



WEBINAR

Manufacturing's Biggest Marketing Challenges



A podcast for manufacturing marketers





1

The **rise** *of*

MARKETPLACES



The rise of marketplaces

- Amazon
- Disruptive new entrants
- Playing defence



Lisa Butters | Honeywell

General Manager, GoDirectTrade

Honeywell

BETA
GoDirect Trade

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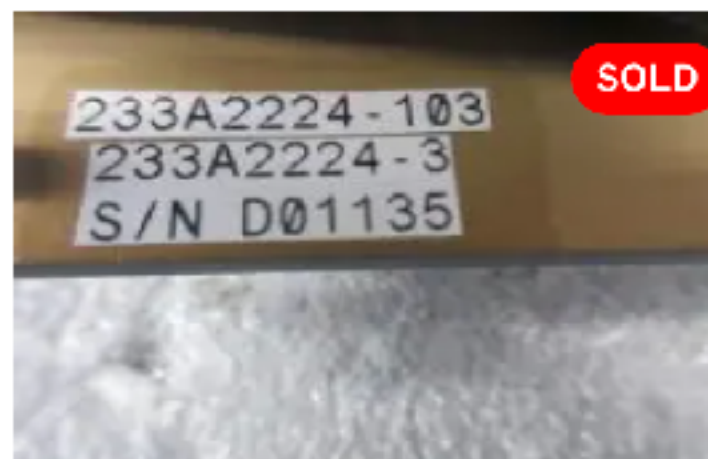
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SOLD

NEW SURPLUS



Lisa Butters | Honeywell

In her own words ...

Honeywell



Key takeaways

- The importance of trust
- Speed to market/agile approach
- B2C experiences



2

Product

data *in a*

DIGITAL WORLD



Product data in a digital world

- Mo skus, mo problems
- M+A drives product data challenges
- Manufacturers don't see the importance



Cynthia Kellam | TE Connectivity

Global Senior Director of Digital Customer Experience



TE3-1564526-1 : AMP Automotive

https://www.te.com/usa-en/product-3-1564526-1.html

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TEconnectivity

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3-1564526-1

ACTIVE

HDSCS, Housing for Male Terminals, Wire-to-Wire, 18 Position, 4mm [.157in] Centerline, Sealable, Green, Signal

AMP | HDSCS

TE Internal #: 3-1564526-1

TE Internal Description: 18POS,TAB 1.6X0.6,TAB HSG,ASSY

All HDSCS HOUSINGS (186)

Connector & Housing Type : Housing for Male Terminals

Mating Tab Width : 1.6 mm [.063 in]

Connector System : Wire-to-Wire

Number of Positions : 18

Centerline (Pitch) : 4 mm [.157 in]

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Product Drawings

Product Compliance

Product Drawings

18POS,TAB 1.6X0.6,TAB HSG,ASSY

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Cynthia Kellam | TE Connectivity

In her own words ...





Key takeaways

- No hill is too high
- Product data isn't just a marketing initiative
- Centralized product data governance
- New product introduction (NPI)



Getting

traction *for*

DIGITAL TRANSFORMATION



Getting traction for digital transformation

- Executive buy-in for digital transformation
- Getting traction is tough, maintaining it is tougher



Monique Elliott | ABB

Chief Marketing Officer





Monique Elliott | ABB

In her own words ...





Key takeaways

- Products not projects
- Take inspiration from what's working
- Organizing for digital – agile



4

Driving

ROI *with*

ABM



Driving ROI with ABM

- Strong interest in ABM adoption
- Pilot initiatives are commonplace
- “Hard to know where to start”



Daniel Englebretson | Phononic

Director, Growth Marketing and Demand Generation

PHONONIC





Daniel Englebretson | Phononic

In his own words ...



