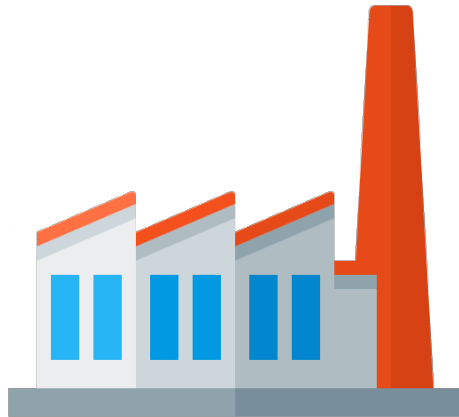


# The State of Lead Generation Post Covid for Manufacturing, Industrial Services, and Agriculture Industries



New Data Reveals Shifts, Trends, and Patterns that  
Business Development Managers & Marketing Directors Need to Know



**Your Host: Katelynn Falk**  
**Online Marketing Manager**



**Proven Results**  
**Marketing Agency**

**Transparent End-to-End Lead Generation Systems**

Online Ad Campaigns, Phone Call Tracking, Website Form Tracking, CRM Setup & Integration,  
Sales Tracking through Accounting System Integrations in Beta



# Speaker: George Krahn

## Founder & Marketing Strategist



- Guest Speaker at live event in 2019 hosted by Canadian Manufacturers & Exporters
- Southern Manitoba Manufacturers Summit
- Keynote: “Is Personal Selling Dead? The Rise of Digital Marketing”

Today he has more information to share that’s timely & relevant now in 2021...



**1. Tire Recycling Corporation – 1 year**

- Production

**2. Acrylon Plastics – 5 years**

- Production
- Quality Control

**3. Icon Technologies – 6 years**

- Accounting
- Quality Control
- Customer Service
- Sales & Marketing

**4. Proven Results Marketing Agency – 12 years**

- Marketing & Inbound Lead Generation for Manufacturing, Industrial Services, and Agriculture Industries





George working in  
production as a  
Rotational Molder  
at Acrylon Plastics  
about 20 years ago



"Get a full Google Ads and Facebook Ads account audit from George Krahn, one of **my hand-picked experts**, who will **identify thousands, perhaps tens or hundreds of thousands of dollars of waste, untapped potential, and opportunities for profit.**

If you spend significant amounts of money on online advertising, this alone may cover your entire year of Roundtable tuition of \$26,000."



Download Slides & Recording + 80/20 Marketing Analysis for ~~\$995~~ \$95

# ProvenResultsAgency.com/SLG



"If you run paid ads, this is **the best \$495 you can spend**. I'd still be saying that if it was \$4,950!

I've worked with George off and on for a couple of years now. He's **the real deal** and really good at what he does.

My own clients use George as a second opinion."

Jonathan Wilson

AdWords Analyst & Engineer, October Marketing



# Informal, Interactive Question & Answer Format

- Comments & questions encouraged
- Get your questions answered immediately instead of waiting until the end
- Simply say “Hey George”,  
or Wave if your camera is on,  
or Type your comment in the Chat
- We’ll watch for questions



## Quick Ice Breaker

What's the funniest thing that's ever happened when you were on a Zoom call?

Best answer gets a **\$100 gift card** to the **store of their choice!**

# 3 Main Things That You Need To Know

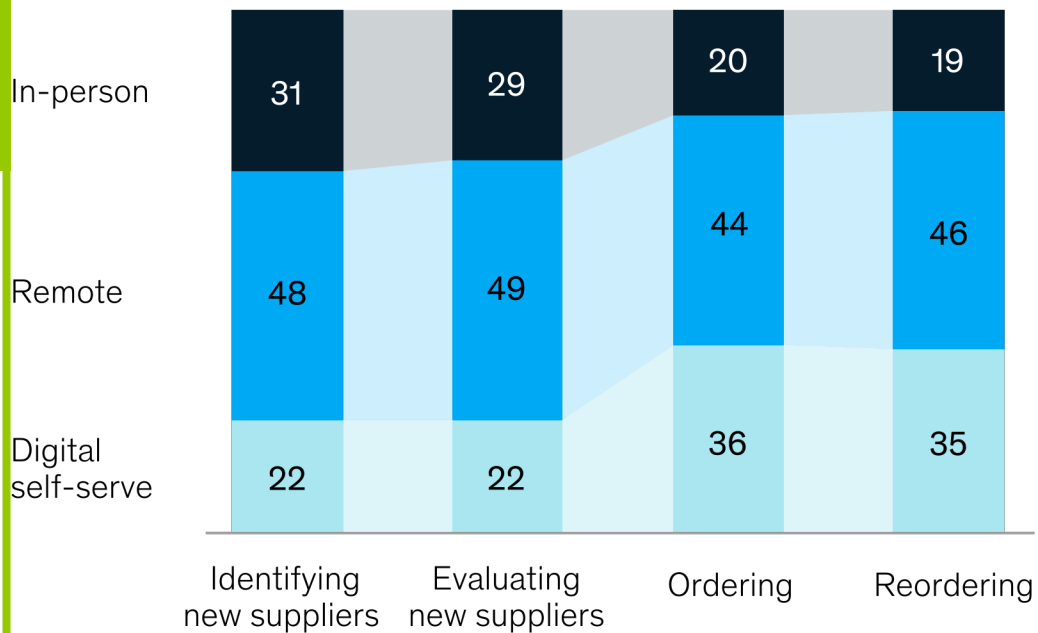
1. The pandemic lasted long enough that **buying behaviours have changed**.
2. **Tons of recent privacy changes** demand that you change your strategy to effectively reach your target audience.
3. We cracked the code on **seeing exactly where sales of big ticket products & services with long sales cycles came from**, a luxury that was only possible for small eCommerce purchases until recently.

