

Do Your Brand & Sales Materials Greet Your Buyer in the 1st AI Prompt

Like it or not, your industrial buyers have moved beyond traditional search engines and now rely on AI tools like ChatGPT to make critical purchasing decisions. Inside, you'll find 12 proven steps to ensure your brand and sales materials take center stage in AI-driven interactions. Dominate your industrial niche, stand out in AI prompts, and drive top-line growth by creating a "digital moat" around your B2B.



By Tom Repp with collaboration from Greg Miller on industrial branding issues

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Key Takeaways for Industrial Marketers



- **When your best prospects search for your products and services, are your sales & marketing materials there to greet them?**

If your sales & marketing pages are currently at the top of Google or show up often in AI searches, do not waste your time reading this ebook.

However, if your sales materials are nowhere to be found ... and losing valuable market share & brand visibility ... read on or give this outline to your agency or web developer.

- Small to mid-size industrial marketers (\$10 million to \$1 billion) have a window of opportunity to own their online marketplace.
- To be successful online you need a competent guide, coach, partner ... to lead your team.
- It is critical to understand a web developer's job is to build a great website, not optimize for SEO or answer engine optimization (AEO).
- You will need to develop a new marketing paradigm ... publishing helpful content your prospects & customers find helpful and use over and over.
- Face the fact that your website is your most visible marketing asset and needs your attention more than just once per quarter. Your marketing must always be on.
- This effort can pay rich rewards, but like anything worth doing right, it takes time, patience and adaptability ... to build a "digital moat."

INTRODUCTION

Welcome to the wild, neglected frontier of mid-size B2B industrial marketing ... a land where websites creak like rusted machinery, brand stories gather dust, and digital opportunity is so wide open you could drive a forklift through it. If your company's sales hover between \$10 million and \$1 billion, congratulations: you're in the sweet spot of this ebook. You're also likely 10-15 years behind the curve when it comes to wielding the web as a marketing, branding, and lead-gen weapon. Don't feel bad ... most of your competitors are too.

That's the good news. The better news? This gaping hole in the market is yours to exploit, and we're here to show you how.

Let's cut the fluff. Mid-size industrial marketers ... like you, probably ... have been coasting on trade shows, cold calls, and "good enough" brochures while the rest of the world sprinted into the digital age. Meanwhile, buyers are out there Googling, scrolling, and using AI prompts to find suppliers, answers, and products.

If your brand and sales materials aren't ready to greet them in that first AI-powered search, you're not just late for the party ... you're stuck outside pounding on a locked door. This ebook isn't about keeping up with the Joneses. It's about leaving them in the dust.

We're talking a lean, mean, 12-step plan to drag your marketing out of the early 2000s and into 2026, where opportunity meets action. Think of it like a shop floor overhaul: strip out the outdated, tune up the essentials, and get the line humming. The Repp Group ... who you'll lean on for some gritty inspiration ... knows this game. They've seen the mid-size B2B industrial space for what it is: a goldmine for those bold enough to ditch the status quo.

Case in point: A Midwest regional supplier, The Repp Group worked with had a stellar product but an online presence that screamed 2000. No SEO, a clunky website, and zero visibility in AI-driven searches. They assumed their industry "was different" and that digital didn't apply to them. Fast forward two years: after implementing a focused content strategy, optimizing their site, and embracing AI-enhanced lead generation, they built a "**digital moat**" around their business. That's not theory. That's execution.

Why listen to us?

Because my experience in this market and the data backs it up. [GlobalSpec's 2025 State of Marketing](#) report pegs digital adoption among industrial buyers at an all-time high .. over 70% start their journey online ... yet only 25% of mid-size firms have a web presence worth a damn. [HubSpot](#) says companies with optimized digital strategies see 5.5x more leads.

Here's the deal: over the next 12 steps, we'll hit you with no-nonsense advice to turn your brand into a magnet. No long-term contracts, no bloated agency pitches ... just raw, actionable insight you can run with in-house or hand off to a sharp outsourced crew. Ready to stop being the best-kept secret in your industry?

Let's roll.

1



Taking on a challenge is a lot like riding a horse, isn't it? If you're comfortable while doing it, you're probably doing it wrong. – Ted Lasso

STEP 1: DO I NEED A MARKETING GUIDE?

Let's get real ... most mid-size industrial companies don't have the marketing firepower to tackle today's digital landscape. You've got limited resources, endless demands, and a team that's already stretched thin. Sound familiar? Enter the consultant, coach, or, in today's world, the AI Marketing Guide you didn't know you needed.

A trusted advisor can help you navigate the evolving world of B2B marketing. But now, that expertise must include leveraging AI to dominate your niche. AI isn't just a tool; it's the secret weapon that can take your industrial marketing from "ineffective" to "market leader."

Why You Need Outside Help

Even the sharpest industrial leaders admit they don't have all the answers. A good friend of mine ... a former president of a global manufacturing company ... once told me, "Tom, this stuff is critical, but it's not on my radar. I don't have the resources to even think about this stuff. However, it's the tip-of-spear in today's world."

My friend is right. Most mid-size industrials lack the specialized knowledge to optimize SEO, develop AI-friendly content, or implement marketing automation effectively. And let's face it, expecting your current team to master all this on their own is like asking your sales rep to code a website ... it's just not happening.

What About AI?

