



MEDIA USE IN MANUFACTURING

← AND →
| WHAT TO DO ABOUT IT |

2012

GARDNER RESEARCH



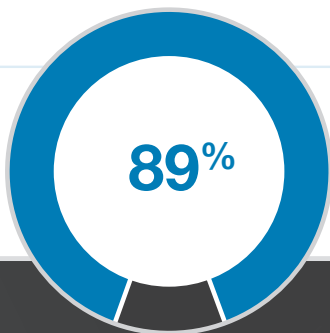
Little change in media use by manufacturing professionals

Technology buyers still use many media channels, and often. Little has changed in our Media Usage Survey this year other than an expected increase in use of smart phones and tablet computers. Otherwise, nearly 90% of manufacturing professionals still use trade magazines, search engines and industry websites to acquire information on products, processes and best practices. And there is also considerable use of other channels, such as:

- Trade Shows - 64%
- e-Newsletters - 55%
- Industry Forums - 47%
- Webinars - 37%
- Social Media - 24%
- Blogs - 19%

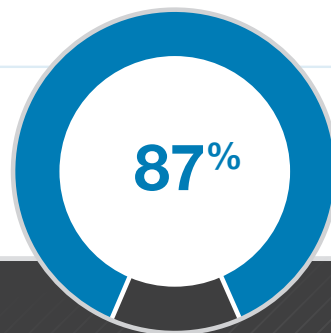
Media Preferences

PERCENTAGES indicate group who rate media as first or second most effective in finding information on new products, processes or best practices.



TRADE MAGAZINES

Trade magazines remain the most popular media choice for users to find out about product, process and best practice. It is the medium where users first learn about previously unknown (to them) technologies.



SEARCH ENGINES

No surprise that most manufacturing people use search. It is a primary means for users to find out more once they have been introduced to a technology or supplier, and know the terms to search.

choices professionals.



63%
Now Use
Mobile Platforms

Are smart phones and tablets really the future?

Pew Internet says a third of Americans now own an e-reader or tablet; what about manufacturers and mobile? It's way up with 63% now on some form of smart phone, including Blackberry (23%), iPhone (18%) or Android (16%). And 12% use an iPad or other tablet. With still so few manufacturing apps configured for these platforms the impact is yet to be seen. But a critical mass of possible users is building quickly.

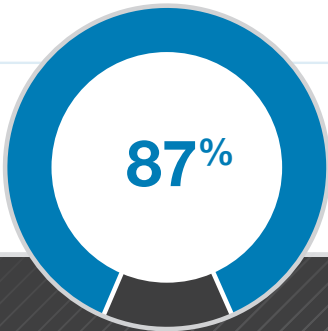
The survey group of 3,121 respondents was mainly comprised of managers and engineers serving durable goods manufacturing industries.

The survey was open from November 1 to December 5, 2011. Nearly 80% of the survey group indicated they are directly involved in the purchase of manufacturing equipment, software or tooling.

Here, we seek to provide an overview of media use in manufacturing, and what that means for marketing people targeting this group.

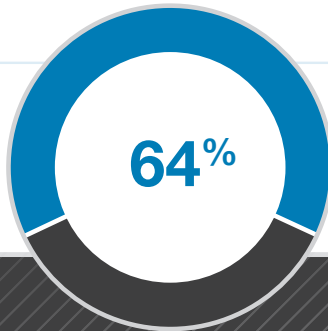
For complete survey results go to:

http://gardnerresearch.epubxp.com/read/account_titles/155254



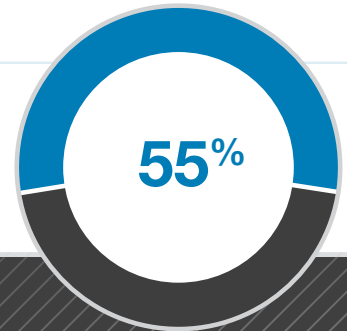
INDUSTRY WEBSITES

It may surprise some that industry websites rank the same as search. Users rely on industry sites for credible insight into technology from vetted sources with a more balanced approach to information selection.



TRADE SHOWS

While individual shows come and go, general attendance has held up well. Don't believe those who say trade shows will give way to new media. Users still want to see products and talk to real people face to face.



