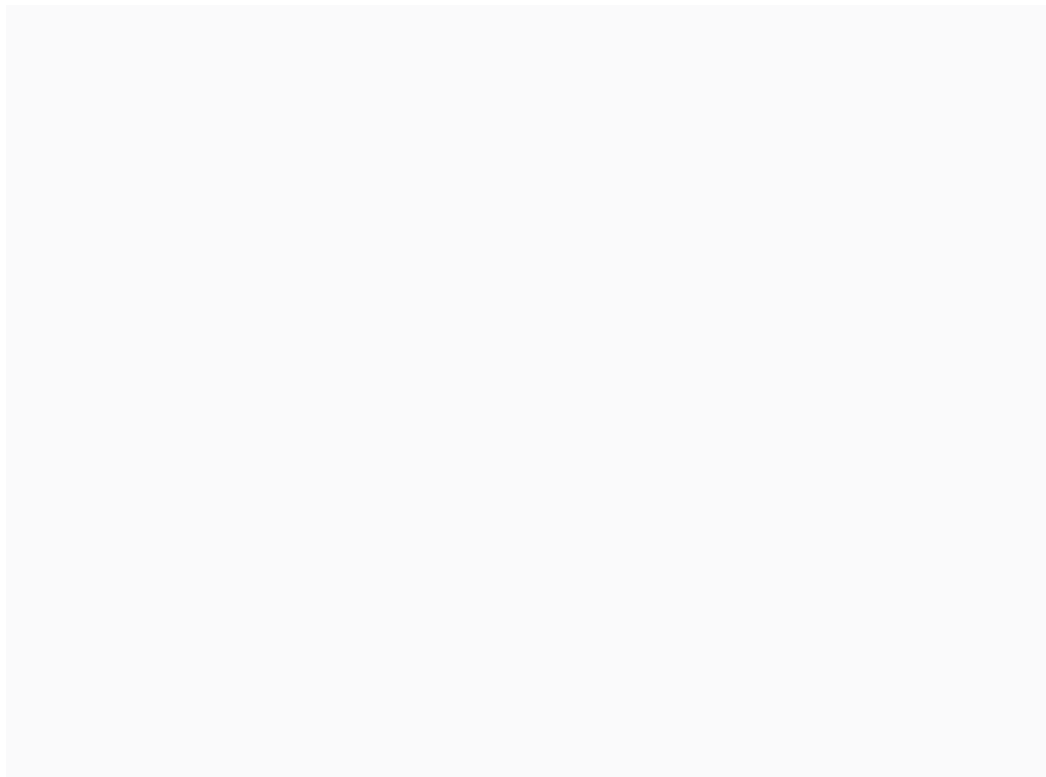
Just remember that press releases aren't the full sum of PR. You can also write unique reports or research, and appear

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You'll also want to develop a crisis communication plan to respond to any unforeseen negative events. Being open and honest when communicating can mitigate damage to your brand's reputation.

The [press release below](#) is an example of how PR works in the manufacturing industry:



Pro Tip: Position your manufacturing company's experts as thought leaders in the industry. Encourage them to share insights, industry trends, and expertise. This can be done through articles, interviews, and speaking engagements.

Want to get started on manufacturing PR right away? Find out how PR works in greater depth by reading our

dedicated guide: [How to Write an Effective PR Plan \[Tips + Examples\]](#)

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2. Content Marketing Can Showcase Your Services and Expertise

There's a reason why content marketing is one of the most successful manufacturing marketing trends. Because it works.

According to a [Content Marketing Institute study](#), 86% of B2B companies (including manufacturing companies) use content marketing as a promotional strategy.

That's because potential customers often seek comprehensive information about your company before making contact. Content empowers your customers with knowledge, instilling confidence in your capabilities.

By showcasing expertise rather than just promoting your brand, you earn trust. In fact, 60% of customers credit company-generated content with influencing their purchasing decisions.

Content marketing also helps generate more leads compared to traditional marketing.

Before creating content, understand your target audience's pain points, needs, and preferences. Create content that addresses their challenges and provides valuable solutions.

