

A wireframe illustration of a rocket ship, composed of blue lines and dots, set against a dark blue background with a subtle bokeh effect at the bottom.

# PROJECT LIFTOFF:

**Marketing Acceleration for 2021 + Beyond**

SEPTEMBER 30, 2020



**GoldsteinGroup**  
communications

presented with

**GlobalSpec**

# Agenda

- Our guest Pete Hoelscher, president of GlobalSpec
  - *Marketing in 2021 – How to Plan for a Year of Uncertainty*
- GGC: 10 Steps to What's Next
- Questions + Discussion



# RISE BEYOND

**Beyond** last year's KPIs

**Beyond** what others expect of marketing

**Beyond** traditional programs that struggle to demonstrate ROI

## Improve the Funnel to Lower the Cost of Marketing



- More persuasive messaging
- Better search
- Better website conversion
- Better content
- Connect the “martech stack” to ROI





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Welcome  
Pete Hoelscher!



# Agenda

- **Introductions**
- **Case Study: The 2020 Pivot**
- **Report: Marketing and Supply Chain**
- **Filling Your Sales Funnel in 2021**
- **Q&A**
- **Additional Resources**

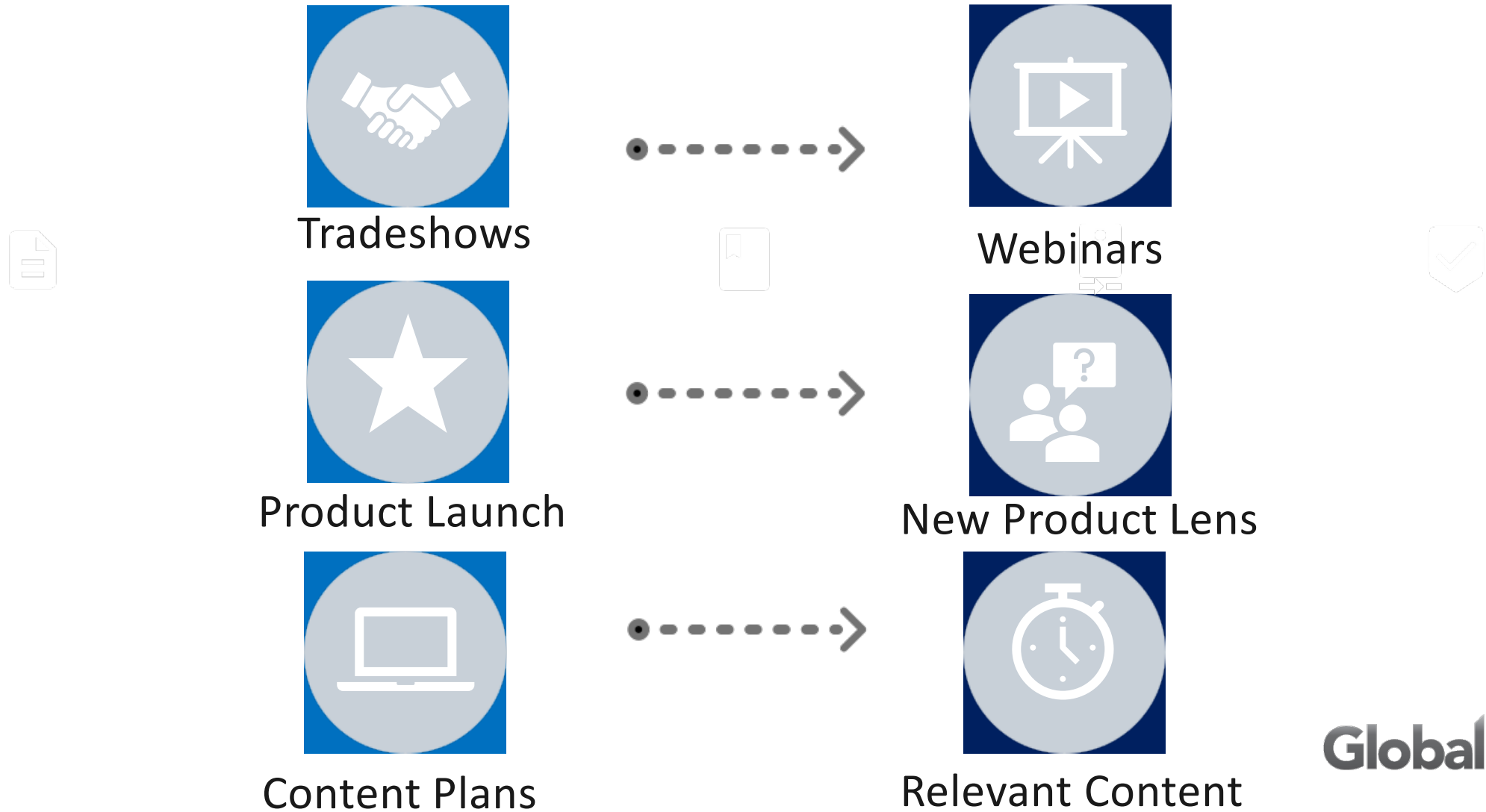
# Case Study: The Pivot

# Pivot!





# Our Original Plan vs. Our New Plan



# Research: The Impact of Supply Chain on Marketing Promotion

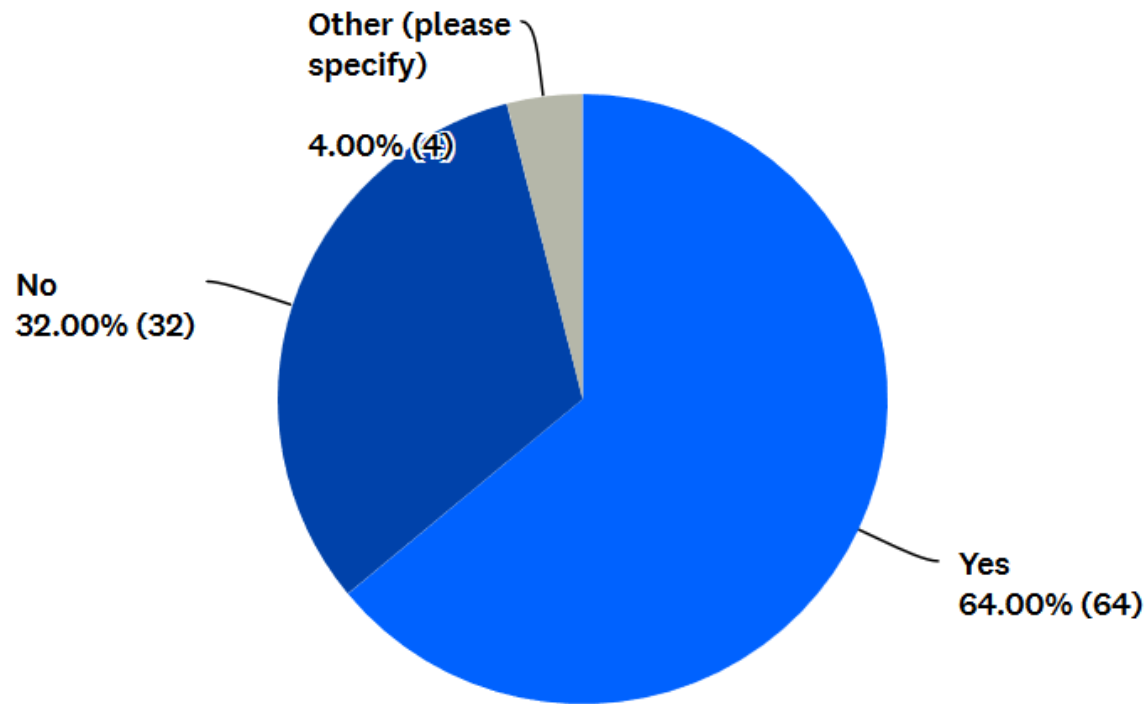
# Research: Supply Chain and Industrial Marketers

- Survey conducted mid-September 2020
- 100 respondents
- Industries across the manufacturing space

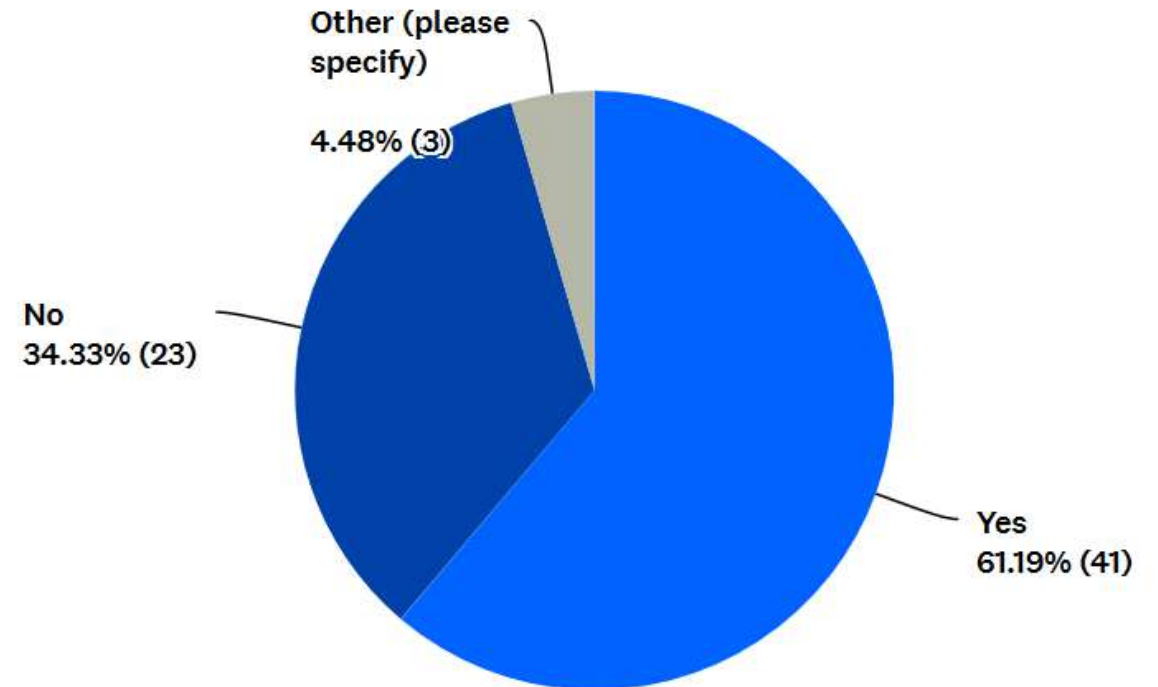


# Supply Chain

Was your supply chain affected by COVID-19 this year?

