

Manufacturing Content Systems That Build Trust.

20 content strategies for manufacturers who want to attract better RFQs, shorten sales cycles, and build lasting operational credibility.

70%

of B2B buying journey
self-directed

† Forrester 2024

6-10

stakeholders per
B2B purchase

†† Gartner 2024

83%

define needs before
contacting sales

††† 6sense 2025

CONTENT PILLARS

- Production Visibility
- Engineering Expertise
- Workforce Culture
- Quality Assurance
- Leadership Communication
- Customer Success

THE CHALLENGE

Every weld.
Every cert.
Every shift.

Your operation is your best marketing asset. Most manufacturers never show it.

83% of B2B buyers define requirements before speaking to sales.

6sense 2025 Buyer Experience Report

The Manufacturing Trust Gap

Industrial buyers make major commitments based on vendor credibility they cannot easily verify. Content closes that gap before the first call.

The Invisible Factory

Most manufacturers have world-class operations. Their marketing shows none of it.

The Opportunity

Industrial content marketing is still rare — giving early movers a lasting advantage.

The Flywheel

Each article, post, and case study compounds into a trust asset that shortens sales cycles.

The Digital Factory Tour

Your website is now the first tour every buyer takes. Make it count.

WHY CONTENT CHANGES HOW MANUFACTURERS WIN

The buyer has already decided. Are you on their list?

70% of the B2B buying journey is now self-directed. By the time a buyer contacts you, they've formed a shortlist — built almost entirely on content.

70%
OF BUYING JOURNEY SELF-DIRECTED
† Forrester 2024

6-10
STAKEHOLDERS PER B2B PURCHASE
†† Gartner 2024

130
DAYS AVG. MFG. SALES CYCLE
††† Focus Digital 24

81% Already Have a Preferred Vendor

When buyers first contact you, their list is nearly set. Your content determines if you're on it.

6sense 2024

The Journey Is Self-Directed

70% of B2B purchasing now happens without direct vendor interaction.

Forrester 2024

Content Builds Competitive Moats

Only 38% of B2B companies publish educational content. Early movers own the category.

CMI 2023

One Investment, Two Audiences

LinkedIn reaches buyers and candidates simultaneously. Content is your most efficient spend.

SeoProfy 2025

Sources: Forrester 2024 · Gartner 2024 · Focus Digital 2024 · 6sense 2024 · CMI 2023 B2B Content Marketing Report · SeoProfy 2025

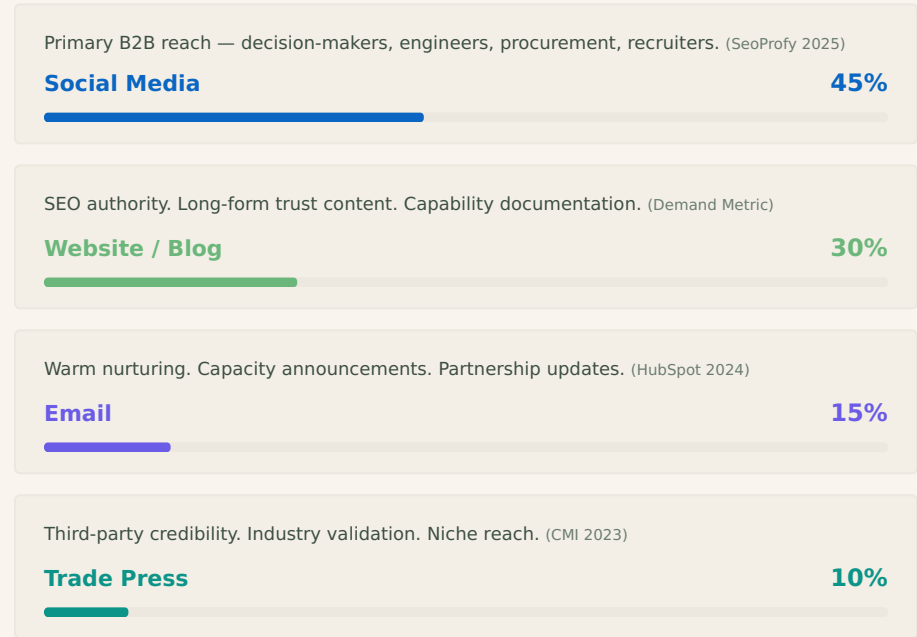
THE CONTENT SYSTEM

A System, Not a Campaign.