1. The pandemic lasted long enough that buying behaviours have changed.

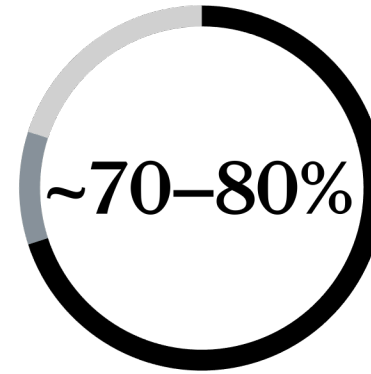
## Most B2B seller interactions have moved to remote or digital ...

Current way of interacting with suppliers' sales reps during different stages<sup>1,3</sup>

% of respondents



... and that's exactly what customers want.



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

### Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

Both B2B Buyers and Sellers Prefer the New Digital Reality

### Why?

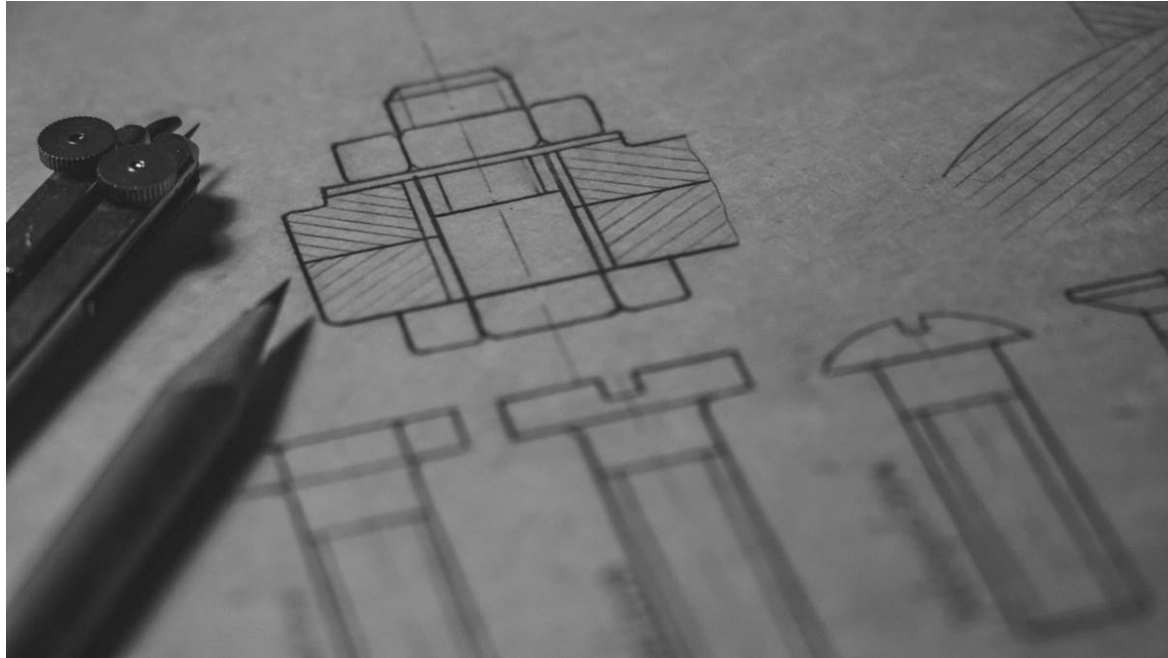
- Ease of scheduling
- Savings on travel expenses
- Safety

<sup>1</sup>Q: "How would you currently interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>2</sup>Q: "How would you prefer to interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>3</sup>Figures may not sum to 100% because of rounding.

