

Manufacturing Services



The Revenue Marketing Company™

Manufacturing and Distribution Solutions for Fast-Changing Markets

Industrial manufacturers face massive change in today's customer-driven, digital and global environment. There are four factors that drive this change. First, the environment is shifting from a product to a customer focus. Second, changing buying behavior and increased competition are driving the need for new sales models. Third, price pressure, new growth opportunities and increased competition demand a service-driven business model. Finally, the need to cost effectively penetrate new markets, scale with limited resources and personalize the buying experience require the adoption of digital technology.

At The Pedowitz Group (TPG), we add value to industrial manufacturers and address these four factors through manufacturing-focused marketing strategy, technology and execution.



Marketing Strategy

Marketing consultants define processes, develop organizational skills and capabilities and facilitate change

What it means to you:

- Minimizes risk
- Aligns key stakeholders
- Drives transformation and change
- Increases return on marketing investment (ROMI)

Key Benefits & Deliverables

- Our manufacturing experience lowers your risk and delivers successful business outcomes
- Increase your marketing productivity by enabling marketing, sales and distributors with essential skills, processes and tools
- We significantly increase return on marketing investment by improving efficiency and effectiveness

TPG team was very knowledgeable and passionate about transforming our business. We look forward to continuing our work with the team."

– Zack Alves, Plantronics

plantronics®



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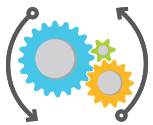


Marketing Technology

Industry experts select, implement, integrate, optimize and manage 40+ marketing technologies in a coherent architecture

What it means to you:

- Rationalizes technology spend
- Increases adoption
- Consolidates data
- Provides a single view of your customer



Marketing Execution

Creative and analytical professionals design, build and execute omni-channel marketing campaigns that deliver revenue results

What it means to you:

- Reduces campaign cycle time
- Increases lead quantity and quality
- Increases marketing contribution to pipeline and revenue

Our Credentials Include

- We have worked with more than 150 global manufacturing and distribution clients, including 3M, Corning, GE, Xylem, Emerson, DuPont, Intel and Tektronix.
- We are the #1 provider of marketing software and services for increased customer engagement and greater marketing performance.
- We have an unparalleled understanding of sales and marketing systems in a manufacturing environment, including more than 700 Marketo engagements.



The Pedowitz Group, winner of Marketo's Partner Excellence Award for 2012, 2013 and 2014, is the most qualified partner to optimize your Marketo platform.



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Our Approach

Manufacturing Marketing Assessment

Take the guesswork out of your investments. Our experienced manufacturing marketing consultants will assess your marketing maturity in 30 distinct capabilities. From this assessment and stakeholder interviews, we will be able to help you prioritize your investments and create an actionable road map, while realizing measurable monthly results. This approach will help you systematically improve your performance over time.



The assessment is FREE and takes just 20 minutes to complete.

Take your assessment here: [Manufacturing Assessment](#)

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Pre-configured Software

We provide pre-configured software with proven manufacturing programs, campaigns and reports that increase your rate of adoption and return on investment.

Component	Enable	Grow	Transform
Marketo Enablement	✓	✓	✓
Lead Management Essentials	✓	✓	✓
CRM Integration	✓	✓	✓
Manufacturing Services Specific Reporting & Dashboards	✓	✓	✓
Sales Enablement	✓	✓	✓
Account Based Marketing		✓	✓
Manufacturing Services Program & Campaign Architecture		✓	✓
Omni-Channel Marketing		✓	✓
Advanced Lead Management			✓
Content Operations			✓
Revenue Marketing Strategy			✓
Change Management			✓
	\$99,500	\$249,500	\$499,500

Campaign Library

We provide a comprehensive campaign library of templates and programs that increase your time to value.

Customer Engagement

- Product Launch
- Product Awareness
- Product Adoption
- Trial
- Buying Stage Nurture
- Opportunity Accelerator
- Welcome / On-boarding
- Renewal
- Cross-sell / Up-sell
- Reactivation / Win-back
- Behavioral Trigger

Account Based Marketing

- Expansion
- Loyalty / Advocacy
- Reactivate "At Risk", Lapsed
- Service
- Retargeting
- Role Based
- Customer / Industry Based

Channel / Distributor

- Recruitment
- On-boarding
- Lead Management
- Demand Management
- Face-to-face Meeting
- Generate New Interest
- Appointment Setting
- Extend Prospect Database



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Training

We train your team using industry best practices that will improve campaign performance, increase leads and drive marketing contribution to revenue.



Solution Offering

- **Marketo Enablement** – Configuration of the Marketo platform for manufacturing marketers. Includes training and documentation.
- **Lead Management Essentials** – Lead scoring, lead routing, lead reporting. Standard lead definitions and agreed upon SLAs between sales and marketing.
- **Sales Enablement** – Email templates, prospect tracking, reporting and tools to help sales be more effective
- **Account Based Marketing** – Targeted strategic programs and campaigns for your top accounts
- **CRM Integration** – Bi-directional integration between Marketo and your CRM system, including Leads, Contacts, Opportunities and Activities.
- **Manufacturing Specific Reporting and Dashboards** – best practice reporting and dashboarding for the manufacturing marketing executive.
- **Manufacturing Program and Campaign Architecture** – Structural planning foundation for defining, building and managing omni-channel campaigns that drive results.



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Solution Offering *(Continued)*

- **Omni-Channel Marketing** – Execution of omni-channel campaigns including SEO, PPC, display, email, social, mobile and content syndication.
- **Advanced Lead Management** – Multiple lead models to support sales and product organization. Lead portfolio and funnel management.
- **Content Operations** – Production, collection, management, publication and measurement of customer or prospect-oriented information in any form or medium.
- **Revenue Marketing Strategy** – The collective set of strategic initiatives that focuses marketing performance on accountability and revenue related to organizational and sales goals.
- **Change Management** – The collective set of activities that helps leadership to drive and manage change related to Revenue Marketing Transformation™.

The Pedowitz Group is the world's largest full-service Revenue Marketing company. A two time Pacesetter winner, The Pedowitz Group helps global clients transform their marketing organizations from cost centers to revenue centers by assessing and optimizing six controls: strategy, people, process, technology, customers and results.