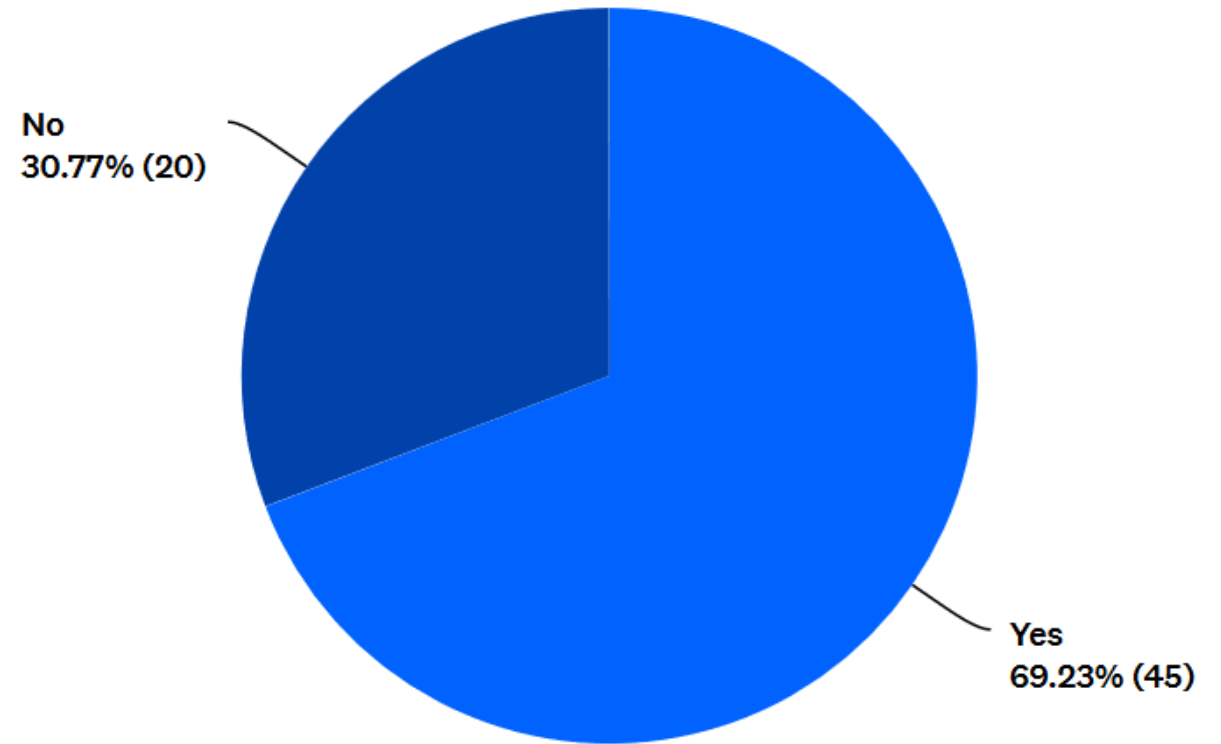


Is your company currently experiencing supply chain issues?



# Supply Chain and Marketing

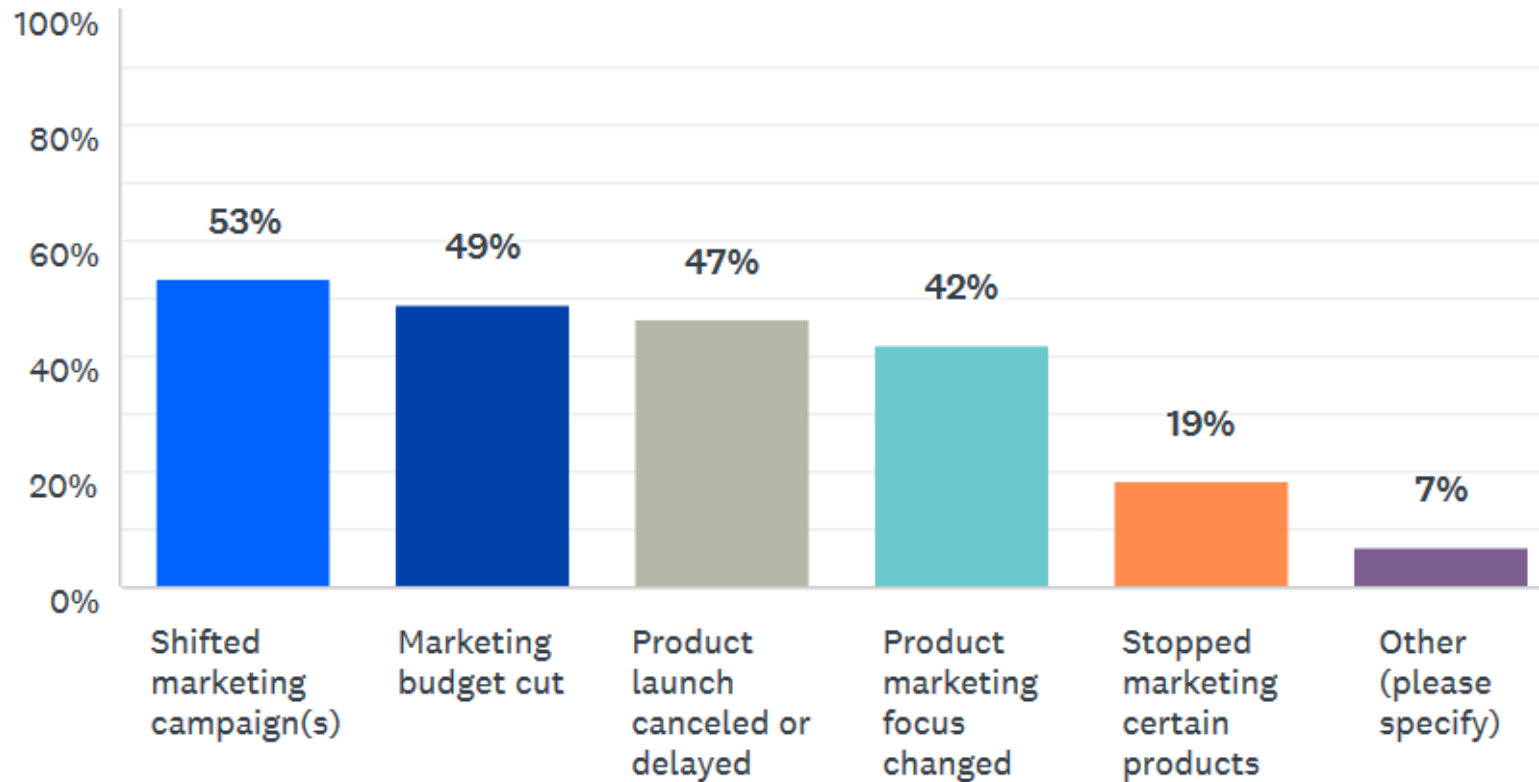
Have supply chain issues affected your marketing strategy or marketing plans this year?





