

Industrial Content Marketing Playbook



90-Day Quick Start Guide

Simple System to
Create Content That
Attracts Industrial Buyers

HOW TO USE THIS PLAYBOOK

Content marketing means creating helpful information that attracts potential customers. For industrial companies, this means writing about technical topics, solving problems, and showing your expertise.

Why Content Marketing Works for Industrial Companies:

- Buyers research online before contacting suppliers
- Technical content builds trust and credibility
- Good content gets found in Google searches
- Helps you stay in touch during long sales cycles

90-Day Plan:

- **Month 1:** Plan your strategy and create templates
- **Month 2:** Write your first content pieces
- **Month 3:** Publish, promote, and improve

SECTION 1: KNOW YOUR BUYERS

WHO READS YOUR CONTENT?

The Engineer/Technical Person

- Needs: Technical details, specifications, process info
- Searches for: Specific technical terms and solutions
- Likes: Detailed guides, case studies, how-to articles

The Purchasing Manager

- Needs: Cost info, supplier comparisons, reliability proof
- Searches for: "Best [type] supplier" or "[service] cost"
- Likes: Comparison guides, customer testimonials, company info

The Executive/Manager

- Needs: Business impact, ROI, strategic benefits
- Searches for: Industry trends, business solutions
- Likes: Industry reports, executive summaries, success stories

SIMPLE BUYER WORKSHEET

Who is your ideal customer?

Job Title: _____ Industry: _____ Company Size: _____

What problems do they have?

1. _____
2. _____
3. _____

What do they search for online?

1. _____
2. _____
3. _____

What questions do they ask you?

1. _____
2. _____
3. _____

SECTION 2: CONTENT IDEAS THAT WORK

PROVEN CONTENT TYPES FOR INDUSTRIAL COMPANIES

1. "How To" Guides

- "How to Choose the Right [Your Service] for [Application]"
- "How to Evaluate [Your Industry] Suppliers"
- "How to Avoid Common [Process] Mistakes"

2. Problem-Solution Articles

- "5 Signs You Need a New [Your Service] Provider"
- "Common [Industry] Challenges and Solutions"
- "Why [Process] Fails and How to Fix It"

3. Comparison Content

- "[Option A] vs [Option B]: Which is Right for You?"
- "Comparing [Your Service] Approaches"
- "Local vs National [Suppliers]: Pros and Cons"

4. Case Studies

- "How We Helped [Customer] Reduce Costs by 30%"
- "Solving [Customer's] [Specific Problem]"
- "[Customer] Success Story: [Specific Result]"

5. Technical Education

- "Understanding [Technical Process] Basics"
- "Guide to [Industry] Standards and Certifications"
- "[Material/Process] Properties and Applications"

YOUR CONTENT IDEAS

Based on your buyer research, list 10 content ideas:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

SECTION 3: 90-DAY CONTENT CALENDAR

MONTH 1: PLANNING AND SETUP

Week 1: Foundation

- Complete buyer research
- List 20 content ideas
- Set up blog on website
- Create simple content template

Week 2: First Content

- Write company capability overview
- Create "About Our Process" page
- Write your first "How To" guide
- Take photos of facility/equipment

Week 3: Problem-Focused Content

- Write about common customer problems
- Create a comparison guide
- Write about industry trends
- Plan next month's content

Week 4: Publish and Promote

- Publish 4 pieces of content
- Share on LinkedIn
- Send to existing customers
- Start email newsletter list

SECTION 3: 90-DAY CONTENT CALENDAR

MONTH 2: CONTENT CREATION

Week 5: Customer Focus

- Write detailed case study
- Create customer testimonial page
- Write about partnership benefits
- Interview satisfied customer

Week 6: Technical Deep Dive

- Write technical guide or white paper
- Create process explanation
- Write about quality procedures
- Document certifications

Week 7: Industry Insights

- Write industry trend analysis
- Create market overview
- Write about regulatory changes
- Share expert opinions

Week 8: Company Capabilities

- Write about unique capabilities
- Create equipment overview
- Write team expertise profiles
- Document company history/growth

SECTION 3: 90-DAY CONTENT CALENDAR

MONTH 3: OPTIMIZATION AND GROWTH

Week 9: Review Performance

- Check which content gets most views
- See which generates leads
- Review Google search rankings
- Get feedback from sales team

Week 10: Improve Best Content

- Update top-performing articles
- Add more detail to popular content
- Create downloadable versions
- Improve titles and descriptions

Week 11: Expand Distribution

- Share content in industry groups
- Send to industry publications
- Ask customers to share
- Connect with industry influencers