E-NEWSLETTERS

While many observers project that glutted inboxes mean a fall in e-mail push media, there is no evidence of that yet. Users like relevant information on technology pushed to them on a regular basis and like this medium.



MANUFACTURING PROFESSIONALS

use a wide variety of media...

...and use them often

Q.

How often to you seek information about product, process, or best practice?

44%
Monthly

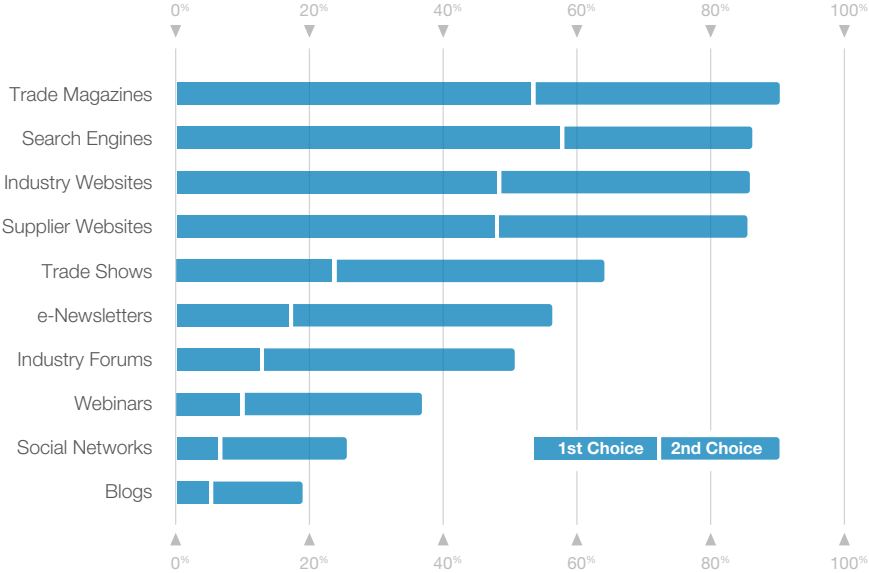
36%
Weekly

13%
Daily

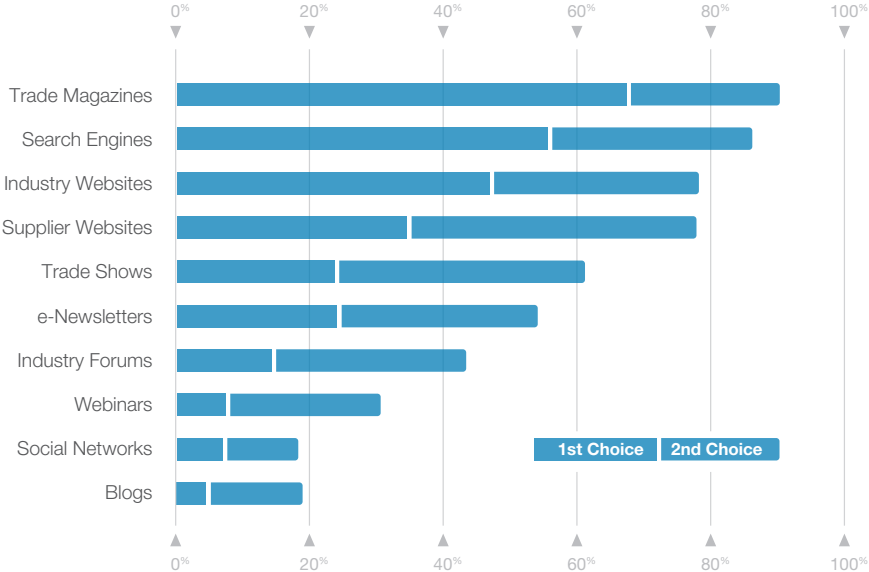
93%

Please rank the following media channels for effectiveness in finding information about...

New Products, Processes, and Best Practices



Industry News, Events, and Market Data





PUSH MEDIA

The most effective way to drive message broadly to the market.



- Trade magazine use continues to outpace all other media to the manufacturing market
- Trade magazines by far offer the greatest reach at by far the lowest cost per impression
- e-newsletters are the 2nd most effective push media

Use of trade magazines and e-newsletters for technology and industry information:





Align your media strategy at each

Buying Cycle MARKET UNIVERSE

 TRADE MAGAZINES

 e-NEWSLETTERS

EVENTUAL NEED

 TRADE MAGAZINES

 e-NEWSLETTERS

 INDUSTRY WEBSITES

 TRADESHOWS

 WEBINARS

 BLOGS

PUSH MEDIA – Build brand identity early with Push Media

BRAND IMPRESSION – Brand impression is the single most important factor

PULL MEDIA – Support brand

The market actively consumes push media to learn about things they did not know.