Here's the kicker: AI has changed the game. From generating content to analyzing data, AI tools like ChatGPT, Perplexity, Claude, Grok3, etc. can take your marketing to new heights. But you still need a human expert to guide your strategy and make sure you're using these tools effectively. Think of it this way ... AI is the power tool, but you still need a skilled carpenter to build the house.



This is marketing's tip-of-the-spear in today's world.

A friend & former President, global manufacturing company

STEP 1: DO I NEED A MARKETING GUIDE?

Finding the Right Fit

Hiring a outside help isn't about outsourcing your problems; it's about finding a partner who understands your goals, your industry, and the unique challenges you face. Look for someone who can:

- **Simplify the Complex:** SEO, marketing automation, and AI can be overwhelming. A good marketing guide makes it digestible.
- **Bring Fresh Ideas:** Sometimes, an outsider's perspective is all you need to uncover opportunities you've overlooked.
- **Train Your Team:** The goal isn't to create dependency; it's to empower your team to thrive long-term.

Why AI Can't Replace a Good Coach

Let's address the elephant in the room: No, AI won't replace a great consultant, coach ... whatever you call them. But it *will* make them even more effective. AI can handle repetitive tasks like generating content outlines or analyzing audience behavior, freeing up your marketing guide to focus on big-picture strategy. It's the ultimate tag team.

Humor Alert

Picture this: You're in the middle of a marketing brainstorm, and your AI assistant spits out a data-driven insight. Meanwhile, your coach is sipping coffee, saying, "Told you so." That's the dream team ... humans and AI working together to make your competition irrelevant.

Bottom Line

If you want to stay competitive, you need outside expertise that blends traditional marketing wisdom with cutting-edge AI tactics. The industrial leaders who invest in the right coach or marketing guide ... while embracing AI as part of their strategy ... will be the ones leading the pack in your industrial niche

So, do you need a guide or an AI assistant? Probably both. But don't worry ...The Repp Group will guide you every step of the way.



Those who use third parties rate effectiveness higher than their internal skill. SEO and web design/development particularly skew towards third parties being more effective.

Borrel & Associates - [Digital Services Continue to Dominate Marketing Budgets](#)

STEP 2: AI ADVANTAGE: EMPOWERING MID-SIZE INDUSTRIAL MARKETERS

Buckle up, mid-size B2B marketers ... AI isn't just for Silicon Valley hipsters or sci-fi flicks anymore. It's your ticket to leapfrogging competitors still faxing their way through the game. If you're 15 years behind on digital, AI's the rocket fuel to catch up. No fluff, no buzzwords for the sake of it ... just a straight shot to making your marketing smarter, leaner, and meaner.

Here's the deal: your buyers are already AI-savvy. They're asking ChatGPT, "Who's the best supplier for precision gears?" or "Which industrial pump won't crap out in six months?" If your brand isn't popping up in that first prompt, you're toast. Gartner says 60% of B2B buying decisions now involve AI-driven research ... buyers trust algorithms over your dusty spec sheets.

So, how does AI juice up your mid-size industrial hustle? First, it's a crystal ball for your market. Tools like HubSpot's AI analytics sniff out what buyers want before they even type it ... think predictive lead scoring that tells you who's hot and who's not. No more guessing if that RFQ from Toledo's worth a damn. Second, AI can be a content machine. [GlobalSpec's 2025](#) stats show firms using AI to churn out blogs and whitepapers get 2x the web traffic. You're not Shakespeare ... just let the bots draft, tweak, and ship it.

Then there's the real magic: personalization at scale. Marketing automation's been around, but AI kicks MA into overdrive. Picture this: a prospect hits your site, and AI tailors the homepage ... bam, they see *their* industry's pain points, not some generic "About Us" snooze-fest. HubSpot says AI-driven campaigns boost conversions by 30%. That's not a typo. Your clunky old site? It's a dinosaur.

And don't sleep on the competitive edge. Most of your rivals are still hand-coding HTML like it's 2005. AI lets you spy on their weak spots ... tools like [SEMrush's](#) AI insights dissect their keywords, backlinks, and flops. You're not just catching up; you're lapping them. The Repp Group's seen it: midsize players who embrace AI don't just survive ... they dominate. Another client of ours used AI to reach the top spot in Google for 50% of their 100 keyword topics.

No, you don't need a PhD in robotics. Start small ... AI chatbots for your site, automated email drips, or even a tool like me to brainstorm your next move. The point? AI's not a luxury; it's your cheat sheet. Mid-size industrials have a rare shot to exploit this tech while the big dogs nap and the small fry flounder. Get in now or watch someone else eat your lunch.



We are on the cusp of the most miraculous explosion in creativity and beauty.

Mark Schaefer – [Five Highlights From My New Speech at AI](#)

STEP 3: YOUR COMPANY HAS A GREAT BRAND STORY. IS IT BEING WELL TOLD?

by Greg Miller, Brand Consulting & Creative @maxwellandmiller.com.

When customers think of your brand, what quickly comes to mind? If you are not sure, then you've probably got a little work to do.

Here's the deal. There is little difference between competitive products in purely functional terms. Chances are, customers think they're all pretty much the same, especially in the AI world and content overload.

So, what tips the scale?

Effective branding ... a brand story customers can relate to makes all the difference, and must be the foundation for all your marketing. Seth Godin, a bestselling author and marketing expert (known for books like *Purple Cow* and *This Is Marketing*) said, "Effective branding in the industrial market isn't about being the loudest or the cheapest—it's about being the one company your buyers trust to solve their specific problem, every time. In B2B, where decisions are slow and stakes are high, your brand is the promise that cuts through the noise."