Week 12: Plan Next Quarter

- List next 3 months of content
- Set up sustainable writing schedule
- Plan content improvement process
- Review and adjust strategy

SECTION 4: SIMPLE CONTENT TEMPLATES

BLOG POST TEMPLATE

Title:

- [Number] Ways to [Achieve Desired Outcome] for [Target Audience]

Introduction (100 words):

- Start with a problem your audience faces
- Mention why solving it matters
- Preview what you'll cover

Main Content (500-800 words):

- Point 1: [Tip] - Explain why it works and give example
- Point 2: [Tip] - Explain why it works and give example
- Point 3: [Tip] - Explain why it works and give example

Conclusion (100 words):

- Summarize key points
- Tell them what to do next
- Offer to help or answer questions

SECTION 4: SIMPLE CONTENT TEMPLATES

HOW-TO GUIDE TEMPLATE

Title:

- How to [Accomplish Something] in [Your Industry]

Why This Matters:

- Explain the importance of this topic
- Mention common mistakes or problems

Step-by-Step Process:

1. **Step 1:** [Action] - Explain what to do and why
2. **Step 2:** [Action] - Explain what to do and why
3. **Step 3:** [Action] - Explain what to do and why

Tips for Success:

- Share insider knowledge
- Mention things to watch out for
- Suggest best practices

Getting Help:

- When to consider professional help
- How to choose the right supplier
- Questions to ask potential partners

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SECTION 5: CONTENT PROMOTION MADE SIMPLE

WHERE TO SHARE YOUR CONTENT

Your Website/Blog

- Publish everything here first
- Make sure it's easy to find
- Include contact information

Email Newsletter

- Send monthly roundup to customers
- Include your best new content
- Ask for feedback and questions

Direct Outreach

- Send relevant content to prospects
- Share with existing customers
- Ask partners to share with their networks

LinkedIn

- Share every piece you write
- Write a short summary when sharing
- Engage with comments

Industry Groups

- Join relevant LinkedIn groups
- Share helpful content (not sales pitches)
- Answer questions with links to your content

SIMPLE PROMOTION CHECKLIST

When You Publish New Content:

- Post on LinkedIn company page
- Share on personal LinkedIn profiles
- Add to next email newsletter
- Send to relevant prospects
- Share in appropriate groups
- Add to company presentations
- Include in sales materials

SECTION 6: MEASURING SUCCESS

SIMPLE METRICS TO TRACK

Website Traffic

- Monthly visitors to your blog
- Most popular content pieces
- How people find your content

Lead Generation

- Contact forms filled out
- Phone calls from content
- Email newsletter signups

Sales Impact

- Prospects who mention your content
- Customers who found you through content
- Sales team feedback on content value

MONTHLY REVIEW QUESTIONS

What's Working:

- Which content gets the most views?
- Which content generates leads?
- What topics do people ask about most?

What to Improve:

- Which content gets ignored?
- What questions aren't we answering?
- What topics should we cover more?

Next Month's Plan:

- What content should we create?
- How can we improve promotion?
- What new ideas should we try?

SECTION 7: CONTENT WRITING TIPS

KEEP IT SIMPLE AND USEFUL

Writing Style:

- Use simple, clear language
- Explain technical terms
- Write like you're talking to a customer
- Keep paragraphs short

Structure:

- Use headings to break up text
- Include bullet points and lists
- Add photos when helpful
- Make it easy to scan

Value Focus:

- Solve real problems
- Share practical advice
- Give specific examples
- Don't just sell - help

COMMON MISTAKES TO AVOID

× Don't

- Write only about your company
- Use too much technical jargon
- Make everything a sales pitch
- Copy content from other websites

✓ Do

- Write about customer problems and solutions
- Explain things clearly for your audience
- Focus on being helpful first
- Write original content based on your experience

QUICK START CHECKLIST

Week 1: GET STARTED

- Complete buyer research worksheet
- Brainstorm 10 content ideas
- Set up blog section on website
- Write your first article

Week 2: BUILD MOMENTUM

- Publish first article
- Share on LinkedIn
- Start email list
- Write second article

Week 3: ESTABLISH ROUTINE

- Establish monthly content update schedule
- Set up response time standards and tracking
- Create templates for common inquiry types
- Plan regular facility and equipment photography

Month 1: FOUNDATION COMPLETE

- Have 4 published articles
- Email newsletter started
- Social sharing routine established
- Content calendar for month 2 planned

Ongoing: IMPROVE AND GROW

- Publish 1-2 articles per week
- Track what works best
- Ask customers for topic ideas
- Continuously improve your content