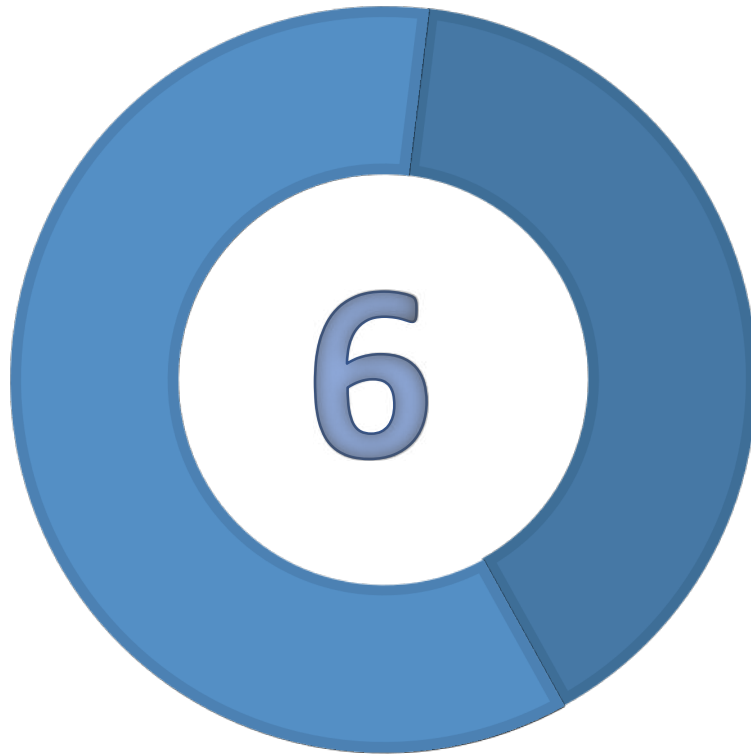
# Supply Chain and Marketing

How specifically have supply chain difficulties affected your marketing plans?  
Select all that apply.



# 2021 Confidence

On a scale of 1-10, how confident are you that your marketing plans will not be impacted by your supply chain in 2021?  
(0=No confidence, 10=Extremely confident)



- Most common answer = 5 (24%)
- 2<sup>nd</sup> most common = 7 (19%)
- 13% said 8, 11% said 10
- Few said – 0-3 (15% total)

# Marketers and Supply Chain

Longer but consistent lead times from suppliers would be fine, but the unpredictability and inconsistency since Covid started has been the toughest part for us.

Delay of finished product and shipping alludes to delay of payment, delay of hitting budget ... the theme = delayed.

For the year to come we feel the demand in our business will be as hard to predict as the current one.

# What This Means to Industrial Marketers?

# Questions to Answer:

- Where can you add value?
- What products are important to them?
- How can you help their pain points?  
(another way to use a product, DIY repairs, etc)
- Where are your prospects? Take into account remote working, geography, etc.





# Proactive Campaigns

- Hope for the best, prepare for the worst
- What are your variables?



