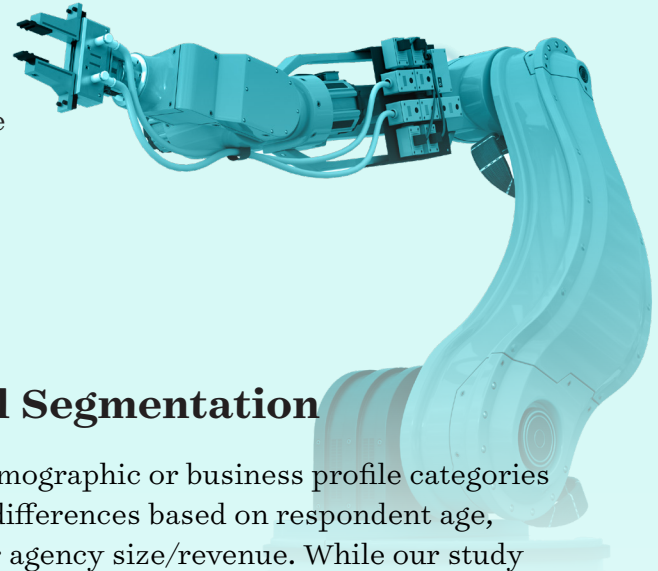




WHAT WORKS: MARKETING IN MANUFACTURING TECHNOLOGY 2023

build/create is working with audience segmentation experts Audience Audit Inc. to develop a custom, quantitative study of marketing activities in the manufacturing technology industry (covering decision makers including: Owners, C-suite leadership, VPs, and Directors). We hope you'll be interested in helping us with the study and seeing the results!



How This Study Is Different - **Attitudinal Segmentation**

Unlike other research you may have seen about marketing activities in manufacturing, the build/create study will statistically identify the attitudinal segments in the audiences studied. The segments will be determined organically based on respondent attitudes about topics ranging from tactics employed, to budgets and spends, to effectiveness and results, and metrics and technology.

This approach will reveal fascinating and practical insights for manufacturing technology industry leaders, with specific guidance around tactics each segment finds compelling, sources they're using for information, and challenges they are seeking to help solve.

In addition, most research groups respondents

into demographic or business profile categories to see differences based on respondent age, role, or agency size/revenue. While our study will gather all of that information, our research will provide something much more unique and helpful - the MINDSETS of the respondent decision makers around their operations, their goals, the tools they're using, and how they view their opportunities and challenges.

So in addition to insights about what they're doing, and how they're doing it, we'll be able to see WHY they are making the decisions they do, and how best to help manufacturing technology industry leaders navigate the challenges and opportunities they see ahead.

What We'll Learn:

- **A complete demographic breakdown of respondents:** What size of company? How established are they? What are their budgets? What products and services do they offer?
- **Relationships with marketing agencies:** What kinds of companies are working with agencies? What kind of results are they getting? What are they looking for in a relationship?
- **Marketing tactics employed:** What are companies doing with their digital marketing? What channels are they using? What kinds of content are they producing? What audiences are they focusing on? What are they doing with their event marketing?
- **What's working and what isn't:** Where are companies finding success? What goals are being served by their efforts? How are they handling their internal alignment around their audiences, tactics, and goals?
- **How others are measuring success:** What metrics are companies using to measure the success of their campaigns? What do they use to gather data and how reliable is it?

What We'll Need From You

In order to secure the largest possible respondent group, we are seeking help from partners like you who would be willing to share a link to the anonymous survey with your audience. There is no cost for you to participate!

- You do not need to share your email list with anyone. You will be provided with a unique link to use for your invitations, which you can distribute via email and your social media platforms.
- The survey is anonymous. None of your members need to fear that they will be solicited for anything due to their survey participation, or that their information will be added to any lists or shared with any other parties.
- All respondents who participate in the survey will be entered into a random drawing in which one winner will receive a **\$500 Visa Cash Card**.

What's In It For You

You will receive access to a free, interactive visualisation of the survey results, which can be filtered by association type, size, and other factors.

DEADLINES

- We need your agreement to participate no later than October 24th.
- You will be issued a unique link to the survey no later than October 25th.
- You must send invitations to the survey as directed (anticipated fielding by October 28th). We will provide you key information to include in your invitations.
- After the analysis is completed, we will notify you of respondents generated through your unique survey link.
- Partner webinars to review results will be conducted in January/February 2024.

WHO IS AUDIENCE AUDIT INC.?

[Audience Audit](#) is a research firm specialising in attitudinal segmentation audience research and strategy.

Founded in 2009, the firm has conducted audience research for organisations including Gap, AT&T, Jayco and many more. It also conducts segmentation research for associations including CASE, NAB Education Foundation, AASA, PCMA and others.

audienceaudit.com

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WHO IS BUILD/CREATE?

- build/create is a full-service web development and digital marketing agency.
- Founded in 2010, the agency has been working with clients large and small with a focus on brand transformation and positioning with content marketing strategies in the manufacturing technology sector.

Visit buildcreate.com

 build create

Next Steps:

If you are interested in participating in fielding survey respondents or having us speak about the survey results, email eric@buildcreate.com and Eric will reach out to coordinate the details.



ERIC LYNCH

Eric is build/create's Director of Business Development. He is our first point of contact with new clients, working to understand their needs and propose solutions that meet their requirements