These 20 content types form an interconnected trust architecture. Each piece strengthens the others. Consistency is the strategy.

- 01 DOCUMENT FIRST**
Capture operations authentically. Reality is your best creative asset.
- 02 DISTRIBUTE SMARTLY**
Match each content type to the buyer stage where it creates maximum impact.
- 03 BUILD CONSISTENTLY**
Trust compounds. 12 months of content outperforms any single campaign.
- 04 MEASURE WHAT MATTERS**
RFQ attribution. Quote-to-win ratio. Recruit conversion rate.

CHANNEL ARCHITECTURE



SHOW THE FLOOR. BUILD THE TRUST.

Behind-the-Scenes Production

Real production footage is the most credible content a manufacturer can publish. Buyers who see your operation in motion feel confident before a single RFQ is submitted.

Manufacturers who document their production visually reduce buyer uncertainty before the first conversation — which is when 83% of purchase decisions are already forming.

— Key Insight · 6sense 2025 Buyer Experience Report

EXECUTION GUIDE

90s

IDEAL VIDEO LENGTH FOR SOCIAL REACH

Wistia 2024

3x

MORE ENGAGEMENT VS. TEXT-ONLY POSTS

LinkedIn 2024

Top 3

CONTENT TYPE FOR B2B LEAD GENERATION

CMI 2023

Time-lapse: raw stock to finished part

Operator walkthrough of a complex setup

Quality checkpoint documentation — close-up

Shift handoff rituals and production boards

New machine installation reveals

End-of-week output metrics with context

LEAD WITH KNOWLEDGE. WIN ON CREDIBILITY.

Engineering & Technical Expertise

Technical content positions your engineering team as domain experts — the people buyers trust to solve complex problems.

74%

B2B BUYERS CHOOSE VENDOR WITH BEST CONTENT

Forrester 2024

#1

LINKEDIN FOR B2B LEAD GENERATION

SeoProfy 2025

2x

LEAD RATE VS. OTHER PLATFORMS

LinkedIn 2024

74% of B2B buyers choose the vendor who first helps them frame the problem — not the one with the lowest price. Technical content positions your engineers as the trusted authority.

— Key Insight · Forrester B2B Buyer Research 2024

EXECUTION GUIDE

Materials science explainers for your specialties

Tolerance and finish specification guides

Engineering team profiles with credentials

Problem-solution posts: your team's approach

Process comparison: your method vs. standard

Technical glossary for buyer education

LET YOUR CUSTOMERS SELL FOR YOU.

Customer Success Stories

Third-party validation is the highest-trust content in any sales cycle. A single strong case study removes more objections than months of outbound effort.

- Written case study: challenge, process, result
- Video testimonial: 90-second customer story
- Before/after: previous supplier vs. yours
- Partnership anniversary posts

Case studies are the #1 most effective B2B content format according to 73% of marketing professionals — and the only content type that directly demonstrates proven results to skeptical buyers.

— Key Insight · Content Marketing Institute B2B Report 2023

EXECUTION GUIDE

73%

MARKETERS SAY CASE STUDIES CONVERT BEST

CMI 2023

5x

MORE TRUSTED THAN BRAND CLAIMS

Edelman 2024

#1

MOST-USED B2B CONTENT FORMAT

Leadfeeder 2024

Written case study: challenge, process, result

Video testimonial: 90-second customer story

Before/after: previous supplier vs. yours

Partnership anniversary posts

Customer industry spotlight

Co-produced engineering collaboration content

EDUCATE BUYERS. ELIMINATE UNCERTAINTY.

Process Explainer Content

Buyers who understand your process feel confident. Explainer content reduces the anxiety of working with a new manufacturer.

47% of B2B buyers read 3 to 5 pieces of content before engaging a sales rep. Process explainers are the highest-leverage content for converting researchers into RFQ submitters.

— Key Insight · 6sense B2B Buyer Journey Study 2023

EXECUTION GUIDE

80%

BUYERS PREFER SELF-SERVICE LEARNING

Forrester 2024

47%

READ 3-5 PIECES BEFORE CONTACTING SALES

6sense 2023

2x

HIGHER CONVERSION WITH EXPLAINER CONTENT

Demand Gen 2023

Step-by-step walkthrough of your primary process

Visual explainer of complex operations

RFQ guide: what to include, what to expect

First Article Inspection (FAI) documentation

Lead time and capacity planning explainer

Quality control workflow — visual and written

PEOPLE BUY FROM PEOPLE. LEAD VISIBLY.