# Manufacturing's Old School vs. New School: Which One Are You?



## 1. Product Specifications

**Old School:** Hold tightly to product specs & pricing

**New school:** Provide as much data as possible

## 2. Value Proposition

**Old school:** PDF line drawings to explain products

**New school:** CAD based 3D videos

## 3. Buying Experience

**Old school:** Quote Form on Website – Buyers must wait for salesperson to send pricing, specs, lead time

**New school:** “Self-serve” online for parts, accessories, and popular SKUs using e-commerce; customized product configurators for customers

Source: Freight Waves – supply chain news & insights



## Buyers are willing to spend big using remote or self-service.

Maximum order value you would purchase through end-to-end digital self-service and remote human interactions for a new product or service category<sup>1,2</sup>

% of respondents

**\$50K to \$500K**

amount **32%** are  
willing to spend

**\$500K to \$1M**

amount **12%** are  
willing to spend

**Over \$1M**

amount **15%** are  
willing to spend

## Customers are Buying Big Online

### Why?

- B2B buyers are now more comfortable make large new purchases and reorders online
- 70% of decision makers are open to making new self-serve or remote purchases in excess of \$50,000

<sup>1</sup>Q: "What is the maximum order value that you would purchase through end-to-end digital self-serve and remote human interactions for a new product or service category?"

<sup>2</sup>Numbers do not add to 100% because "I don't know" option offered was not included for analysis.

Source: McKinsey COVID-19 B2B Decision-Maker Pulse #3 7/27–8/11/2020 (n = 3,626)

The majority of B2B companies have shifted their go-to-market model from traditional ...

... to digital, with heavy reliance on video and online chat.

### Go-to-market sales model during COVID-19<sup>1,2,3</sup>

% of respondents

#### Traditional/In-person

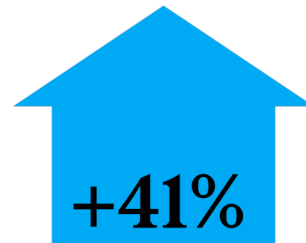


From **61% to 29%**  
since COVID-19

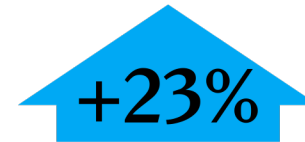
#### Digital interaction with sales rep

Videoconference

Online chat



From **38% to 53%**  
since COVID-19



From **40% to 49%**  
since COVID-19

## Predominant Channels: Video Conference & Live Chat

### Why?

- Live video is the closest thing to a face-to-face conversation
- Live chat is much faster than email to get questions answered, so buyers can move forward with a buying decision

<sup>1</sup>Q: "In what ways was your company's product or service sold before COVID-19?"

<sup>2</sup>Q: "Now today, in what ways is your company's product or service sold during COVID-19?"

<sup>3</sup>Figures may not sum to 100% because responses under "other" option offered were not included in analysis, and because of rounding.

Source: McKinsey COVID-19 B2B Decision-Maker Pulse #3 7/27–8/11/2020 (n = 3,626)

## Nontraditional channels, particularly video, drive the lion's share of revenue ...

Go-to-market sales model during COVID-19<sup>1,2</sup>

% of respondents

### Traditional/In-person

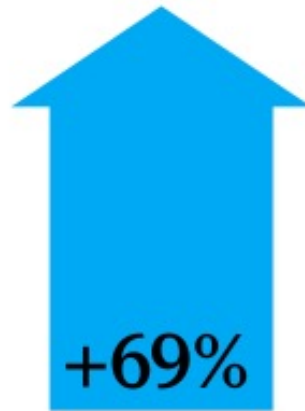


From **28% to 13%**  
since COVID-19

### Digital interaction with sales rep

Videoconference

Online chat



From **11% to 19%**  
since COVID-19



From **40% to 49%**  
since COVID-19

## Video Conference Drives Revenue

### Why?

- Again, live video is the closest thing to a face-to-face conversation
- There were far less in-person interactions

... and are preferred over the phone in all cases.<sup>3</sup>

### Preference for video (eg, Zoom, WebEx, Teams) over phone in different situations<sup>1</sup>

% of respondents

■ More helpful ■ Neutral ■ Less helpful

Meeting with others in  
your company



Meeting with existing  
customers



Meeting with  
prospects



Meeting with  
vendors/suppliers



<sup>1</sup>Q: "Approximately what percentage of your company's revenue before COVID-19 was driven by.../during COVID-19 is now driven by..."