The reason? What people think about a brand is often why one is chosen over another. The one they feel the strongest connection with wins. By uncovering a special something about your brand, then building a story around it, you'll be that winner.

Particularly in the age of Google and ChatGPT, a strong brand is more important than ever. Your customers are shopping online without you even knowing it. Will your brand stand out and be the one chosen for the next step in the selection process?

If your brand is greeted with more "huh" than "hooray," it's time to take a good, hard look at it. And decide what needs to be done next.

Don't be the best. Be different.

I bet you think your product is the best in its category. Right? And you're telling that story online, in marketing materials, everywhere you can think of. You're the best.

There's a problem though.

If I asked your competitors about their products, they'd say the same thing. "We're the best." Oops. When everyone says they're best, everyone looks average. You need to zig while they're zagging.



Effective branding in the industrial market isn't about being the loudest or the cheapest—it's about being the one company your buyers trust to solve their specific problem, every time. In B2B, where decisions are slow and stakes are high, your brand is the promise that cuts through the noise. – Seth Godin

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Perhaps Al Ries, in **The 22 Immutable Laws of Branding**, said it best: “A branding program should be designed to differentiate your cow from all the other cattle on the range. Even if all the cattle on the range look pretty much alike.”

What about your brand? Does it tell a story that makes it one of a kind, not one of the crowd? Remember, Price, Service, and Quality don’t count. Customers already expect that you do those well or you wouldn’t still be in business. They’re cost of entry, not differentiators. Table stakes, if you will.

It all starts with a brand strategy. Here’s how we go about it.

1: DISCOVERY

We’ll interview executive leadership, employees, and customers. Each of these groups can provide insights to build a brand strategy that resonates with consumers. Meeting with executive leadership allows for tapping into their experience while challenging their assumptions.

Employees often have an even better feel for what differentiates the company. The pride they have in what they do and why they do it often leads to branding insights not found in the boardroom. Customers also provide a wealth of information as well. Give a customer the names of three companies, including yours and ask what they think of each. The answer can lead to a defining moment.

2: DEFINITION

What was learned in the Discovery phase will be defined and put into a branding statement consisting of:

- **What you do** — If someone asks what your company does, what would you and others in your company say? You’d be surprised how often there isn’t a consistent answer.
- **For whom you do it** — Communicating with customers on a person-to-person basis is much more effective. We will develop customer personas that humanize target markets.
- **What they want** — What problem can you solve for them?. People don’t want to buy a quarter-inch drill, they want a quarter-inch hole.
- **What makes you different** — A couple of hamburger patties and a slice of cheese on a bun are just that. Until you add “special sauce.” Then, it’s a Big Mac. What’s your special sauce?

STEP 3: YOUR COMPANY HAS A GREAT BRAND STORY. IS IT BEING WELL TOLD *by Greg Miller, Brand Consulting & Creative @maxwellandmiller.com.*

3: DELIVERY

Once the strategy and branding statement are finalized, the project is handed from Einstein to Picasso (slight exaggeration). The branding specialists give the strategy to the artists and writers to craft a brand story that connects with your target market through all appropriate digital and traditional media.

How to tell when the branding is paying off

When a brand delivers on a unique promise, people will be willing to pay more ... whether they're located across the street or across the globe. That's always been the case with top-notch brands. It is no different for your industrial market.

The reason is simple. If a business is viewed as a commodity, prospects won't see any difference between it and its competitors. So, they'll choose on the difference they do see ... price. Uh-oh.

Most industrial companies have terrific brand stories to tell. They just have trouble telling them. We will make sure your brand story is well told.

Bottom line. People connect with people. Not bots.

The best brands build relationships with customers by telling the brand story in a person-to-person manner. It generates trust, while cutting through the noise of the marketplace.

Humans do that. Algorithms don't.

AI is amazingly competent at finding and presenting information. But it takes human instincts and creativity to add unique insights and out-of-the-box ideas .. vital to establishing the emotional bond that separates a industrial brand from the competition.

AI can write song lyrics. But it won't come up with "you shake my nerves and you rattle my brain."

A bot can tell a basic brand story. We'll tell it in a way that is memorable and gets results.



Branding is not about your company name, your logo, or even your products. It's about how people feel when they engage with you.

*David Meerman Scott, author of **The New Rules of Marketing***

STEP 4: IS A FRESH WEBSITE NECESSARY?

Let's not mince words: if your website looks like it was built when dial-up was king, it's not just outdated ... it's a liability. For mid-size B2B industrials, your site isn't a digital brochure; it's your frontline salesman, your brand's handshake, and ... done right ... your ticket to a "digital moat" that keeps competitors at bay.

So, is a fresh website necessary? If you want to stop leaking leads and start owning your turf, damn right it is.

Here's the ugly truth: most industrial sites are hot garbage. Clunky navigation, pixelated logos, and "Contact Us" forms that scream "We gave up in 2010." [GlobalSpec's 2025](#) stats don't lie ... 70% of buyers judge your credibility by your site, and 60% bounce if it's a mess. Your buyers aren't browsing; they're hunting and judging. If your site's a relic, they're not sticking around to decipher it ... they're off to your rival's cleaner, sharper corner of the web.

Enter the [digital moat](#) ... over the years, [a concept The Repp Group drills into their clients](#) since 2016. It's not just a facelift; it's a fortress. A fresh site, packed with killer content, doesn't just look good ... it dominates online visibility. Think SEO & AI-juiced pages, blogs that answer buyer pain points, and case studies that flex your wins. [HubSpot](#) says companies with optimized sites see 55% more traffic and 5x the leads. That's a chokehold on your market. Your brand becomes the go-to, the one Google and AI prompts can't ignore.