Leadership Communication

Executive content humanizes the manufacturer — connecting buyer relationships to real, accountable decision-makers.

82%

BUYERS CHECK LINKEDIN BEFORE PURCHASING

LinkedIn 2024

6x

MORE LIKELY TO BUY WITH EXECUTIVE CONTENT

Edelman 2023

Top 1

TRUST DRIVER IN INDUSTRIAL B2B

CMI 2023

Executive visibility on LinkedIn generates 6x more buyer trust than brand-level content alone. Leadership voices transform a faceless supplier into an accountable partner.

— Key Insight - Edelman-LinkedIn B2B Thought Leadership Study 2023

EXECUTION GUIDE

Ownership perspective: values, vision, philosophy

Plant manager insights and production updates

Company milestone announcements from leadership

Industry trend commentary from technical leads

Year-in-review executive summary

Response to supply chain or workforce challenges

SHOW THE CULTURE. ATTRACT THE TALENT.

Recruiting & Culture Campaigns

Companies with visible, proud culture content attract skilled workers organically — and signal operational stability to buyers.

- Day-in-the-life of a technician
- Compensation and benefit transparency posts
- Training and advancement pathway storytelling
- Culture events and team milestones

Manufacturers face a shortage of 2.1 million skilled workers by 2030. Companies with active employer brand content receive 3x more qualified applications than those relying on job boards alone.

— Key Insight · Deloitte & Manufacturing Institute Workforce Study 2023

EXECUTION GUIDE

65%

CANDIDATES RESEARCH CULTURE BEFORE APPLYING

LinkedIn 2024

3x

MORE APPLICATIONS VS. JOB BOARDS ALONE

Glassdoor 2023

40%

LOWER COST-PER-HIRE WITH EMPLOYER BRAND

LinkedIn 2023

Day-in-the-life of a technician

Compensation and benefit transparency posts

Training and advancement pathway storytelling

Culture events and team milestones

Authentic employee testimonials

Facility improvement reveals

INVEST IN PEOPLE. SHOW IT PUBLICLY.

Apprenticeship Storytelling

Apprenticeship content positions your company as an industry steward — attracting young talent while signaling long-term thinking to buyers.

94% of employees say they would stay longer at a company that invests in their development. Apprenticeship content signals both workforce stability to buyers and career opportunity to candidates.

— Key Insight · LinkedIn Workforce Learning Report 2024

EXECUTION GUIDE

94%

PREFER EMPLOYERS WHO INVEST
IN TRAINING

LinkedIn 2024

2.5×

HIGHER RETENTION FOR
APPRENTICE HIRES

SHRM 2023

68%

CAREER PATH CONTENT DRIVES
APPLICATIONS

Glassdoor 2024

Apprentice journey: hire to proficiency

Graduation and certification announcements

Mentor-apprentice relationship storytelling

Trade school partnership content

Skills investment posts: new training programs

First-year anniversary spotlights

DOCUMENT QUALITY. REMOVE DOUBT.

Quality Assurance Systems

Quality-focused content addresses the highest buyer anxiety: will this vendor deliver to spec, consistently?

84%

**BUYERS CITE QUALITY AS
#1 VENDOR CONCERN**

ThomasNet 2023

3x

**MORE TRUST WITH
VISIBLE QA PROCESS**

CMI 2023

#1

**REASON FOR LOST
SUPPLIER RELATIONSHIPS**

ISM 2023

84% of industrial buyers cite quality consistency as their #1 vendor selection criterion — yet fewer than 20% of manufacturers publish any content documenting their quality systems.

— Key Insight · ThomasNet State of North American Manufacturing 2023

EXECUTION GUIDE

CMM and inspection equipment demonstrations

First Article Inspection walkthrough

Statistical Process Control (SPC) explanation

Quality team spotlight

Delivery and rejection data (when favorable)

Corrective action transparency

YOUR CERTIFICATIONS ARE MARKETING ASSETS.

Certification Showcases

Certifications determine who gets on the approved vendor list. Showcase them as documented commitments to standards that protect buyer programs.

- Certification achievement announcements with context
- Recertification posts demonstrating standards
- Scope explainers for non-technical buyers
- Team recognition for certification achievements

91% of industrial procurement teams require documented certifications before approving a new vendor. Certification content closes the gap between capability and approved-vendor-list entry.