Push Media is the best means to introduce new products and establish brand, which is essential in the later stages of the buying process.

This market segment knows they have an interest in certain topics and technologies to act upon in the future.

Push Media still dominates, but the segment is more focused.

strategy to serve prospects stage of the buying cycle.

IMMEDIATE NEED

-  SEARCH ENGINES
-  INDUSTRY WEBSITES
-  SUPPLIER WEBSITES
-  WEBINARS
-  SOCIAL NETWORKS
-  BLOGS

VENDOR SELECTION

-  SUPPLIER WEBSITES
-  SOCIAL NETWORKS

in a manufacturing prospect's selection of a vendor

and harvest it's benefits in Pull Media

Prospects have immediate requirements, and are actively seeking solutions.

With the prospect now in control of the information gathering process, pull media becomes most important. Brand is a primary influence on where and at whom they look.

Final comparison of known alternatives.

Brand impression is the largest influence in final purchasing decision.




Brand impression is key to be

Build your brand by harmonizing your and using each medium to its strength.

Push and Pull Media both provide strong brand support, but do so in different ways. By understanding how, when, and for what effect to best engage each medium, you can maximize your media investment.

BRAND

PUSH MEDIA

<div style="text-align: center; margin-bottom: 10px;">  <p>TRADE MAGAZINES</p> </div> <ul style="list-style-type: none"> • #1 Source for product and process technology • Broadest reach • Best messaging platform <p>BEST USED TO:</p> <ul style="list-style-type: none"> • Build brand awareness • Introduce new products • Focus message on technical leadership and user benefits <p>BOTTOM LINE:</p> <p>Best place to brand and introduce products to the largest audience</p>	<div style="text-align: center; margin-bottom: 10px;">  <p>e-NEWSLETTERS</p> </div> <ul style="list-style-type: none"> • #2 push medium • Can generate immediate response and web traffic • Highly focused <p>BEST USED TO:</p> <ul style="list-style-type: none"> • Build brand awareness • Target messaging to audience focus • Stimulate direct response with specific message <p>BOTTOM LINE:</p> <p>Good way to brand or generate immediate response with effective message.</p>	<div style="text-align: center; margin-bottom: 10px;">  <p>TRADESHOWS</p> </div> <ul style="list-style-type: none"> • Attendance remains strong for best shows • Facilitates personal contact with customers and prospects • Motivated audience <p>BEST USED TO:</p> <ul style="list-style-type: none"> • Generate leads • Introduce new and old products to new customers • Express company capabilities in specific customer context <p>BOTTOM LINE:</p> <p>Excellent venue to brand, introduce products and generate qualified leads.</p>
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coming the selected vendor message across both push and pull media,

IMPRESSION

PULL MEDIA



INDUSTRY WEBSITES

- Primary means to research technology
- Motivated audience
- Audience interest defined by content

BEST USED TO:

- Build brand in highly contextual environment
- Focus message to technical leadership and user benefits
- Promote expertise

BOTTOM LINE:

The place to be for users who are actively researching product and process solutions



SEARCH ENGINES

- Primary means to learn more about known topic
- Can target highly specific topics
- Motivated audience

BEST USED TO:

- Narrowly target around specific key words
- Increase website traffic
- Reinforce organic SEO effort

BOTTOM LINE:

Effective means to target very specific capabilities and enhance web traffic.



WEBINARS

- Excellent medium for lead generation
- Highly focused audience with technology need
- Builds tech credibility

BEST USED TO:

- Generate highly qualified leads
- Establish thought or technical expertise
- Explain value proposition in detail using multimedia

BOTTOM LINE:

Best way to generate leads from prospects with high interest in your products or services



BLOGS

- Small, but very loyal audience
- Relatively high traffic to a single page
- Focused audience

BEST USED TO:

- Build brand awareness
- Message specifically defined audience interests
- Promote expertise

BOTTOM LINE:

Good venue to build corporate brand among more broadly defined audience

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