<sup>2</sup>Figures may not sum to 100% because responses under "other" option offered were not included in analysis, and because of rounding.

<sup>3</sup>Q: "How much more or less helpful is it to use video (eg, Zoom, WebEx, Teams) vs phone only in the following situations?"

Source: McKinsey COVID-19 B2B Decision-Maker Pulse #3 7/27–8/11/2020 (n = 3,626)

## Video is Preferred Over the Phone

### Why?

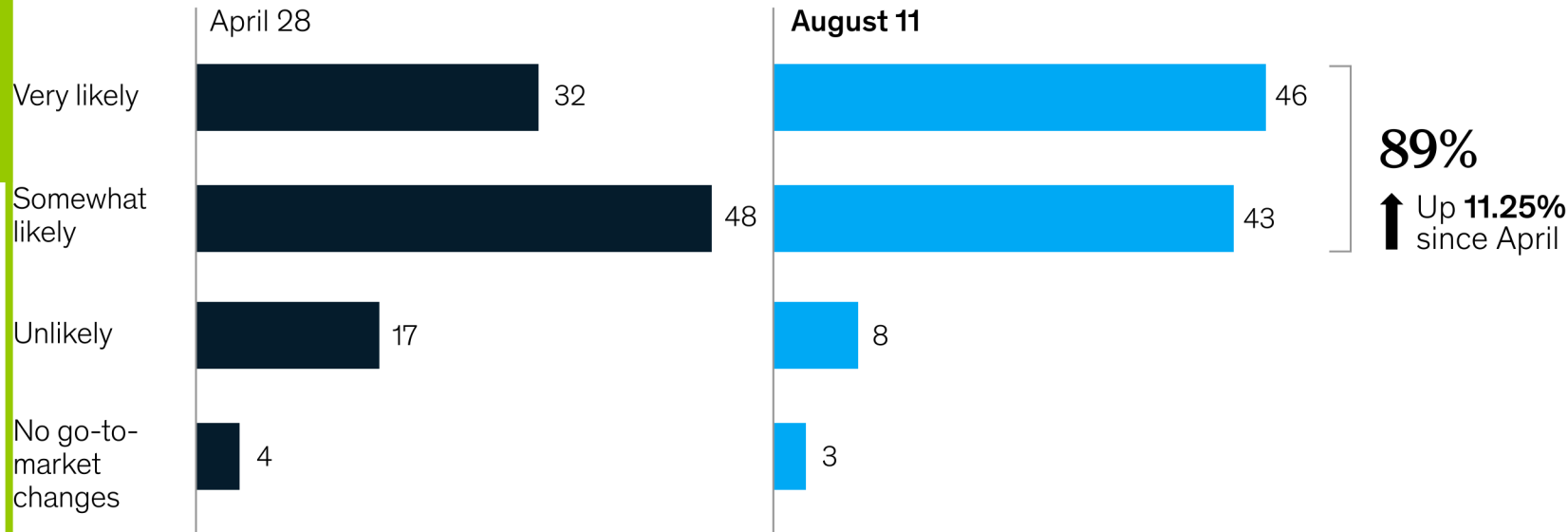
Communication is...

- 7% what you say
- 38% how you say it
- 55% visual:
  - Facial expression, hand gestures, head movements, body posture, etc.

## Companies expect the changes to stick.

### Likelihood of sustaining new go-to-market models for 12+ months<sup>1,2</sup>

% of respondents



<sup>1</sup>Q: "Which of the following statements best describe the changes your company has made to its commercial and go-to-market model during COVID-19?"

<sup>2</sup>Figures may not sum to 100% because of rounding.

Source: McKinsey COVID-19 B2B Decision-Maker Pulse #2 4/20–4/28/2020 (n = 3,755), McKinsey COVID-19 B2B Decision-Maker Pulse #3 7/27–8/11/2020 (n = 3,626)