— Key Insight · ThomasNet Supplier Qualification Report 2023

EXECUTION GUIDE

91%

MAKE CERTIFICATIONS A KEY VENDOR REQUIREMENT

ThomasNet 2023

60%

FILTER VENDORS BY CERTIFICATION FIRST

ISM 2024

2x

FASTER APPROVED-VENDOR LIST ENTRY

Procurement Leaders 2023

Certification achievement announcements with context

Recertification posts demonstrating standards

Scope explainers for non-technical buyers

Team recognition for certification achievements

Certification comparison guides for buyers

Audit preparation process documentation

CAPITAL INVESTMENT SIGNALS COMMITMENT.

Equipment Investment Announcements

Equipment announcements signal financial health, capability expansion, and commitment to production quality — all at once.

Capital investment announcements perform 4x above average engagement on LinkedIn because they signal three buyer priorities simultaneously: financial health, growing capability, and commitment to quality.

— Key Insight · LinkedIn B2B Content Benchmark Report 2024

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78%

EQUIPMENT REVEALS DRIVE
VENDOR INTEREST

ThomasNet 2023

4x

HIGHER ENGAGEMENT VS.
STANDARD POSTS

LinkedIn 2024

Top 5

CONTENT TYPE FOR RFQ
GENERATION

Hatch 2024

Equipment arrival reveals and installation

Capability expansion: new tolerances or speeds

Before/after: old capability vs. new

Investment rationale: why this machine

First-part-off documentation

ROI narrative: how this benefits customers

GREAT PEOPLE MAKE GREAT PRODUCTS.

Employee Spotlights

Employee spotlights connect buyers to the skilled individuals behind their critical components. Emotional trust that makes price negotiation irrelevant.

92%

**TRUST PEER EMPLOYEES
OVER BRAND CLAIMS**

Edelman 2024

8x

**MORE SHARES THAN
BRAND-PRODUCED
CONTENT**

LinkedIn 2023

3x

**HIGHER ENGAGEMENT
WITH NAMED EMPLOYEES**

Hinge Mktg. 2023

92% of B2B buyers trust peer employees and frontline workers more than brand messaging. Putting named faces behind your production floor builds a human connection that outlasts any sales pitch.

— Key Insight · Edelman Trust Barometer Special Report 2024

EXECUTION GUIDE

Feature profile: tenure, specialty, philosophy

Technician achievements and certifications

Cross-department collaboration stories

Veteran and apprentice pairing narratives

Rotating weekly production floor series

Customer-facing technician introductions

ANSWER BEFORE THEY ASK. OWN THE SEARCH.

FAQ & Education Systems

FAQ content captures buyers actively researching manufacturing decisions. It answers objections in advance and builds lasting search authority.

- RFQ process FAQ: what to include, what to expect
- Materials FAQ: capability, minimums, lead times
- Tolerance and finish FAQ by process type
- Supplier qualification FAQ for new buyers

Companies that publish educational FAQ content generate 131% more inbound leads per month than those that do not. Every answered question removes a barrier between a buyer and their first RFQ.

— Key Insight · HubSpot State of Marketing Report 2024

EXECUTION GUIDE

60%

OF B2B BUYERS READ 5+ PIECES BEFORE DECIDING

6sense 2023

131%

MORE LEADS FROM BLOGGING PER MONTH

HubSpot 2024

#1

DRIVER OF WEBSITE TRUST

Nielsen 2023

RFQ process FAQ: what to include, what to expect

Materials FAQ: capability, minimums, lead times

Tolerance and finish FAQ by process type

Supplier qualification FAQ for new buyers

Design for manufacturability (DFM) tips

Cost driver FAQ: what affects part pricing

RANK FOR SEARCHES YOUR BUYERS ARE RUNNING.

Educational Articles & SEO Content

Long-form articles compound in value over time — generating consistent organic traffic from buyers researching your processes. The most durable marketing investment available.

Content marketing generates 3x more leads than outbound at 62% lower cost per lead. For manufacturers with 130-day sales cycles, long-form SEO content is the highest-ROI channel available.