Why is this urgent? Because your competitors are asleep.

Most mid-size industrials are still coasting on "good enough" web presences while buyers ... armed with AI and impatience ... zip past them. A fresh site isn't fluff ... it's strategy. The Repp Group crew knows this: one client, a mid-tier manufacturer, swapped a clunky site for a content-rich hub and watched organic traffic triple in six months. Why? They built a moat ... great content, fast load times, mobile-ready, all screaming "We get you" to buyers.



If you blog, you're accomplishing something 99% of the people of the world will never achieve. So be patient, hone your craft, and don't give up.

Mark Schaefer, Author, [Marketing Rebellion](#)

STEP 4: IS A FRESH WEBSITE NECESSARY?

Don't overthink it. You don't need a \$100K overhaul. Start with a clean design, a story that pops (see Step 3), and content that hooks ... think "Top 5 Ways Our Brass Fittings Outlast the Rest" over "Welcome to Our Site." Gartner predicts 80% of B2B traffic will hit mobile by 2026 ... your site better play nice on a smart phone. Test it. Tweak it. Own it.

A fresh website isn't optional; it's your stake in the ground.

In a world where digital's the new battlefield, a **digital moat** keeps the barbarians out and the leads flowing in. Mid-size industrials can rule this game ... but only if you stop treating your site like a dusty old Thomas Registry catalog.

The Bottom Line: Websites Are No Longer Set-and-Forget

A website redesign isn't just a cosmetic refresh ... it's a strategic overhaul that aligns with AI-driven marketing. If you haven't updated your website in the last three years, it's already behind. If it's been five or more, it's practically a relic.

Your industrial buyers are moving faster than ever, and they expect **your website to keep up**. Invest in AI-friendly content, optimize for speed and engagement, and treat your website as the revenue-driving asset it should be.

Because if your site isn't working for you, it's working against you these days

No pressure. Just the future of your business at stake.

Let's get to work.



Search engines love fresh content – Neil Patel

STEP 5 : DO I REALLY HAVE TO PUBLISH ONLINE CONTENT?

Yes, you do.

If you're a mid-size B2B industrial marketer clinging to the idea that your sales team can just cold-call and handshake your way to glory. Today's buyers aren't waiting for your pitch; they're digging online, and if you're not publishing content, you're not in the conversation. The catch? You've got to stop thinking like a sales crew and start acting like a publishing house. For most industrial marketers and owners, that's a mental backflip ... and it's non-negotiable.

Let's break it down. Your old mindset ... pushy sales, glossy spec sheets, trade show swag ... worked when buyers had no choice but to listen. Now? [GlobalSpec's 2025 Industrial Buyer Survey](#) says 75% of them research online before even picking up the phone. They're Googling "best hydraulic pumps for heavy duty" or asking AI, "Who's got the toughest steel forgings?" If your answer isn't a blog post, a whitepaper, or a video that pops up, you're invisible. Content isn't optional, it's your new sales rep. What's a high performing sales rep cost?

Here's where it gets hairy. Most industrial folks' recoil at "publishing." You're used to cranking out widgets, not words. Owners grumble, "We're not bloggers," and marketers whine, "I don't have time." Tough luck. [HubSpot's data](#) slaps you with reality: B2B firms that publish regular content see 67% more leads than those who don't. The Repp Group's watched clients wrestle with this shift ... electric motor distributor dragged its feet, then churned out a "Top 10 Ways Your Electric Motor Fails" series and saw web traffic double in three months. Mindset matters.

Why's this so hard?

Because it's a culture gut-punch. Sales teams hoard knowledge ... "That's my client spiel!" ... while owners see content as a cost, not a weapon. But flip it: publishing builds that **digital moat**, flooding your site with value ... think "How We Solve Plant Floor Downtime" over "Buy Our Stuff." Gartner says 65% of B2B buyers crave insights, not pitches. Give them a meaty guide or a snappy video, and they'll come knocking.

Start small. A blog a month. A PDF cheat sheet. Repurpose what you know ... your shop floor's a content goldmine. It's not about going viral; it's about being found. The transition sucks ... old dogs, new tricks ... but the payoff's real. Mid-size industrials who crack this code don't just survive; they can steamroll competitors. You're not a marketer anymore; you're a publisher. Deal with it.



*Pick up David Meerman Scott's book **The New Rules of Marketing & PR***

STEP 6: DO INDUSTRIAL BRANDS NEED SEO?

Hell yes, industrial brands need SEO ... unless you're cool with being the best-kept secret in your industrial niche. Search engine optimization isn't some fluffy buzzword for tech bros; it's the backbone of your **digital moat**, that fortress we've been hyping (Step 4). Pair it with AI tools, and you've got a one-two punch that doesn't just level the playing field ... it has the potential to bury your competitors.

Mid-size industrials, this is your wake-up call.

Let's cut the BS. Your buyers ... those engineers and procurement hawks ... aren't flipping through Yellow Pages or the 'ol green Thomas Registry catalogs. They're on Google, typing "rugged conveyor belts near me" or "who makes leak-proof industrial seals." GlobalSpec's 2025 data says 80% of industrial research starts online. If your site's not ranking, you're not even in the game. SEO's the juice that gets you there ... keywords, backlinks, content-rich pages ... making sure you're the answer when the question's asked.