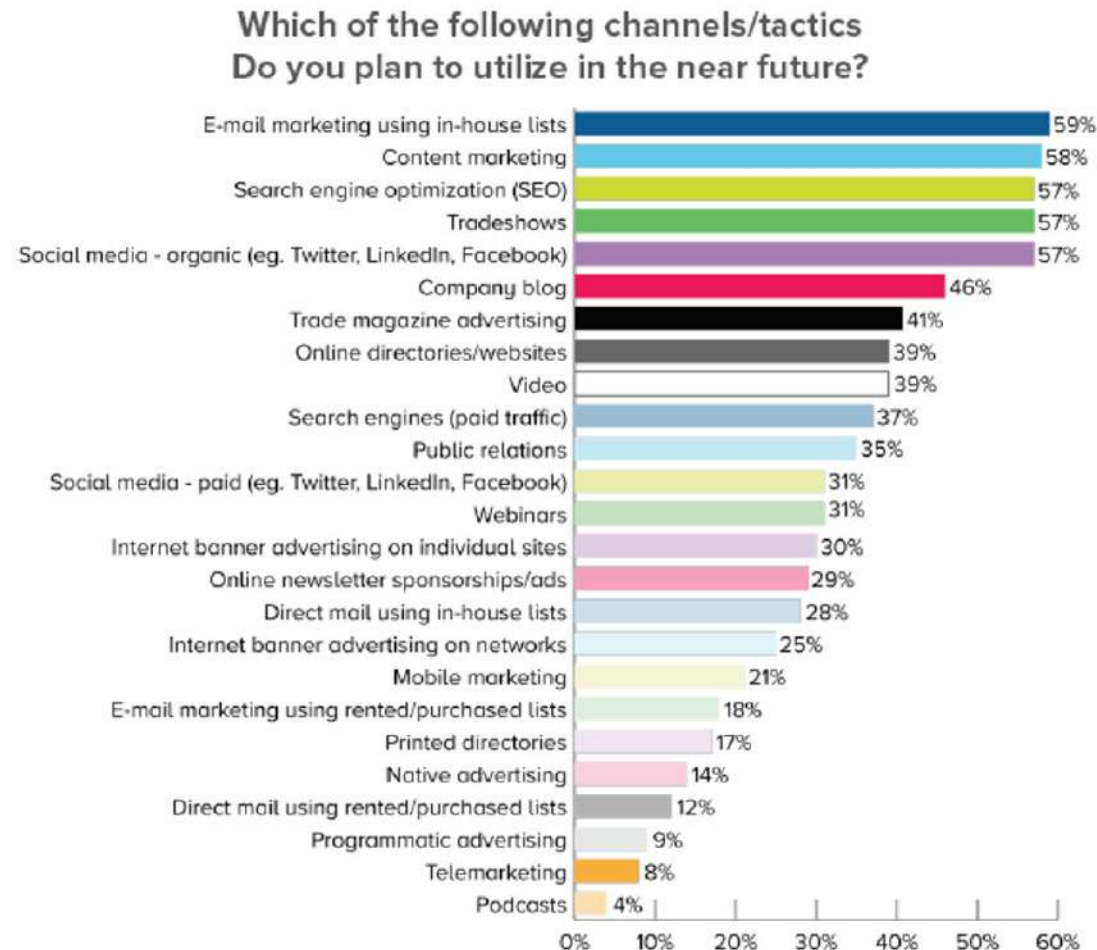
# Adjust tactics, not strategies

- Stay true to your brand
- Channels, mediums and messages may shift



# Planning for 2021

# The Trend Toward Multichannel Marketing



Source: 2019 Industrial Marketing Trends Survey - GlobalSpec

# Evaluating Channels – the Media Matrix

- Reach
- Frequency
- Timing
- Return
- Contacts and Inquiries
- Branding

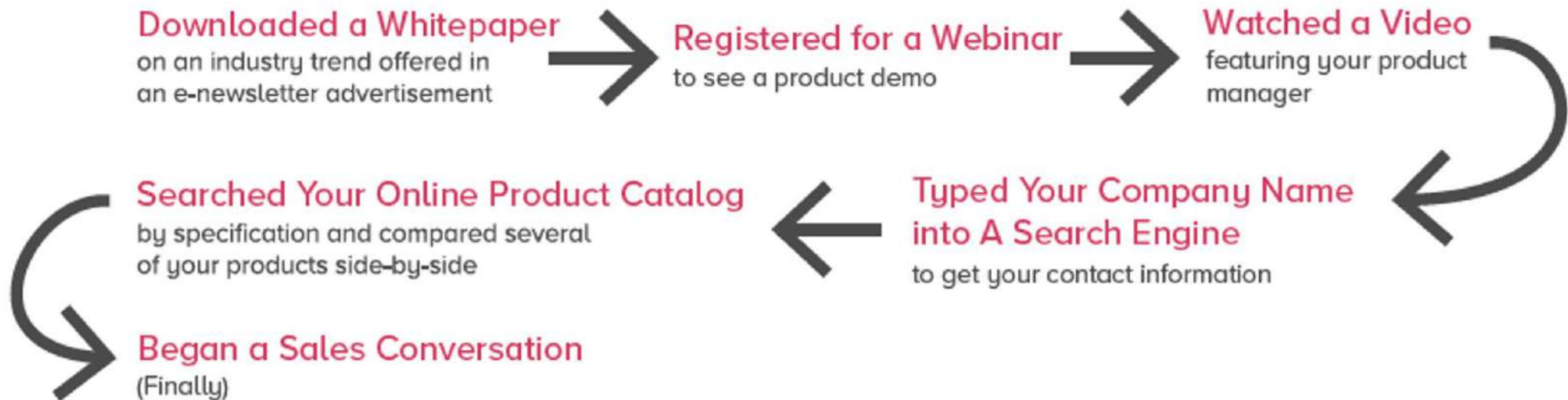
Media Channel	Reach/Frequency	Timing	Advantages	Disadvantages	ROI Metrics	Quality	Volume	Timing	Brand Exposure
Company Websites	Low/Continuous	Active searchers	Exposure Branding Good for existing customers	Requires external marketing to drive traffic and find new customers High cost/resource commitment	Low for new customers High for existing customers	Med	Low-Med	High	High
Direct Mail (house & rented lists)	Low/Varies	Passive browsers	Personalized messaging	High cost No lead coverage Low response rate Low quality of rented lists from non-specialized providers	Low for rented lists Med for house lists	Low-Med	Low-Med	Low	Low-Med
Email (house & rented lists)	Med/Varies	Passive browsers	Personalized messaging	Risk to reputation if considered spam Low quality of rented lists from non-specialized providers	Low for rented lists Med for house lists	Low-Med	Low-Med	Med	Low
Online Catalogs	High/Continuous	Active searchers	Exposure Branding Limited distribution	Escalating costs Keyword expertise required May not deliver relevant traffic	Low-Med	Low	Varies	Med	Low
Online Directories	Low-Med/Continuous	Active searchers	Buyer limited Drives traffic	Limited audience Variable lead quality	Low	Med	Med	Med	Low
General Search Engines	High/Continuous	Active searchers	Drives traffic	Escalating costs Keyword expertise required May not deliver relevant traffic	Low-Med	Low	Varies	Med	Low
E-Newsletters	Med/Varies	Passive browsers Active searchers	Brand Personalized messaging	Reaches active and non-active readers	High	High	Med-High	Med-High	Med-High
Print Catalogs	Med/Varies	Active searchers	Branding Contacts and inquiries	Measurability Quickly outdated High production & mail costs Steadily declining usage	Low	Med-High	Low	Low	High
Trade Shows	Low/Yearly	Passive browsers	Face to face communication Branding Quality of contacts and inquiries	Uncertain future High cost Low frequency Low new market reach	Low	Med	Low	Low	High
Webinars	Med/Varies	Active searchers	Branding Thought leadership Showcase products and services	Limited audience	High	Med-High	Med-High	Med-High	High