— Key Insight • Demand Metric Content Marketing Study

EXECUTION GUIDE

3x

MORE LEADS FROM CONTENT VS. OUTBOUND

Demand Metric

62%

LOWER COST PER LEAD VS. PAID ADS

Demand Metric

6mo

AVERAGE TIME TO RANK FOR B2B TERMS

Ahrefs 2024

Definitive process guide (1,500+ words)

Industry application guides by vertical

Materials comparison articles

Geographic capability articles for local buyers

Process capability and specification references

Glossary and terminology for buyer education

EXTEND THE EVENT. AMPLIFY THE INVESTMENT.

Trade Show Campaigns

Trade show content creates momentum before, during, and after events — extending your floor presence to buyers who couldn't attend.

6x

HIGHER ROI WITH
CONTENT VS. BOOTH-
ONLY

EventTrack 2023

74%

ATTENDEES SHARE EVENT
COVERAGE CONTENT

Bizzabo 2024

Top 3

PLATFORMS USED
DURING TRADE EVENTS

LinkedIn 2024

Only 36% of trade show attendees are active buyers at any given event. Content campaigns extend your floor presence to the 64% who are researching but not yet ready — dramatically expanding your ROI.

— Key Insight · EventTrack Exhibitor ROI Benchmark 2023

EXECUTION GUIDE

Pre-show teaser: what you're bringing

Booth preparation and setup documentation

Live event coverage: demos and conversations

Speaking session clips and highlights

Post-show recap: key connections

Follow-up: solutions shown at the event

PARTNERSHIPS ARE CREDIBILITY SIGNALS.

Partnership Announcements

Who you work with is as important as what you make. Make your relationships visible.

- New customer announcement with context
- Supplier partnership features
- Technology partner announcements
- Industry association membership and board roles

87% of B2B buyers consider a vendor's existing partnerships and industry relationships a direct signal of trustworthiness. Your network is a credibility asset — make it visible.

— Key Insight · Edelman B2B Thought Leadership Study 2024

EXECUTION GUIDE

87%

BUYERS CONSIDER PARTNERSHIPS A TRUST SIGNAL

Edelman 2024

5x

HIGHER REACH WITH CO-ANNOUNCED CONTENT

LinkedIn 2024

2x

ENGAGEMENT ON PARTNER-TAGGED POSTS

SeoProfy 2024

New customer announcement with context

Supplier partnership features

Technology partner announcements

Industry association membership and board roles

Workforce development partnerships with schools

Community and civic partnership content

LONGEVITY IS A TRUST SIGNAL.

Company History Storytelling

Manufacturing buyers prefer proven vendors. History content communicates operational continuity and the resilience to survive economic cycles.

78% of industrial buyers prefer vendors with 10+ years of operational history. Longevity is not just a fact — it is a competitive differentiator that most manufacturers fail to communicate.

— Key Insight · ThomasNet Supplier Trust Report 2023

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78%

PREFER VENDORS WITH 10+ YEARS EXPERIENCE

ThomasNet 2023

Trust

TOP BUYER FACTOR FOR LONG RELATIONSHIPS

ISM 2024

3x

HIGHER CLOSE RATE WITH HERITAGE NARRATIVE

Hinge Mktg. 2023

Founding story: origin, mission, first customer

Decade milestone content with growth narrative

Generational family business storytelling

Technology evolution: manual to CNC to automation

Customer longevity stories: 10, 20, 30-year partnerships

Facility growth: then vs. now

COMMUNITY STANDING BUILDS REGIONAL CREDIBILITY.

Community Involvement

Community content demonstrates that your company is a committed member of the region it employs from — a signal of long-term thinking.

71%

PREFER BUYING FROM
COMMUNITY-EMBEDDED
BRANDS

Edelman 2024

2x

HIGHER LOCAL TALENT
APPLICATION RATES

LinkedIn 2023

Brand

COMMUNITY CONTENT
BUILDS REGIONAL MOATS

CMI 2023

71% of B2B buyers report that a vendor's community presence influences their purchasing decision. Regional credibility and civic investment signal permanence — a key risk-reduction factor for long-term supply agreements.

— Key Insight · Edelman Trust Barometer 2024

EXECUTION GUIDE

Charitable giving and volunteer involvement

Workforce development: local school partnerships

Economic impact: jobs, wages, local spend

Community sponsorships and civic organizations

Environmental stewardship programs

Veteran hiring initiatives

SAFE OPERATIONS ARE CREDIBLE OPERATIONS.

Safety Culture Systems

A manufacturer's safety record is a leading indicator of operational discipline. Buyers in aerospace, defense, and medical use it as a quality proxy.