Now, toss in AI, and it's game over. These new tools ... like SEMrush's AI-driven insights or HubSpot's content optimizers ... supercharge SEO. They sniff out what buyers search for, down to the nitty-gritty phrases your sales team's too busy to guess.

Why's this a killer combo? SEO alone builds visibility ... think of it as planting your flag. AI makes it smarter ... analyzing competitors, tweaking content, even predicting trends. Gartner's got the stat: firms using AI-enhanced SEO see 30% higher click-through rates. Your website's not just found; it's *THE* find. While your rivals limp along with "good enough" pages, you're dominating with content that screams relevance ... blogs like "Why Our Bearings Last Longer" or landing pages that hook local searches.

Don't overcomplicate it. Start with the basics: optimize your site for "Class C components" and "near me" terms. Let AI tools scan your weak spots ... slow load times, thin content ... and fix them. The payoff? A **digital moat** that's damn near impenetrable. HubSpot says SEO-savvy B2B brands snag 5x more traffic. Add AI, and you're not just visible ... you're unavoidable.

Mid-size industrials have a shot to own this. Your big-shot competitors are too bloated to pivot, and the small fry can't keep up. SEO plus AI isn't optional ... it's your edge. Skip it, and you're handing the keys to your kingdom to someone else. Punch now or eat dust later.



Your job is to beat the competition

Danny Goodwin – Search Engine Land

STEP 6 : DO INDUSTRIAL BRANDS NEED SEO?

Below I highlight the tools, **now enhanced by AI**, and tactics that allowed me to build a **digital moat** around a regional supplier:

- ❑ **SEMrush vs Google Analytics (GA):** Most marketers and agencies know about Google Analytics ... most don't understand it. GA is ONLY an internal service. GA only measures traffic from your own website. Whereas SEMrush provides data from consumers, Google, third parties and my client's competitors. This data delivers the scouting reports I need to crush the competition. You see, using GA is like preparing for a big game knowing your own teams' stats and tactics, but nothing about the competition. You are flying blind. SEMrush provides an amazing amount of data such as search volume, user intent, keyword difficulty, competitive levels, keyword variations and more, that help me create content that beats the competition to the Google's top spots. GA is free. SEMrush is not free. You get what you pay for! If you want to know more about the differences and how SEMrush benefits the industrial market, you can go to [SEOchatter](#). (This article was written in 2022, but still accurate)
- ❑ First select your topics by talking to the owners. The owners will give you the most important topics that need to be found by the search engines. Then using SEMrush's **Keyword Magic Tool** (recently enhanced by AI), you can prioritize the keywords/topics so you can achieve improved PageRank. Depending on the business, you should have a minimum of 20 topics to start. I have one client that has 150 keyword/topics we are focused on. Don't overdo it for your first SEO research effort. Remember you can always add more keywords/topics as you start to see more of your keywords at the top of Google's SERP. (Search Engine Return Page)
- ❑ Again, the most dependable way to get my client's topics on top of the search engine return pages is topic-focused blogging from good SEO research. Secondly, [I focus on the topic-specific pillar pages](#) you built into your website. Using SEMrush's **On Page SEO Checker** along with their **Organic Research Tool** I can perform helpful updates for each pillar page every 6 months. I can also check my client's top online competitors. SEMrush tells me which competitors are ranking ahead of my client and why. I can then go back to each of my client's pages and make necessary changes so that my client will outrank their competitor's page.

The graphic below demonstrates this tactic I used on one of my client's pillar pages in June of 2024. Notice the difference some basic research and minor changes made in the page views of a critical topic for my client.



STEP 6 : DO INDUSTRIAL BRANDS NEED SEO?

- ❑ If you follow the above formula, then a good majority of your selected keywords will be in the top 3 of the SERPs, especially if you get to 150 blog posts.
- ❑ After success with most of your keywords, you look at the bottom of your list of topics/keywords in SEMrush's **Position Tracking Report** and look for the topics that are critical for your business that are still poorly ranked. Select the most important topics and plug them into SEMrush's **Keyword Gap Analysis Tool**. This tool will tell you which competitor is outranking you for each keyword/topic and what you need to do to move past them on the SERPs. Can you say, "brand visibility"?
- ❑ What is the big deal about backlinks?

Backlinks, or inbound links, remain one of the top 3 ranking factors for Google. Google views these inbound links as "votes" and the more votes you get the more beneficial for your PageRank. Unfortunately, as your website gathers more traffic your pages become targets for the bad guys. Bots or online robots will scan the web for pages that get good traffic for specific topics and then send nasty links to your pages. The bad guys will then turn around and sell those links to other bad guys. We call these toxic backlinks.

Once your site gathers 10,000 visitors per month, you should use SEMrush's **Backlink Audit** twice per year. This tool analyses all your backlinks and then sends a disavow file to Google. Google will then ignore toxic backlinks to your domain's benefit.

With that said, I would not spend too much time trying to get quality back links from trusted industry sources. This can be huge resource drain. For the mid-size industrial market, I do not think this SEO task is worth the effort. In fact, during a [live webinar](#) 2022 ... and still relevant ... Google predicted backlinks may not be a critical ranking factor, especially as AI churns out more great content. I have achieved great results without spending a lot of time building backlinks, primarily because the B2B industrial market is not that competitive for quality backlinks.

However, **DO** pay attention to your toxic backlinks, create a list of toxic backlinks and send that list to Google to remove your site's association with these nasty little links.



