

GROWTH STRATEGY FOR MANUFACTURERS

# Your Digital Presence Is a Business Asset. Use It To Grow Your Revenue.

How consistent social media content integration builds trust, attracts talent, and opens doors with buyers — long before the first conversation happens.

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**FOCUS AREA**

Social Media & Digital Presence

**INDUSTRY**

Manufacturing & Industrial

## BEFORE THE FIRST CONVERSATION

# Someone Is Already Evaluating Your Business

Long before a purchasing agent calls, a candidate applies, or a partner reaches out — they've already searched for you online. What they find shapes every decision that follows.

## 81%

### OF B2B BUYERS

Have already chosen a preferred vendor before speaking to a sales rep. — *6sense, 2024 Buyer Experience Report (n=2,509)*

## 75%

### OF CANDIDATES

Research a company's online presence specifically to evaluate culture and values before applying. — *Vouch / LinkedIn*

## 70%

### OF B2B BUYERS

Complete roughly two-thirds of their purchasing research before contacting a vendor — meaning first impressions happen online. — *McKinsey & Company*

*"You never know who is watching. A purchasing agent, a top engineer, or a future key customer may have already visited your LinkedIn page — and made a judgment — before you ever get the call."*

## Who Is Evaluating You Right Now

- Purchasing agents at target accounts checking your capabilities
- Engineers evaluating a new vendor before forwarding to procurement
- Distributors and reps considering whether to refer you
- Candidates deciding if your company is a reputable employer
- Investors or acquirers doing early-stage due diligence
- Vendors deciding how much priority to give your account
- Competitors monitoring your growth and direction

## What an Active Presence Signals

- The company is operational and growing
- Leadership invests in professionalism
- The team takes quality and communication seriously
- The business has a defined culture and values
- They are equipped for modern B2B relationships
- The organization is stable and sustainable
- They stand behind their work publicly

## THE PROBLEM IN PLAIN SIGHT

# Most Industrial Social Media Quietly Damages the Brand

An abandoned page, inconsistent graphics, or random phone photos don't just fail to impress — they actively undermine credibility. Buyers and candidates notice the absence of quality just as much as the presence of it.

## WHAT WE SEE MOST OFTEN

- A Facebook page last updated 2 years ago
- Blurry shop floor photos taken on a personal phone
- Posts that only promote sales or announce hours
- No consistent logo, colors, or visual identity
- Copy-pasted industry news with no original voice
- Zero connection back to the company website
- No evidence of expertise, process, or culture
- Pages with 12 followers and 5 posts in 3 years

VS

## WHAT STRONG PRESENCE LOOKS LIKE

- Regular, scheduled posts with intentional cadence
- Branded graphics consistent with the company website
- A mix of expertise, culture, and trust-building content
- Clean, professional photography or rendered visuals
- Captions that reflect authority and genuine voice
- Direct links to website pages and resources
- Clear representation of capabilities, team, and values
- Content that earns saves, shares, and return visits

**The hard truth:** An inactive or low-quality social presence doesn't just fail to help — it creates doubt. In a competitive market, a prospect comparing two vendors will subconsciously trust the one whose online presence feels organized, active, and professional. The other one gets a second look only if price is extreme.

### The Root Cause

Most manufacturers approach social media as an afterthought — delegated to someone who "has time," treated as a chore, and executed without strategy. The result is a fragmented, inconsistent presence that reflects poorly on an otherwise excellent operation.

The companies that stand out aren't the ones doing the most posting — they're the ones doing it *consistently* and *on-brand*. Two high-quality posts per week, sustained over a year, create an entirely different public perception than a burst of low-effort content.

## TWO CHANNELS, ONE ECOSYSTEM

# Your Website and Social Feed Should Work as a System

Most companies treat their website and social media as separate projects. The businesses that grow fastest understand they are two halves of the same infrastructure — and when connected, each one amplifies the other.