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# Measuring Return on Marketing Investment (ROMI)



# Additional Resources:

## [2021 Marketing Planning Kit](#)



# Contact Us

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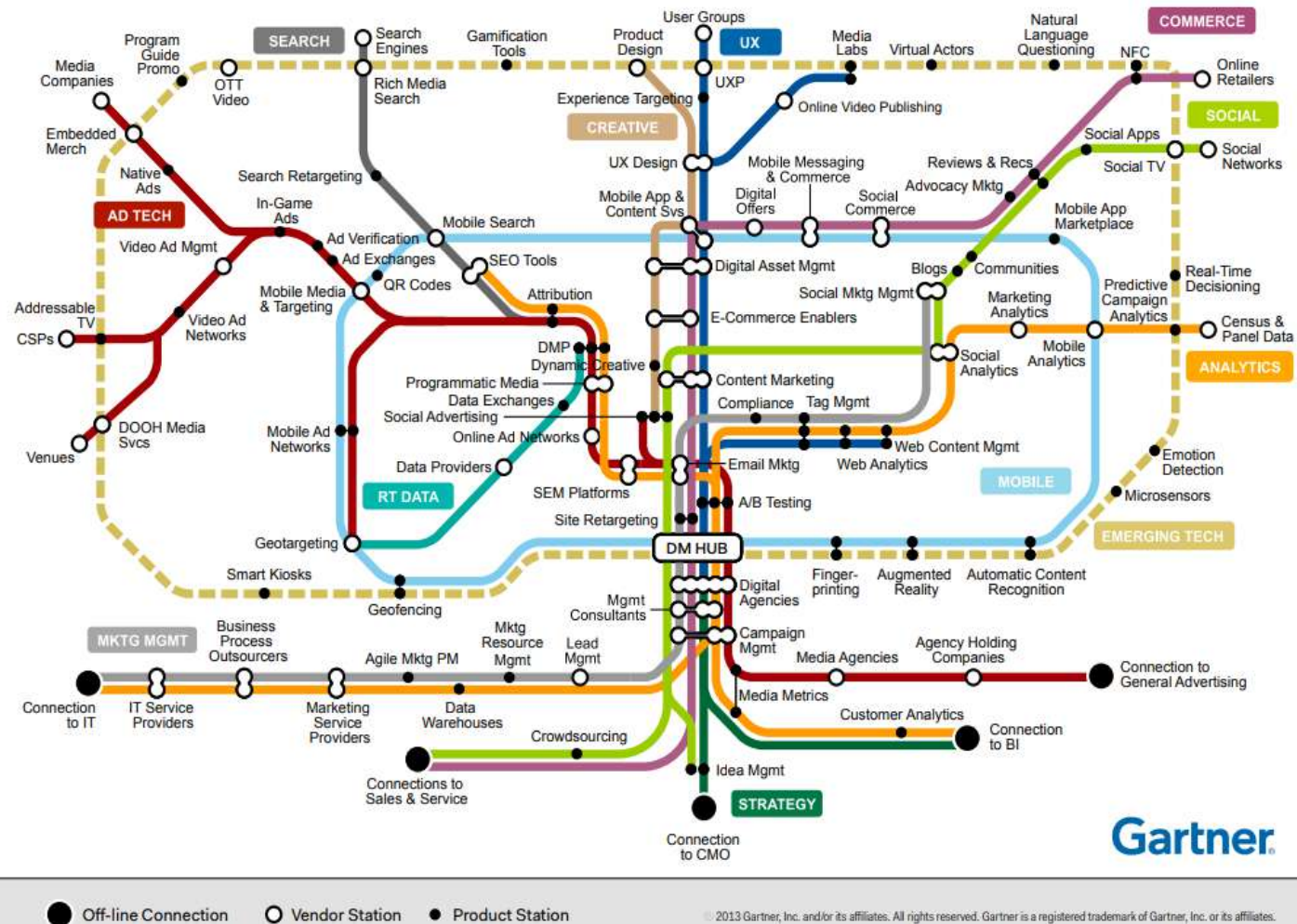
800-261-2052  
[sales@globalspec.com](mailto:sales@globalspec.com)

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Thank you, Pete!

