



SOUND OFF | Industry Insights from Your Peers

Q3 2020

Manufacturing

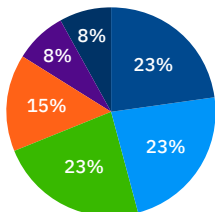
Sound Off is ExpandTheRoom’s survey series designed to spark timely, data-driven conversations within the digital marketing and IT community. In the first edition, ETR reached out to influencers in U.S. manufacturing sector to learn how they are responding to the challenges and opportunities created by COVID-19.

KEY TAKEAWAYS

With economic uncertainty and limited in-person gatherings, the survey data shows e-commerce and owned web properties as key opportunity areas. Gaining new customers is the top challenge, so a big question for marketers right now is are they ready to meet those customers with a great digital experience. Do marketers know what their data is telling them about their online purchasing experience? Where is drop-off, how are products and customizations best displayed, how easy is check out, and what are the dead-end recovery tactics? It’s a great time to get it right, with significant rewards going to the ones who do.

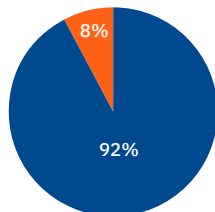
Profile of Company Respondents

Industry Sector



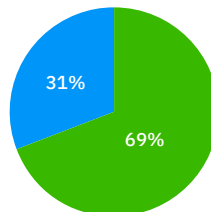
- Electrical Equipment & Components
- Furniture & Fixtures
- Miscellaneous
- Industrial Commercial Machinery & Computers
- Transportation
- Chemicals and Allied Products

Years in Business



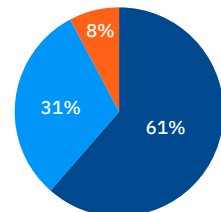
- More than 20 Years
- 5-10 Years

Public/Private



- Private
- Publicly Traded

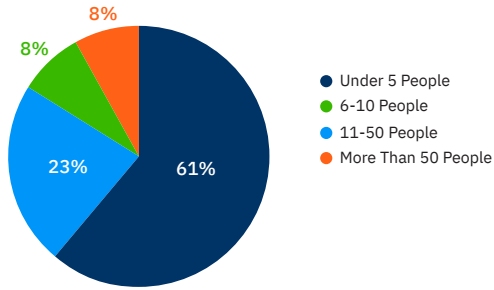
Revenue



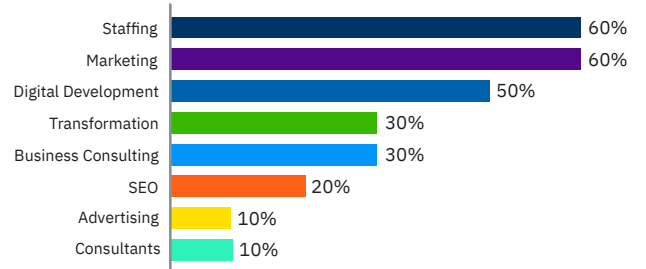
- Greater than \$50M
- \$10M to \$50M
- Less than \$10M

Collected Results

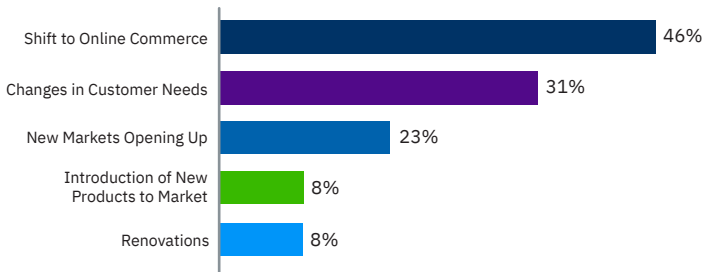
How Big Is Your Internal Marketing Team?



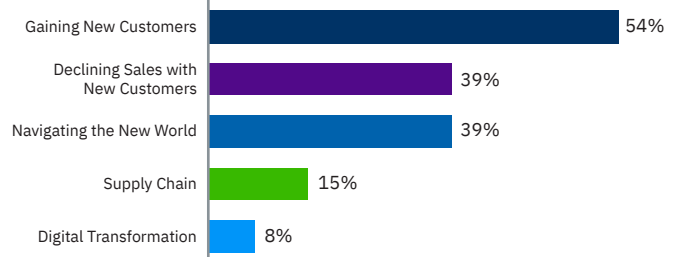
What Types of External Agencies Are You Utilizing Today?