If you follow the above formula, then a good majority of your selected keywords will be in the top 3 of the SERPs, especially if you get to 150 blog posts

STEP 6 : DO INDUSTRIAL BRANDS NEED SEO?

❑ Schema.org

Schema.org is a tightly [structured markup language](#) created in 2011 by the major search engines to help them better understand information that is on each page. The Repp Group has successfully used Schema.org markup language on our client's pillar pages. Make sure your web developer understands these important guidelines. Using schema.org markup language also puts your company in a position to take advantage of Google's coveted [featured snippet](#) as well as, increasingly important with the rise of AI-driven search and voice recognition.

Just today, as I am wrapping up this project, I get a notice that HubSpot will now make sure each of your blog posts will be compliant when it comes to Schema.org markup language. Just another advantage of using a [quality marketing automation platform](#).

- ❑ I am a strong believer that most businesses, especially retail/food service have poor service these days. So, when I get great service, I am a prolific writer of great reviews on Google. Just today I received a notification from Google that my reviews had 10K "views". That is a LOT of brand visibility and good well. I encourage my clients to gather online reviews. I have even designed handy hand-outs for the sales team to give out to their customers after a great experience, making it easy for client to write a good review. [Regardless, get good at acquiring good reviews](#).
- ❑ SEMrush has a **Site Audit Tool**. This powerful tool will crawl your entire site and then supplies a detailed report concerning your site's health. The **Site Audit Tool** generates a report with a list of issues and then tells you exactly what to do to correct them. Fixing these issues will improve your search engine results, especially compared to your industrial competitors that are probably not paying attention to these harmful issues. Pay particular attention to Google's new metric called [Core Vitals](#), established in May 2020. If you site is older than May 2020 there are probably issues that affect your site's health and PageRank. Of course, SEMrush will tell you exactly the pages that need your attention. A site audit should be done at least twice per year. It is like predictive maintenance on a factory floor. It is essential. Google will love you for it.
- ❑ Finally, if you are redesigning your website, it is critical you take steps to avoid huge drops in your, hard-earned, brand visibility. Not following the proper procedures, such as mapping URL redirects, [careful audit of existing content](#), etc. will result in a loss of years of SEO. One of my most trusted resources, Neil Patel, posted [Website Redesign SEO Checklist: Tips to Avoid Big Drops in Your Rankings](#). I highly recommend you share this article with your web developer. Remember, it is not the web developers' job to elevate your branded sales materials to the top of Google.

SEO tactics, new AI tools and SEMrush can overwhelm you with tools and data. For a large consumer B2C site many of these tools are invaluable. But for the not so competitive mid-size industrial market you can ignore most and focus on the steps and tools I have outlined above.

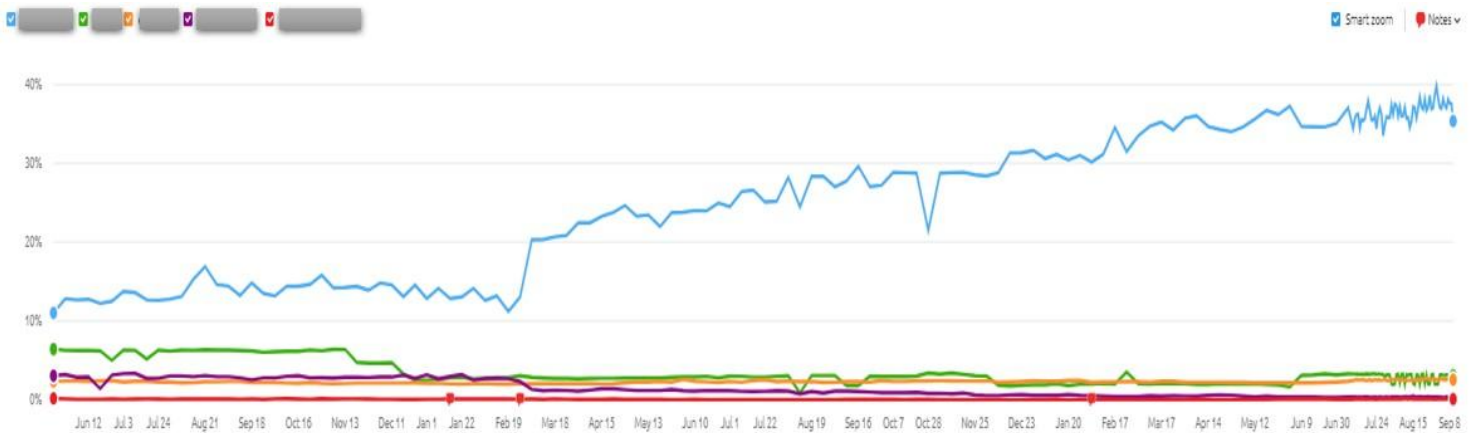
Your efforts will be rewarded, proven in the graphic on the next page.



Remember, it is not the web developers' job to elevate your branded sales materials to the top of Google.

STEP 6 : DO INDUSTRIAL BRANDS NEED SEO?

The blue line in the graph below demonstrates the PageRank position of my client's critical keywords/topics. The multi-colored lines at the bottom of the graph show ALL my client's competitors' keyword positions. The red line at the bottom happens to be the largest company in the world, in my client's industrial niche.



This is a significant brand advantage in the world of search. This is what a **digital moat** looks like!