- Safety milestone announcements: incident-free streaks
- Safety program documentation: procedures and training
- Safety committee and workforce ownership stories
- OSHA compliance and certification posts

78% of industrial procurement teams include safety performance data in their vendor scoring criteria. For aerospace, defense, and medical suppliers, a documented safety culture is effectively a pre-qualification requirement.

— Key Insight · ThomasNet Manufacturing Buyer Survey 2023

EXECUTION GUIDE

<p>78%</p> <p>BUYERS USE SAFETY RECORD IN VENDOR SCORING</p> <p>ThomasNet 2023</p>	<p>Zero</p> <p>SAFETY INCIDENTS AS HEADLINE METRIC</p> <p>OSHA 2024</p>	<p>2×</p> <p>HIGHER TRUST WITH TRANSPARENT SAFETY DATA</p> <p>CMI 2023</p>
<p>Safety milestone announcements: incident-free streaks</p>	<p>Safety program documentation: procedures and training</p>	
<p>Safety committee and workforce ownership stories</p>	<p>OSHA compliance and certification posts</p>	
<p>Safety culture storytelling</p>	<p>Near-miss transparency (appropriately framed)</p>	

THE VIRTUAL FACTORY TOUR STARTS ON YOUR WEBSITE.

Process Walkthroughs

A process walkthrough video is the digital equivalent of an in-person plant tour — one of the most powerful tools in manufacturing sales. Available 24/7.

68% of industrial buyers make a vendor shortlist decision after watching a process walkthrough video — before any direct contact. A professional facility walkthrough is the highest-converting single asset a manufacturer can publish.

— Key Insight · ThomasNet Industrial Buying Habits Study 2023

EXECUTION GUIDE

Video

#1 FORMAT FOR FACILITY EVALUATION

Wistia 2024

5min

AVG. VIEW TIME FOR FACILITY WALKTHROUGHS

Wistia 2024

68%

MAKE DECISION AFTER WATCHING PROCESS VIDEO

ThomasNet 2023

Full production walkthrough video (5-10 min)

Department-by-department facility tour series

360-degree documentation for virtual review

Engineering bay and programming environment

Quality lab and inspection area walkthrough

Shipping and packaging process documentation

YOUR CAPABILITIES ARE YOUR PITCH DECK.

Capability Showcases

Capability content translates your equipment list into buyer-facing business value — showing not just what you can do, but what it means for buyer programs.

91%

BUYERS VISIT CAPABILITY PAGE BEFORE RFQ

ThomasNet 2023

#1

PAGE MOST VISITED ON MANUFACTURER SITES

Hatch 2024

3×

MORE RFQS WITH DETAILED CAPABILITY PAGE

Hatch 2024

91% of industrial buyers visit a manufacturer's capabilities page before submitting an RFQ. Companies with detailed, well-structured capability content receive 3× more quote requests than those with basic equipment lists.

— Key Insight · Hatch Industrial Marketing Benchmark 2024

EXECUTION GUIDE

Capabilities page: equipment, materials, certs

Specialty capability spotlights

Industries served with application-specific framing

Capacity announcements by process type

Equipment spec deep-dives for buyers

Program size range: minimum to maximum complexity

THE MODERN MANUFACTURER

Don't Just Make Parts. Make Your Case.

From Invisible to Indispensable

80% of vendor evaluation now happens digitally — before any sales call. Manufacturers who document and distribute their operational excellence own a permanent advantage.

The manufacturers who show their work win the work.

KEY APPLICATIONS

RFQs from buyers who found you organically through content

Sales cycles shortened by pre-built trust and documentation

Recruiting applications from workers who respect your brand

Partnership inquiries from complementary manufacturers

Industry recognition from consistent operational visibility

CONTENT IS THE NEW CAPABILITY STATEMENT

The data is clear. Content wins.

Buyers now complete 70% of their purchase journey before contacting a vendor. By the time they call, they've already decided — based on your content.