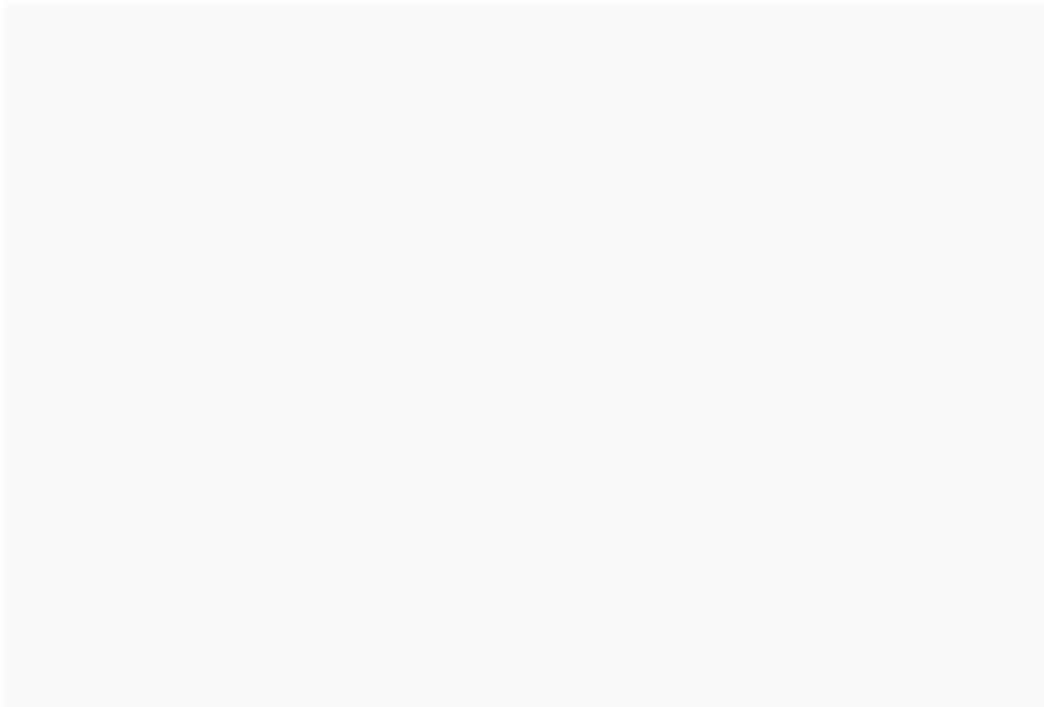
Use various content formats. That includes blog posts, infographics, webinars, videos, and case studies.

Diversification keeps your audience engaged and caters to different learning styles. [833-577-6278](tel:833-577-6278)

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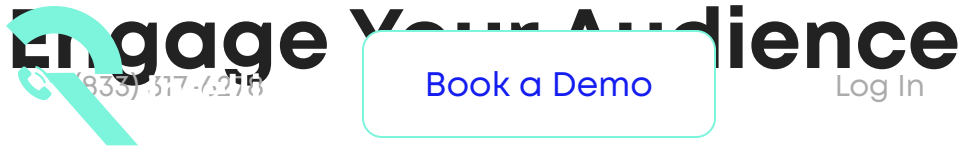
Here is an [example from Ford](#) on how to use content to tell a story about your manufacturing brand:



Pro Tip: Content marketing doesn't end with publishing. You'll also want to develop a comprehensive content promotion strategy. Use email marketing, social media, and even paid advertising. This helps your content reach a wider audience.

Want more tips and trends for content marketing in 2024? Check out our full list: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

3. Email Marketing is a Cost-Effective Way to



Email marketing remains one of the most overlooked manufacturing marketing trends. However, it's a cost-effective way to reach a large and diverse audience.