A recent quote from John Mueller (@JohnMu), Google's Senior Webmaster Trend Analyst since 2007 caught my attention. In a [recent post](#) to my SEO friends John said, "Maybe you should stop reading SEO blogs and instead do something useful for your site and its users".

I could not agree more.

Go back up to **Step 5** and focus on producing great content for your prospects and customers first. That's winning offense. But the real competitive advantage for the industrial market is defense ... your SEO tactics outlined above.

Keep in mind this is an investment in your brand's future revenue.

- What drives a business is sales
- What drives sales is leads
- Digital leads come in through your website
- Your prospects find your website through branded impressions in the search/AI bot results

Even back in 2022, before AI's surge, Danny Goodwin [called SEO a 'perpetual project'](#) because search never stops evolving. [Bruce Clay](#) (one of the "Godfathers" of SEO) put it bluntly: 'You cannot ever be done with SEO.' Now, with AI-driven search, that truth is more relevant than ever. Now, with AI search engines ... more important than ever.



You cannot ever be done with SEO. The search engines have seen to it. Bruce Clay

STEP 7: WHAT ABOUT MARKETING AUTOMATION FOR INDUSTRIAL ?

Let's get one thing straight: if you're a mid-size B2B industrial player ... \$10M to \$1B ... still manually tracking leads in spreadsheets or praying your sales guy remembers to follow up, you're not just behind; you're missing opportunity. Marketing automation isn't a luxury for fancy startups ... it's your lifeline. And when it comes to platforms like [HubSpot](#) and others, [it's a no-brainer for the industrial crowd](#) (written on my blog 10 years ago): powerful, tailored, and ... get this ... the CRM that powers it is free. Yes, free. I use it daily. It's awesome. Time to stop screwing around and start automating.

Here's the skinny: marketing automation takes the grunt work off your plate ... email drips, lead scoring, follow-ups ... and turns your team into a lean, mean, closing machine. For industrials, where sales cycles can drag, this is gold. [HubSpot's 2025](#) stats don't lie: B2B firms using their automation tools see 4.5x more leads and cut sales time by 20%.

Why HubSpot for industrials?

It's built for your mess. Mid-size B2B isn't about flashy ads ... it's about nurturing prospects who take forever to bite. HubSpot's platform handles the slog: personalized emails that don't sound robo, workflows that ping your sales team when a lead's hot, and analytics that tell you what's working. Oh, and that CRM? Free, top-tier, and worshipped by users ... [G2](#) ranks it among the world's best. Did I say, "its FREE? Track every call, quote, and grumble without spending a dime upfront.

The kicker? HubSpot scales with you. Start small ... automate a "thanks for the RFQ" email. Then go big ... drip campaigns like "5 Ways Our Electric Motors Save You Downtime." HubSpot's data says automated nurturing boosts conversions by 50%. Pair it with your SEO and content (Steps 5 and 6), and your **digital moat's** a steel trap ... leads flow in, get warmed up, and land in your lap, ready to buy. No more "Where'd that guy go?"

Don't buy the "too complicated" whine. Industrial marketers balk ... "We're not techies!" ... but HubSpot's drag-and-drop simplicity shuts that down. Gartner's 2023 take: 70% of mid-size firms with marketing automation outpace rivals in pipeline growth. You're not reinventing the wheel; you're greasing it. Free CRM, affordable upgrades, and a system that fits your grind ... meanwhile, your competitors are still licking envelopes.

Marketing automation's your force multiplier.

For mid-size industrials, HubSpot's the sweet spot ... proven, practical, and priced to not anger your CFO. Skip it, and you're stuck in the slow lane while the smart money laps you. Plug in or get left behind.



For marketing automation to really work well your CRM must be integrated with your marketing automation.

STEP 8 : IS THIS A PAINFUL EXERCISE FOR INDUSTRIAL MARKETERS?

It's only painful if you fight it.

For mid-size B2B industrial marketers ...this isn't just a to-do list; it's a culture overhaul.

You're not tweaking a sales pitch or slapping a new logo on the truck. You're torching the old playbook and stepping up as a publisher. That's right ... less "sell, sell, sell," more "teach, tell, engage." It's a gut punch for most industrial crews, but it's the only way to thrive in AI's digital jungle.

Let's not sugarcoat it: this shift sucks at first. You're used to cranking out parts, not content. Your team's wired to close deals, not craft blogs like "Why Our Widgets Win." Owners squint at you ... "We're paying for *what?*" ... and your sales vets scoff, "I don't need a website to move product." Tough. [HubSpot's 2025](#) numbers slap back: companies that publish consistently see 67% more leads. [GlobalSpec](#) says 70% of industrial buyers crave insights over pitches. The culture's not optional ... it's survival.

Why's it so brutal?

Because it's a full-on identity crisis. Industrial marketers have spent decades as order-takers, not storytellers. Thinking like a publisher ... churning out value, not just promos ... feels alien. But here's the rub: your buyers are already there. They're Googling, scrolling, asking AI for answers. If you're not feeding them content ... think "Top 5 Downtime Fixes" or "How Our Electric Motors Outlast the Rest" ... someone else is. The Repp Group's seen it: one client balked, then embraced the shift and doubled web traffic in a year. Painful? Sure. Worth it? Damn straight.

This isn't about adding a task; it's about rewiring the mindset. *Your shop's a content factory ... every problem you solve, every win you notch, that's a story.* Marketing's not a cost center anymore; it's the megaphone. Gartner's 2024 take: 65% of B2B firms that adopt a publishing culture outpace rivals in brand loyalty. Start small ... weekly posts, a quick video ... but commit. Drag the team kicking and screaming if you must. Sales will thank you when leads roll in.