Key takeaways

- Do not underinvest in pilot content!
- Focus, focus, focus
- Give it time
- Synchronization is key – both with sales and with traditional activities



5

Fostering

B2C

*level connection
as a*

B2B MANUFACTURER



Fostering B2C level brand connection as a B2B manufacturer

- B2B = technical, tell it like it is, hard-nosed
- “Belief” in brand isn’t universal
- Often not a strong part of manufacturer DNA



Greg Palese | Klein Tools

VP Marketing





THIS IS IT

SPEAK WITH
GOOD PURPOSE

FLEXIBILITY



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ADS

IP



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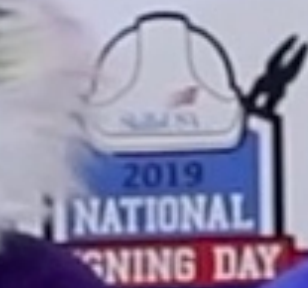
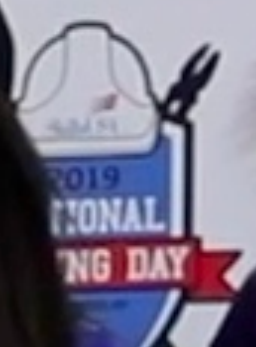
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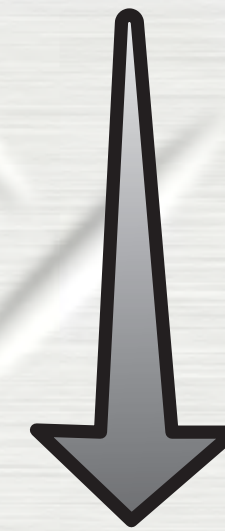
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SKILLED WORKERS IN HIGH DEMAND



3.4
MILLION
NEW JOBS

By 2025, there will be
3.4 million new
manufacturing
jobs available



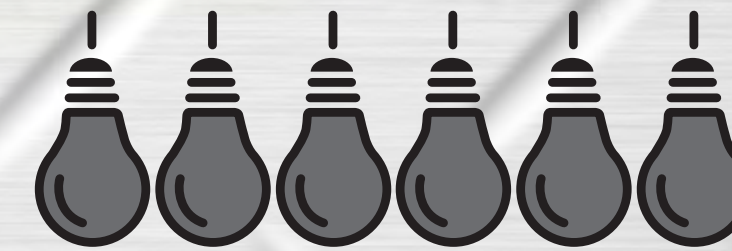
69%

of companies expect
the shortage to grow
worse in the
next 3-5 years



83%

of companies report
a moderate to
serious **shortage of
skilled workers**



600K

jobs are going unfilled

NATIONAL SIGNING DAY

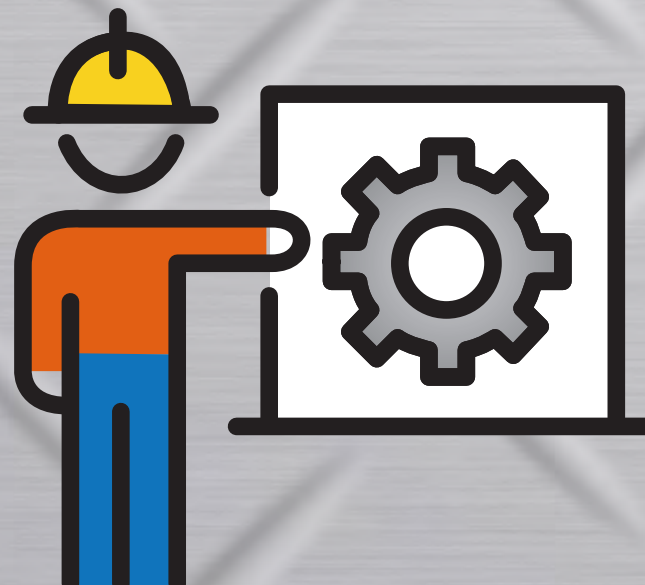
May 8, 2019

Klein Tools and
SkillsUSA will recognize
high school seniors
at approximately
300 schools
across the U.S.



Celebrating over **2,500
students** pursuing a career in

- residential wiring
- building trades & renovations
- HVAC or plumbing



**Educate families,
employers and
local communities**
about the skilled
trades gap and work
opportunities that exist



**Empowering
the next
generation
of workers**



Greg Palese | Klein Tools

In his own words ...





Key takeaways

- Address a higher order challenge
- Partner for scale
- Driving B2C-level brand connection doesn't have to mean B2C strategies



people
matter.



objects
don't.

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