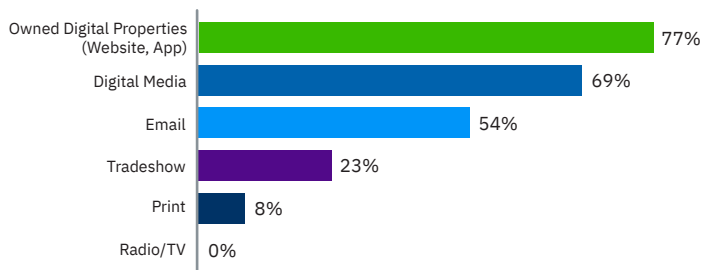
What Do You See As Your Greatest Opportunity in the Next 12 Months?



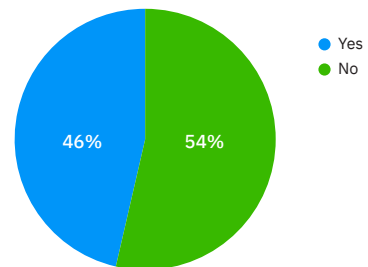
What Do You See As Your Biggest Challenge in the Next 12 Months?



In The Next 12 Months, What Marketing Channels Are Most Important To Your Business?

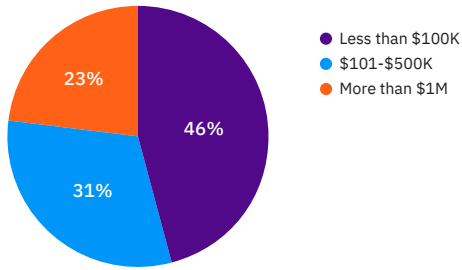


Do You Use Marketing Automation?

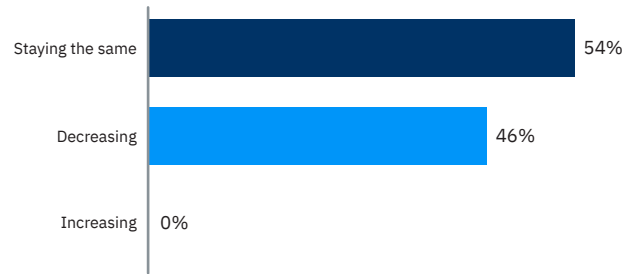


Collected Results

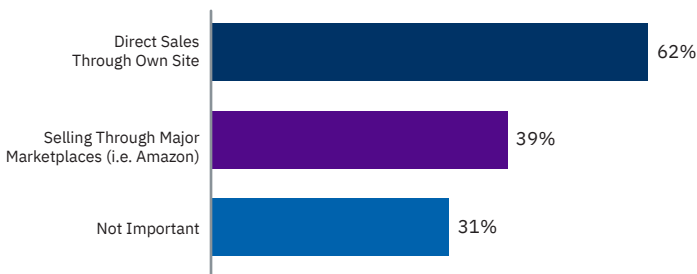
During a Typical Year, What Is Your Marketing Budget?



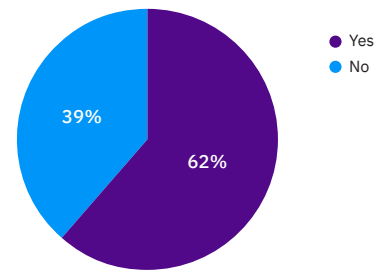
How Is the Pandemic Affecting Your Marketing Spend in the Next 12 Months?



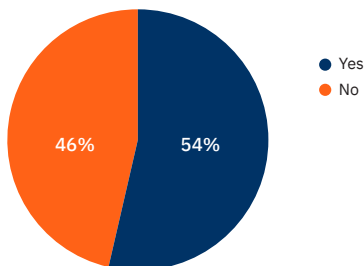
How Does E-Commerce Fit into Your Business?



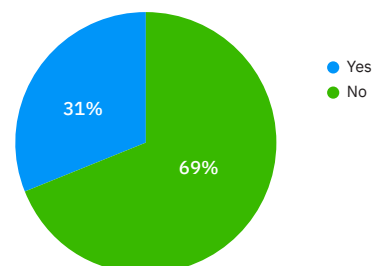
Do You Create Custom Digital Sales Tools?



Do You Have a Good Understanding of Your Data and Are You Able to Make It Actionable?



Do You Anticipate Needing To Evolve Your Branding and Logo in the Next 3 Years?



At ExpandTheRoom our customer-centric design strategies drive user engagement to increase your ROI. We create websites, custom productivity tools, applications, and interactive experiences. Get in touch: info@expandtheroom.com

METHODOLOGY: Survey was distributed to respondents in executive, marketing, sales, IT, and product roles at manufacturing companies operating in a range of sectors as defined by the U.S. Census. Survey was available to a targeted audience between July 22 and September 1, 2020. Collected results rounded to the nearest percent.