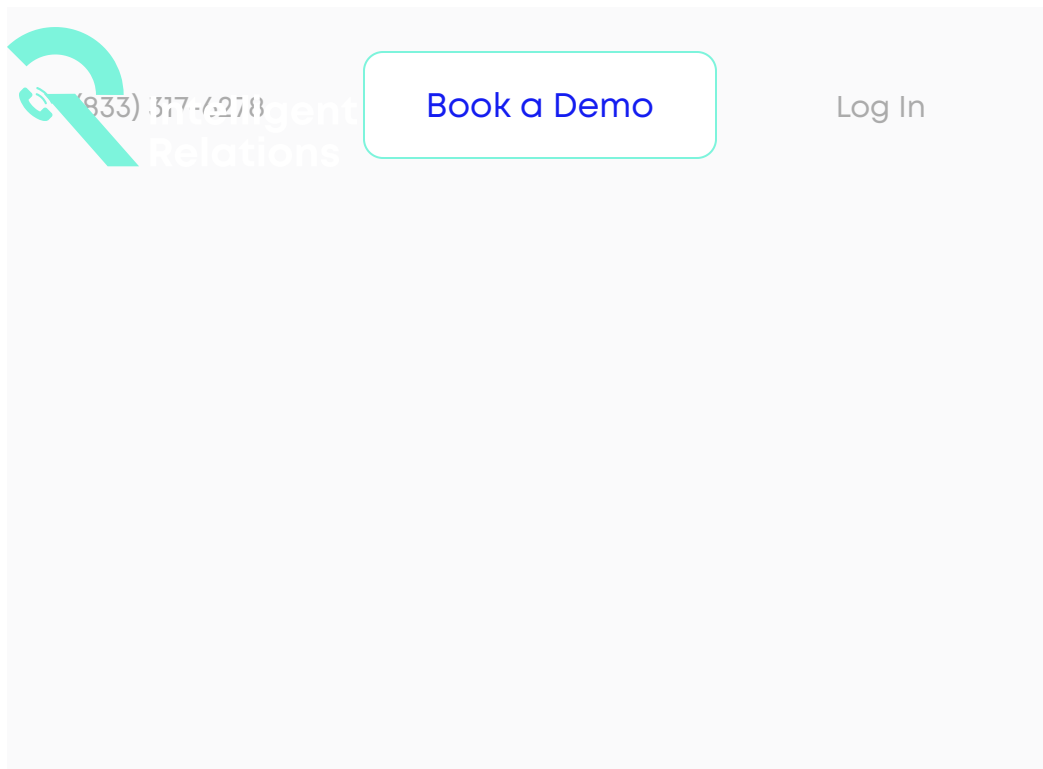
Manufacturing companies can send targeted messages to customers, prospects, suppliers, and other stakeholders without the expenses associated with traditional marketing methods.

Plus, it allows manufacturers to segment their email lists and send highly targeted and personalized messages to different groups of recipients. This level of customization can lead to better customer relationships and higher returns on investment (ROI).

When using email marketing, segment your email list based on customer behaviors, interests, and demographics. Personalize your email content to increase engagement and conversions. This should include subject lines and recommendations.

Continuously optimize your email campaigns through A/B testing. Experiment with different elements such as subject lines, content, CTAs, and send times. This can help you identify what resonates most with your audience.

This [example from GM](#) shows how to initiate email subscriptions:



Pro Tip: With an increasing number of people using mobile devices to access emails, ensure that your emails are mobile-friendly. Responsive design and concise, scannable content are important elements to include.

Ready to take your email marketing efforts to a new level? Check out our article: [***8 Email Marketing Trends and Best Practices for 2024 \[+ Tips\]***](#)

4. Sustainability is Key to Gaining Trust

Sustainable marketing in manufacturing is all about creating content that shows how you're looking out for social and environmental welfare.

For example, clothing brands often use labels such as

“cruelty-free.”