<p>3×</p> <p>MORE LEADS VS. OUTBOUND</p> <p>Demand Metric</p>	<p>62%</p> <p>LOWER COST PER LEAD VS. ADS</p> <p>Demand Metric</p>	<p>83%</p> <p>DEFINE NEEDS BEFORE CALLING SALES</p> <p>6sense 2025</p>
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Sources: Demand Metric · 6sense 2025 · CMI 2023 · Forrester 2024 · Focus Digital 2024 · Leadfeeder 2024

SOURCED BENCHMARKS

<p>70% of B2B Buying Is Self-Directed</p> <p>Buyers complete 70% of the purchase journey without vendor interaction — Forrester 2024.</p> <p>Forrester 2024</p>
<p>83% Define Requirements Before Calling Sales</p> <p>6sense 2025: 83% of B2B buyers mostly or fully define needs before any sales conversation.</p> <p>6sense 2025</p>
<p>Manufacturing Sales Cycles Average 130+ Days</p> <p>Focus Digital 2024: average manufacturing sale takes 130 days from first contact to close.</p> <p>Focus Digital 2024</p>
<p>Content Generates 3× Leads at 62% Less Cost</p> <p>Demand Metric: content marketing outperforms outbound on both lead volume and cost.</p> <p>Demand Metric</p>
<p>73% Say Case Studies Are Most Effective</p> <p>CMI 2023: case studies ranked #1 for B2B content effectiveness by 73% of marketers.</p> <p>CMI 2023</p>

BUILD THE SYSTEM. TRUST THE PROCESS.

A 12-month program outperforms any campaign.

Manufacturers who win with content don't publish occasionally — they build systematic documentation habits that compound over 12-24 months.

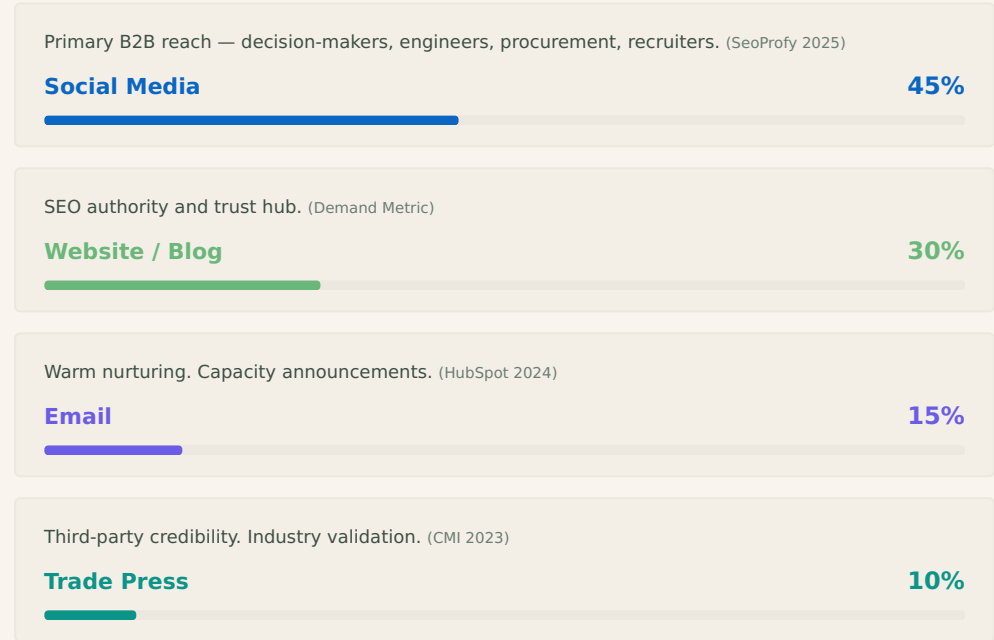
Q1 FOUNDATION
Establish voice. Launch 3 core content types. Build baseline presence.

Q2 MOMENTUM
Add 4 more types. Launch first case study. Grow email list.

Q3 DEPTH
Full ecosystem active. Employee spotlights. FAQ library.

Q4 AUTHORITY
Thought leadership. Trade show strategy. Partnership content.

CHANNEL ARCHITECTURE



Manufacturers who show their work win the work.

Operational transparency is the most durable competitive advantage available to modern manufacturers. No competitor can instantly replicate 12 months of documented, visible excellence.

Seed Digital

Plant Digital Seeds. Harvest Organic Revenue.
seeddigital.tech
info@seeddigital.tech

SCHEDULE A STRATEGY CONVERSATION

seeddigital.tech/contact

FINAL PRINCIPLES

Document Everything

The best content is already happening on your floor. Capture it.

Be Consistent

A year of steady content beats any single campaign.

Think Like a Publisher

You are a media company that happens to manufacture.

Measure What Matters

RFQ attribution. Quote-to-win ratio. Recruit conversion.