## YOUR WEBSITE

## The Authority Hub

- Deep capability and service information
- RFQ forms and conversion pathways
- Search engine visibility (SEO)
- Case studies and technical articles
- Team, certifications, and quality documentation
- The destination for all serious buyers

DRIVES TRAFFIC — FUELS CONTENT

## SOCIAL MEDIA

## The Visibility Engine

- Consistent visibility and brand recall
- Top-of-mind awareness for decision-makers
- Recruitment reach to passive candidates
- Relationship building before the sale
- Content that earns trust over time
- The path that leads buyers to the website

## WEBSITE → SOCIAL

- Blog articles become educational social posts
- Certifications and capabilities promoted online
- Team pages inspire employee spotlight content

## SOCIAL → WEBSITE

- Posts drive traffic to service and RFQ pages
- Consistent activity increases branded search volume
- Familiarity converts visitors to inquiries

## SOCIAL DRIVES SEO

Active posting increases branded search volume, signaling authority to Google and improving website rankings.

## CONTENT AMPLIFICATION

Sharing website articles to social earns backlinks, engagement signals, and new visitors that build domain authority.

## COMPOUNDING VISIBILITY

Twelve months of consistent content builds credibility with both search engines and the people who matter most.

## CONTENT STRATEGY FOR MANUFACTURERS

# Every Week Holds Multiple Stories Worth Telling

You don't need a marketing team to create compelling content — your shop floor, your people, and your process are already generating raw material. The discipline is knowing how to use it.

CONTENT TYPE	WHAT IT LOOKS LIKE	WHY IT WORKS
<b>Employee Spotlight</b>	Photo + brief background on a machinist, engineer, or operator	Humanizes the brand, signals culture, and attracts candidates. Employees often share their own spotlight — and their coworkers share it too — multiplying reach organically. Recognition also builds internal morale and loyalty.
<b>Machine Install / New Equipment</b>	Equipment arrival or setup photos with a capability note	Communicates capacity and investment to buyers
<b>Certification Announcement</b>	ISO, AS9100, ITAR, or other credential milestone	Builds supplier credibility with new prospects
<b>Process Insight</b>	Brief explanation of a quality step, tolerancing approach, or technique	Positions your team as experts, not just producers
<b>Trade Show Presence</b>	Pre-event announcement, booth photo, post-event summary	Shows investment in the industry and partner relationships
<b>Hiring Announcement</b>	Open position graphic with honest description of the role	Reaches passive candidates; signals company growth
<b>Community Involvement</b>	Charity event, youth program, local partnership	Differentiates culture; builds goodwill in the region
<b>Educational Article</b>	Short blog post or FAQ linked from social	Drives website traffic; builds search authority over time

## MORE CONTENT OPPORTUNITIES HIDING IN YOUR OPERATION:

Behind-the-scenes production	Customer success stories	Engineering expertise posts	Leadership insights	
Quality process explainers	Capability highlights	Shop updates & milestones	New partnership announcements	Website blog reposts
Industry FAQs	Annual anniversary / company history	Apprenticeship & training programs		

**The strategic principle:** You are not trying to go viral. You are trying to be *consistently visible and professional* to a small group of specific people — buyers, candidates, partners, and prospects — who will encounter your content multiple times before ever reaching out. Repetition and quality build the trust that makes that first call easy.

## TALENT &amp; WORKFORCE

## Your Online Presence Is Your Recruiting Ad

The next generation of machinists, engineers, and operators evaluates employers online the same way they research any other major decision. A company with no visible culture is a company they scroll past.

### 79%

#### OF JOB SEEKERS

Used social media in their job search in the past year.

— *Glassdoor / CareerArc*

### 50%

#### MORE QUALIFIED APPLICANTS

Companies with a strong employer brand attract 50% more qualified candidates and cut cost-per-hire by 50%. —

*LinkedIn Talent Solutions*

- Show real people on the shop floor — not stock photos
- Highlight training, certifications, and growth paths
- Post open roles with honest descriptions of the work
- Spotlight long-tenured employees and milestones
- Demonstrate investment in equipment and technology

## THE LONG GAME

## Consistency Compounds. Inactivity Erodes.

Brand trust is not built in a single campaign — it accumulates post by post, visit by visit, over months and years. The manufacturers that commit to consistent content today will own the digital perception in their market by next year.