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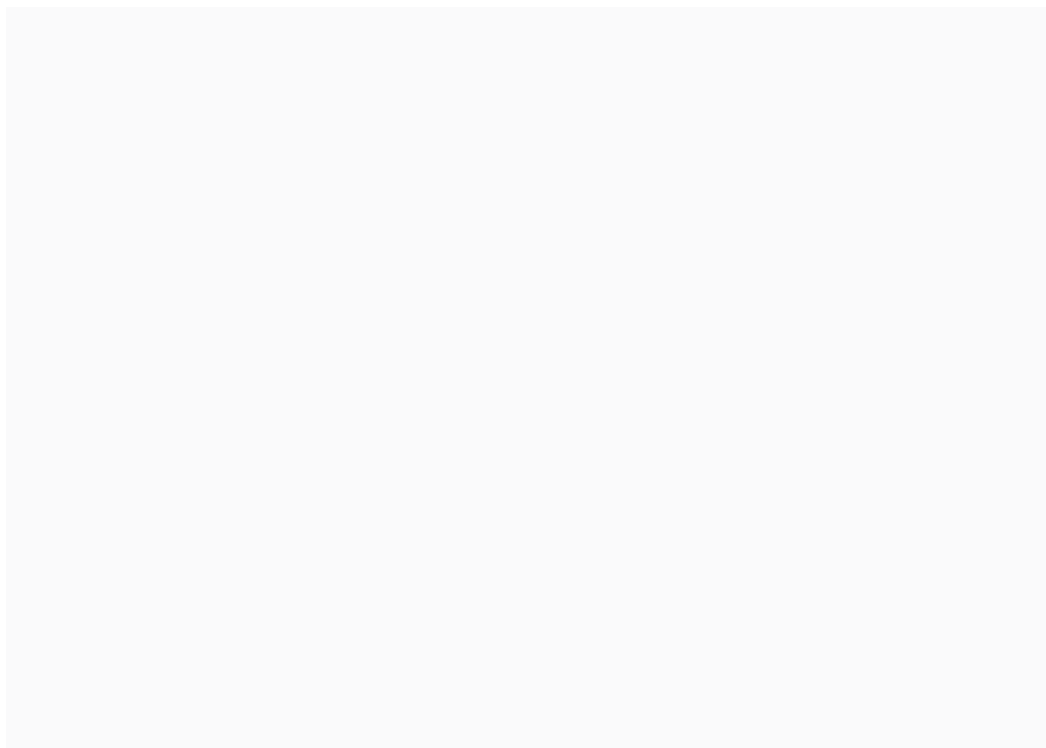
Embracing this trend garners the interest of eco-conscious consumers and positions your brand as environmentally responsible. Plus, it encourages innovation and appeals to socially conscious manufacturing partners and investors.


Sustainable marketing, rooted in ethical and eco-friendly practices, benefits both your brand and the community at large.

Want to make sustainability part of your marketing strategy? Clearly communicate your sustainability initiatives, goals, and progress to your audience.

Also, showcase the environmental benefits of your sustainable practices and products. Explain how your efforts contribute to a greener future and resonate with eco-conscious customers.

This [article from HP](#) demonstrates how manufacturing companies can convey their sustainability initiatives:





Pro Tip: Obtain [Fair Trade Certification](#), [Carbon Trust Standard](#), and [ISO 14001](#) to adhere to industry standards. These credentials validate your commitment to eco-friendly practices. They include [Fair Trade Certification](#), [Carbon Trust Standard](#), and [ISO 14001](#).

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5. Social Media Can Help You Reach Potential Customers and Partners

Sure, you may think that social media exclusively benefits B2C businesses. And while some platforms do suit B2C marketing better, others are great for B2B strategies.

That fact places social media among the top manufacturing marketing trends.

Establishing a presence on social media enables your company to reach business owners and key decision-makers. Engagement and content sharing help generate leads and enhance brand reputation and authority.

Social media is also great for promoting your services, highlighting company culture, and attracting potential employees.