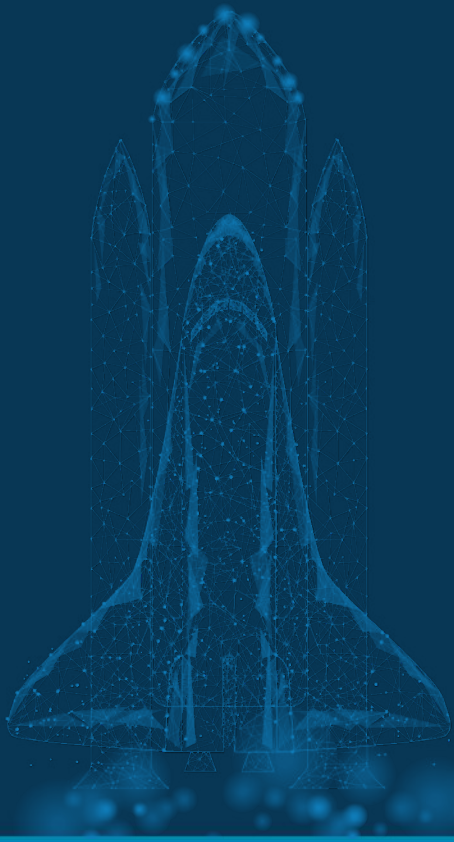


# Where Do You Place Your Bets?





# Our Top 10 for 2021

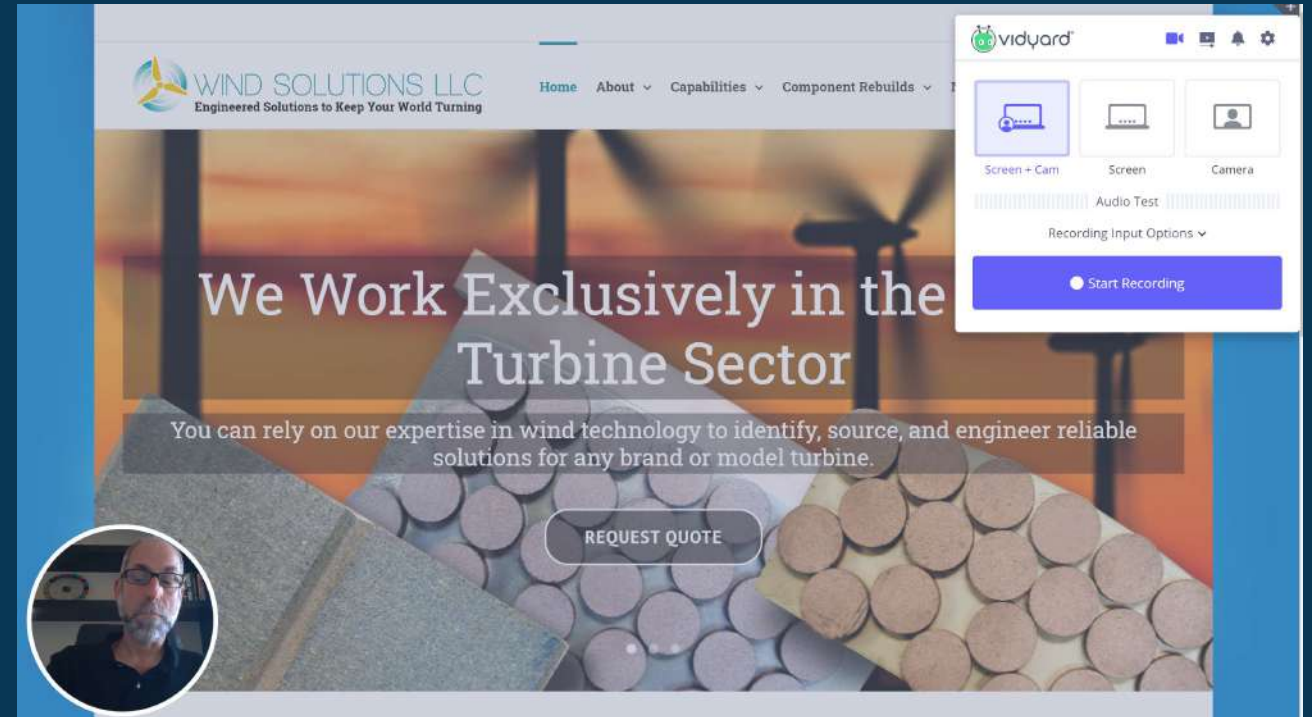


1. Create a better message
2. Fix your CRM
3. Use the new virtual selling tools
4. Extend online ads to Programmatic AI
5. Move up in Marketing Automation adoption curve
6. Boost website conversion UX
7. Better interactive content
8. More videos and demos
9. Proficiency in data science
10. Win the day in search



# Virtual Selling Tools

- Vidyard video emails
- LinkedIn paid advertising
- LinkedIn sales prospecting
  - 3X more likely to open InMail than email
  - Connect → Engage → Meeting → Quote
- Chat
- Video case histories
- Calendly/BookMe