#### CONTENT GROWS INTO BUSINESS INFRASTRUCTURE

- 3 Months**  
Visible presence established. Posts indexed. Audience begins to form.
- 6 Months**  
Brand familiarity grows. Qualified prospects begin recognizing the name.
- 12 Months**  
Authority established. Recruiting improves. Website traffic increases. Trust converts to conversations.

**The hard fact:** Brands that go quiet online don't just stagnate — they signal decline to everyone watching. Activity is evidence of a healthy, growing organization.

### Trust

builds with repetition

### Authority

earned through expertise

### Recall

grows with consistency

### Growth


compounds over time

## SERVICE PACKAGE


# Flourish

For organizations that want to grow their visibility, build consistent brand presence, and strengthen their digital ecosystem over time.


## WHAT'S INCLUDED

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**Website Optimization:** Ongoing improvements to your website — copy updates, SEO refinements, new pages, and performance enhancements — so your site grows alongside your social presence. Includes everything in our Cultivate Care Plan.


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**8 Branded Posts Per Month (~2/week):** Consistent, scheduled content delivered to your primary platform — enough to build genuine visibility without overwhelming your feed.


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**Custom Graphics & Visuals:** Each post is designed to match your brand — your colors, fonts, and visual identity — not a template everyone else is using.


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**Caption Writing:** Professional, on-brand copy written for every post. Clear, credible, and never generic.


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**Publishing & Scheduling:** Content is scheduled and published to your primary platform (Instagram or Facebook) with cross-posting where appropriate.


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**Content Planning:** Monthly strategic mix of promotional, educational, and trust-building posts — designed to serve multiple business goals simultaneously.

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**Monthly Performance Summary:** A clear, honest look at what's performing, what to adjust, and what opportunities are ahead.

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**Priority Support — 24-hour response:** Direct access. Fast communication. No delays when you need something.

## ANNUAL COMMITMENT REWARD

## \$1,000 Off

Commit to a 12-month engagement and receive \$1,000 off any website building plan. For companies ready to treat their digital presence as the long-term investment it is.

## WHY SEED DIGITAL

Jonathan VanDuyne spent years working in manufacturing — on the shop floor and in production environments — before transitioning into technology. Today he serves as a lead frontend software developer for a contract manufacturer, giving him a perspective that is hard to replicate: he understands what a digital presence must communicate to earn trust in this industry.

**Seed Digital** is not a consumer marketing agency repurposed for industrial clients. We work with manufacturers because we genuinely care about the sector — about the people who build real things — and we want to use our expertise to help those businesses grow, compete, and be seen for the quality of what they do.

**Seed Digital** is a Spring Hill, Tennessee-based digital growth firm serving manufacturers and small businesses across the region.

## THE BOTTOM LINE

# The manufacturers who build their digital presence today will be the ones buyers already trust tomorrow.

You have built something worth showing. A consistent, professional digital presence ensures that the quality of your operation is visible to every buyer, candidate, and partner who looks — before the first conversation ever happens.

## Credibility

An active, professional online presence signals that your company is organized, invested, and built for modern B2B relationships.

## Familiarity

Buyers who have seen your content regularly arrive at the first conversation already warm — already familiar with who you are and what you do.

## Momentum

Every post, every article, every spotlight compounds into brand equity. The work done today pays dividends in hiring, relationships, and revenue for years.

### READY TO TALK?

A 30-minute conversation is all it takes to understand your goals, assess your current presence, and outline a practical path forward. No pressure. No pitch. Just a real conversation about what growth looks like for your business.

#### Jonathan VanDuyne

Founder, Seed Digital

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### THE SIMPLE PATH FORWARD

- 1 Discovery call** — We learn your business, goals, and current digital situation.
- 2 Audit & strategy** — We review your current presence and build a content approach aligned to your business.
- 3 Onboarding** — Brand assets locked in, first month planned, first posts delivered.
- ∞ Ongoing growth** — Monthly content, website improvements, and performance reviews.

#### HEADQUARTERS

Spring Hill, Tennessee

#### SPECIALTY

Manufacturers & Small Business

#### WEB

[seeddigital.tech](http://seeddigital.tech)