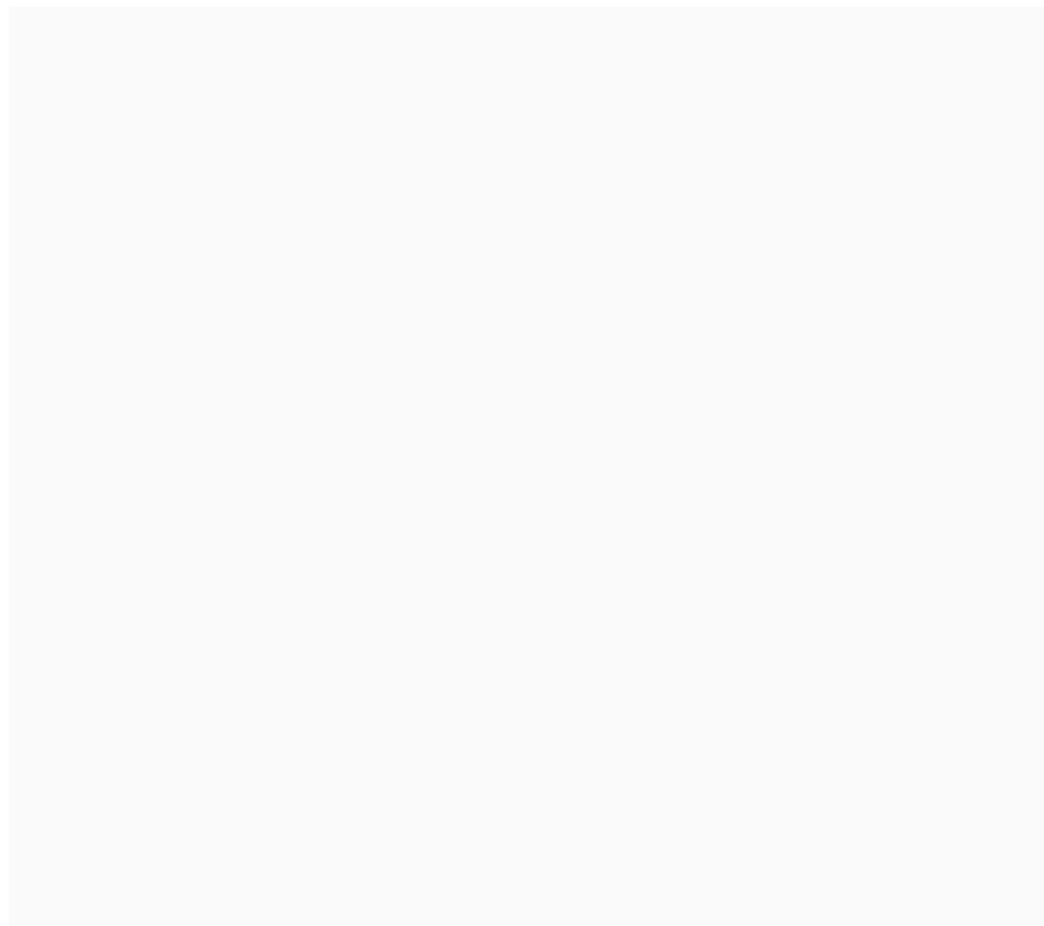
So, how do you get started with social media marketing? Figure out where your customers or future employees hang out online. For most B2B companies, the one sure

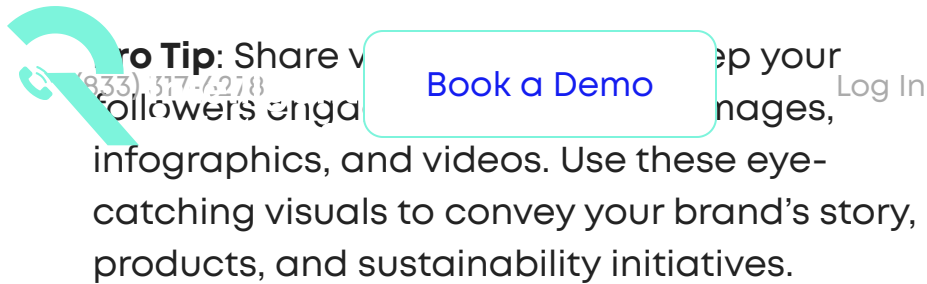
choice will be LinkedIn. But the nature of your product or service could lend it to other platforms.

Once you have your platforms selected, decide on a consistent brand voice to use across all platforms. Maintaining the same personality while tailoring your content to suit each platform will give your brand a stronger identity.

Actively engage with your followers by responding to comments, questions, and messages. Encourage discussions, conduct polls, and involve your audience in shaping your social media content.

As one of the top healthcare manufacturers in the world, [Johnson & Johnson](#) is active on LinkedIn, the leading B2B platform. Here is an example:





Pro Tip: Share your content on social media to reach your followers and engage them. Use eye-catching visuals like infographics and videos to convey your brand's story, products, and sustainability initiatives.