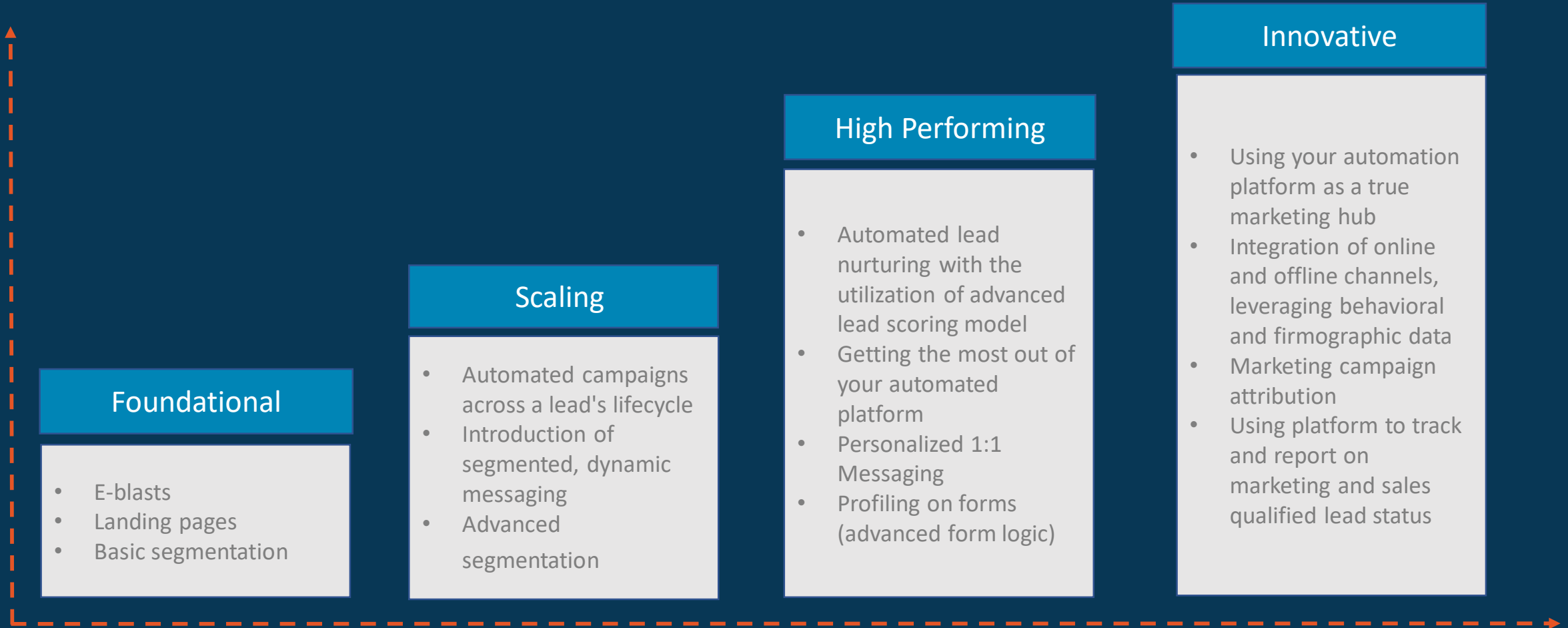


# Programmatic-AI Advertising

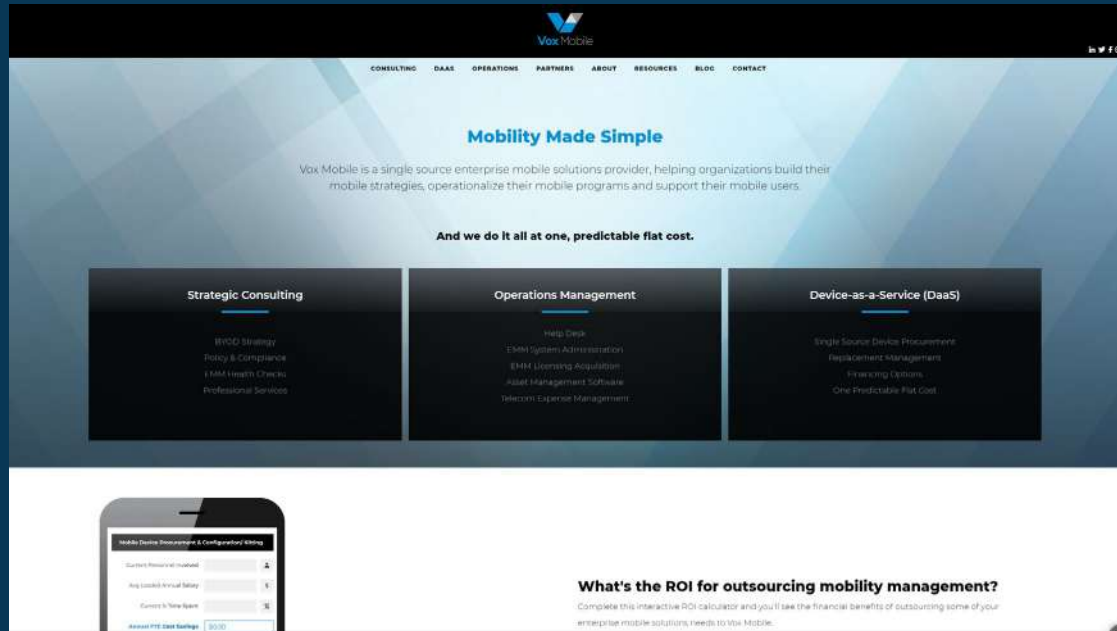
- Reach engineers who search on your terms
- Competitor visitors
- Remarketing
- Reach engineers who have never visited your site



# Move Up an Adoption Level



# Better Website UX



- Lead flow increased 150%, and website conversion percentage improved 200%



- Reduced the cost/opportunity from \$500 to \$83.23 within 15 months and generated 143% more opportunities than forecast





# Interactive Content

- Animation
- Virtual trade show booth







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# Questions and Answers

*Measurably Better Marketing*  
[www.ggcomm.com](http://www.ggcomm.com)



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**Thank You!**

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