McKinsey  
& Company

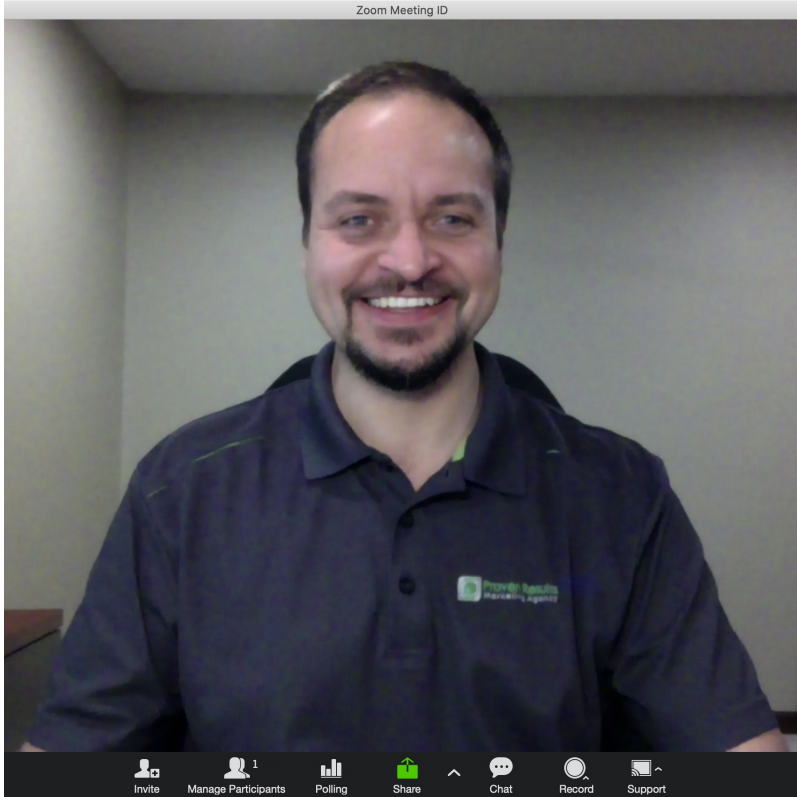
## Nearly 9 out of 10 Think Changes are Permanent

### Why?

- Repeat something 21 times and it becomes a habit
- People are now used to doing new things they never used to do



# My Personal Experiences During The Pandemic



- Dozens of sales calls on Zoom
  - Much easier to show something instead of explaining it on the phone
- Manufacturers, industrial services, and companies in Ag shifted budgets from trade shows & outside sales teams to inbound lead generation
- People were amazed at how transparent & effective digital marketing was for inbound lead generation
  - Classic prospecting vs. positioning
  - Who's chasing who?
- Blessing in disguise for our agency

# Buying Behaviours Have Changed - Takeaways

1. Don't rush out & try to change everything to eCommerce. Complex products or services usually need a live conversation to happen first.

Do test eCommerce on parts & accessories first with pricing available publicly or hidden with a dealer login.

2. Don't write off video calls just because it's not as simple as a phone call. Don't make salespeople manually schedule video calls.

Do get comfortable with video calls to show live demos to prospects. Do automate self serve video call scheduling for prospects on your website.

2. Tons of recent privacy changes demand that you change your strategy to effectively reach your target audience.

# Apple vs. Facebook – App Tracking Transparency



- Because of companies taking retargeting & personalized ads to the extreme, Apple rolled out App Tracking Transparency
  - ATT blocks apps from tracking individuals
  - Good for privacy, very bad for marketing
- Most of Facebook's users are using the app and this seriously affects their advertising revenue
- Facebook had to scramble and recreate their tracking
  - Companies who advertise on Facebook can still see if their ad campaigns are working
  - Limited to top 8 most important actions an advertiser wants to track
  - Much less information about potential customers than before

# Privacy Focus Takes Flight at Google



2019

## Google Creates the Privacy Sandbox

Initiative to develop a set of open standards to fundamentally enhance privacy on the web

2020

## Chrome Announces End of Third Party Cookies

Gives industry a two year heads' up on the end of third party cookie use in leading browser

2021

## Google Says FLoC is the Future of Ads

Claims one Privacy Sandbox proposal, FLoC, is an effective replacement signal for third party cookies

## Google Commits to the End of Individual User Identifiers

Once third-party cookies are phased out, Google will not build alternate IDs to track users

## FLoC - A Future without Cookies

### Federated Learning of Cohorts

- Apple started blocking cookies on its Safari web browser
- Google and others are figuring out a way to track effectiveness of advertising without tracking individuals



# Tons of Recent Privacy Changes - Takeaways

1. Lead generation is trending more & more towards online inbound lead generation, so don't do nothing.

Start shifting towards collecting 1<sup>st</sup> party data from people who visit your website.

In plain English, get an email address or phone number from your prospects, which can be used in an ad campaign targeting a prospect list instead of retargeting website visitors.

2. Adapt & use whatever industry standard gets adopted in the next couple of years, but you need to keep tracking the effectiveness of your lead generation & marketing efforts on the Internet.

3. We cracked the code on seeing exactly where sales of big ticket products & services with long sales cycles came from.

Live Demo!