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Want to make sure your social media marketing content and strategies are on trend? Check out our guide: [9 Top Social Media Marketing Trends Taking the World By Storm](#)

6. AI and Marketing Automation Saves Time and Efforts

Why are artificial intelligence (AI) and marketing automation among the top manufacturing marketing trends? Manufacturing marketing involves interactions with numerous prospects and customers through various channels. This can demand substantial time and effort.

Even with a marketing team, manual execution of all tasks is often impractical. That's where AI and marketing automation come in.

It enables you to collect and analyze data about customers and prospects. You can use this data to create detailed customer profiles and segment audiences.

AI also plays a crucial role in lead generation and nurturing within the manufacturing industry. Marketing

automation tools can automatically score and qualify leads based on their interactions.

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Try using AI and automation to guide your marketing strategies. This can help you make personalized data-backed decisions.

Implement automated lead nurturing sequences to engage with prospects. Deliver relevant content and offers to move leads closer to conversion.

This video explains how AI is being used to maximize lead generation:

Pro Tip: Integrate chatbots for initial customer support on your website and other digital channels. AI-powered chatbots can provide immediate responses to common queries and enhance customer satisfaction. They can also help alleviate customer service bottlenecks.

Want to see more ways that you can use marketing automation in 2024? Learn more here: [10 Emerging](#)

[Marketing Automation Trends for 2024](#)

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7. Personalization Makes Your Marketing Efforts Count

In B2B marketing, a single customer has the potential to yield millions in annual revenue.

Therefore, you should customize your marketing strategy to convey this value. That's what makes personalization one of the top manufacturing marketing trends.

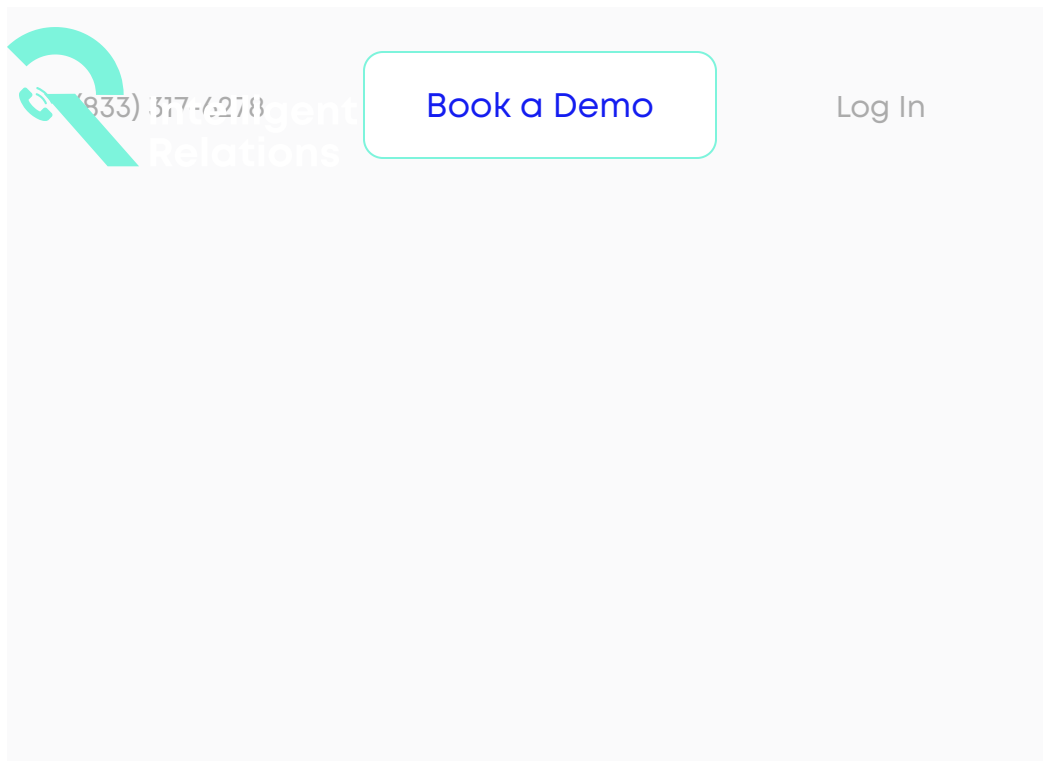
In manufacturing marketing, generic messages addressed as "Sir" or "Madam" don't resonate.

Personalization can be as simple as tailored emails or individualized landing pages. This approach is crucial in maximizing the potential of high-value B2B leads and fostering meaningful customer relationships.

When prioritizing personalization, implement dynamic content on your website and in your emails. Tailor this content based on user behavior and preferences. This will help provide a personalized customer experience.

Go beyond basic demographic segmentation. Use behavioral and engagement data to segment your audience effectively. This allows you to target your marketing efforts based on customer actions.

This [guide from Adobe](#) discusses what marketing personalization is in greater depth:



Pro Tip: If you have a lot of products that you sell online, you might consider a recommender system. These systems, like Netflix’s system, can suggest products or content based on user history and preferences. This drives engagement and increases cross-selling opportunities. Some of the best include [Involve.me](#), [Clerk.io](#), and [Nosto](#).

8. Video Marketing Remains One of the Most Effective Content Types

There’s a reason why video marketing continues to remain one of the most important manufacturing

marketing trends in 2024.

First of all, [video and](#) [Book a Demo](#) across all industries see video as the most effective content type. And it's no different for manufacturing.

Unlike many other types of content, video can condense vast amounts of information into an easily digestible format. For manufacturers, video can demonstrate manufacturing processes and the advantages of unique approaches.

Rather than merely showcasing services, you can create value-oriented videos, such as how-to guides, industry term explanations, and event coverage. And at the end of the day, video marketing significantly boosts brand awareness and conversion rates.

To leverage video, focus on creating fewer high-quality videos rather than churning out numerous low-quality videos. A well-produced video has more impact on viewers.

Also, [optimize YouTube video content](#) for search engines by using relevant keywords in titles, descriptions, and tags. This helps improve the discoverability of your videos.

Here is a video content example from Gildancorp, one of the top textile manufacturing companies:

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Pro Tip: Create videos that educate your audience about your products, manufacturing processes, or industry-related topics. This is a great way to position your manufacturing brand as an industry authority.

Need ideas for creating compelling videos? Not sure how to get started on video marketing? See our article: [Top 10 Video Marketing Trends for 2024 \[+ Tips\]](#)

9. SEO Increases Your Manufacturing Brand's Visibility

If you're looking for one of the top manufacturing marketing trends for generating leads, it's SEO.

Manufacturing SEO involves on-page and off-page strategies to boost search engine rankings.

The benefits include increased website traffic, more qualified leads, and brand awareness. In turn, this gives you a competitive edge over traditional advertising.

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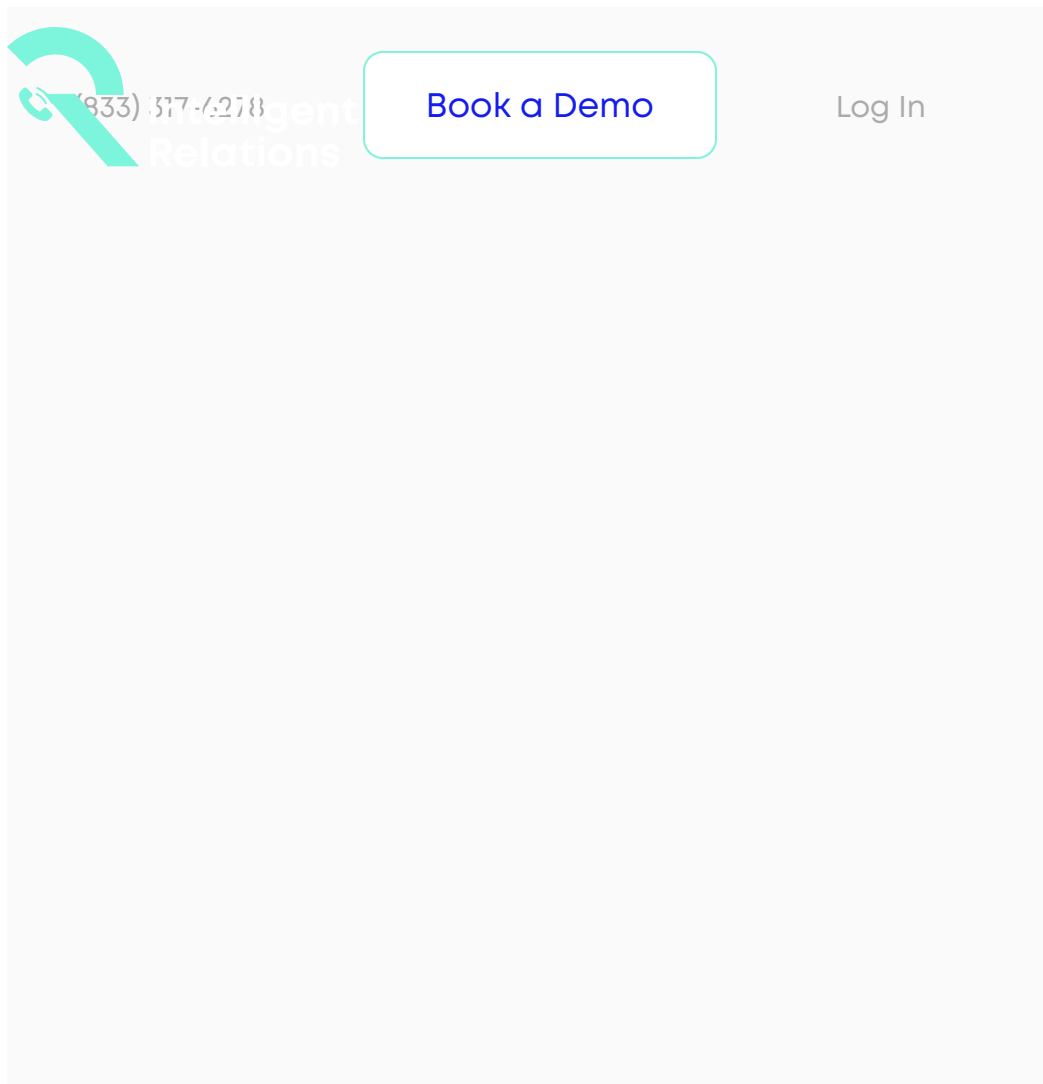
A well-executed SEO strategy enhances exposure, reaches a wider customer base, and delivers more revenue online. Plus, it's one of the most cost-effective marketing methods.

To improve your manufacturing SEO strategy, consider creating informative, keyword-rich content. Also, optimize your site speed and user-friendliness.

For local SEO, ensure your business listings and NAP information (Name, Address, Phone Number) are accurate and consistent across online directories.

Also, update or create your [Google My Business profile](#). Include your company's contact information, hours, and description of products and services.

Here is what a Google search looks like for "manufacturing services":



Pro Tip: Google also favors mobile-optimized websites in search rankings. With the increasing use of mobile devices, ensure that your website is mobile-friendly. You can accomplish this by creating a responsive design that caters to all types of devices.

Need ideas to improve your brand's SEO performance? Read our article: [***9 Essential Search Engine Marketing Trends for 2024 \(+ Tips and Examples\)***](#)

Key Takeaways on Manufacturing Marketing Trends

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A cookie-cutter approach to marketing might seem like a good idea. But when it comes to making your brand stand out, you'll need to be more innovative. One way to do that is to stay up on the latest manufacturing marketing trends.

For 2024, it's all about creating meaningful, personalized marketing materials and content. That in turn strengthens your online and market presence. It's also worth it to invest in tools that help reduce hours and effort, such as AI and marketing automation products.

At the end of the day the goal should be to maximize impact and ROI. And all of our trends are curated with that in mind. A strong strategy starts with knowing what your customers want and need and knowing how to communicate with them. Do that and you're on your way to success.

Not sure how to get started on these manufacturing marketing trends? Let us help! Simply [book a free consultation](#) to get expert insight into how to improve your current strategies right away.

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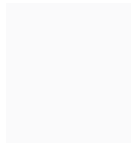
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