The pain's real ... culture change always stings. But industrial marketers who grit through it build that **digital moat** (Step 4) and own their turf. Cling to the old ways, and you're a dinosaur waiting for the asteroid. Embrace the publisher gig, and you're not just in the game ... you're running it and winning.

Suck it up, or step aside.



Companies that use marketing automation see a 10% increase in their sales productivity and a 12.2% increase in their overall revenue - Forrester Research

STEP 9 : HAVE YOU THOUGHT ABOUT LOCATION SERVICES?

If you're a mid-size B2B industrial supplier ... say, a regional big dog, chances are you've overlooked a secret weapon: Location Services.

Not the “find my phone” gimmick, but Google's heavy-hitting, geo-powered toolkit that can turn your sprawling service area into a lead-gen goldmine. For larger regional players, this isn't just nice-to-have ... it's a must to lock down that **digital moat** (Step 4) and keep regional competitors scrambling.

Google's Location Services ... like Google Maps APIs and geolocation tools ... aren't about pinging your warehouse guy's lost forklift (though, cool bonus). They're about nailing *where* your buyers are and *how* to reach them. Think industrial buyers searching “steel fabricators near me” or “pump suppliers in Michigan.” Google's 2024 data pegs 80% of B2B searches as location-driven. If you're not leveraging Location Services, you're off your buyers' radar.

For regional suppliers, this is your huge edge. Google's tech ... like the Geolocation API ... pinpoints prospects using cell towers, Wi-Fi, and IP data, feeding your site or ads to the right eyes. Larger outfits with multiple territories? Use the Maps Platform to spotlight every service zone ... think “We've got you covered from Cincinnati to Louisville.”

HubSpot says geo-targeted campaigns juice conversions by 40%.

Here's the play: integrate Google's APIs to make your site a homing beacon. Dynamic landing pages ... “Serving Detroit with Top-Tier Bearings” ... paired with real-time mapping scream relevance. Buyers love it ... GlobalSpec's 2024 survey shows 65% prefer suppliers with clear regional presence. Plus, it's a one-two punch with SEO (Step 6). AI can optimize those geo-keywords ... “brass fittings Michigan” ... while Location Services ensure you're the push pin on the map.

This isn't plug-and-play for small fry ... it shines for bigger regional suppliers with scale. You've got the muscle to serve wide swaths; now show it. Gartner predicts 70% of B2B firms will lean on location tech by 2026. Skip it, and you're ceding ground to rivals who geotag their way to dominance. Mid-size industrials can own this ... use Location Services to plant your flag or watch someone else redraw your regional map.



You need to create separate and optimized pages for each of your locations.

SEMrush.com

STEP 10 : STICK TO THE FUNDAMENTALS ... BUT BE ADAPTABLE, BE PATIENT

Alright, mid-size B2B industrial owners this one's for you hard-headed folks who love a good torque wrench but hate a slow grind. Building your **digital moat** (Step 4) isn't rocket science: nail the basics ... brand, site, SEO, content ... then tweak as you go. But here's the rub: most of you get antsy, expecting overnight miracles. Newsflash: patience isn't just a virtue here; it's your paycheck. Stick with it, and you'll own your online niche.

Fundamentals first. A sharp brand story (Step 3), a fresh site (Step 4), steady content (Step 5), and SEO juice (Step 6) ... that's the bedrock. No shortcuts. But adaptability's key ... buyers shift, Google tweaks its algo, AI tools evolve. Boy do they evolve! You've got to roll with it. One Repp Group client, a mid-size electric motor shop, kept tweaking their "Why Us" page based on analytics ... six months later, they owned "vibration analysis" searches. Fundamentals plus flexibility ... that's the combo.

Now, the tough love: you're impatient as hell. Owners like you ... engineers at heart ... want results yesterday. "I spent \$10K on SEO ... where's my flood of leads?" Chill. [HubSpot's 2025](#) data says consistent digital strategies take 6-12 months to hit stride, but then? Leads jump 67%. [GlobalSpec's](#) got your back too ... firms that stay the course see 3x the brand visibility after a year. This isn't a sprint; it's a siege. Rush it, and you're another faceless supplier. Grind it out, and you're the name everyone knows in your niche.

Patience pays dividends ... big ones. Think "owning" your niche: top Google rankings, buyers typing your name first, competitors eating your dust. Gartner's crystal ball shows 60% of B2B buyers lock in with brands they recognize online by 2026. That's you ... if you don't bail early. One industrial client stuck to their content plan ... boring blogs, slow at first ... then bam, 50% more organic traffic in 18 months. They're the go-to now for "industrial cranes". You can be too.

Stay the course. Tweak when data says so ... like swapping "quality parts" for "toughest damn fittings" ... but don't ditch the playbook when month three feels quiet. Mid-size industrials win by outlasting, not outracing. Your engineer brain loves a problem to solve ... treat this like one.

Long game, huge payoff: a brand so loud online, you're the only name that matters.



Be patient ... the outcome will come with time – Neil Patel-Wall St Journal named Patel top influencer and marketer on the web

Remember, in the realm of digital marketing, patience isn't just a virtue ... it's a necessity - Chad Pollitt well-known content marketing and SEO strategist

STEP 10 : STICK TO THE FUNDAMENTALS ... BUT BE ADAPTABLE, BE PATIENT

Here is a brief case study demonstrating strategic patience:

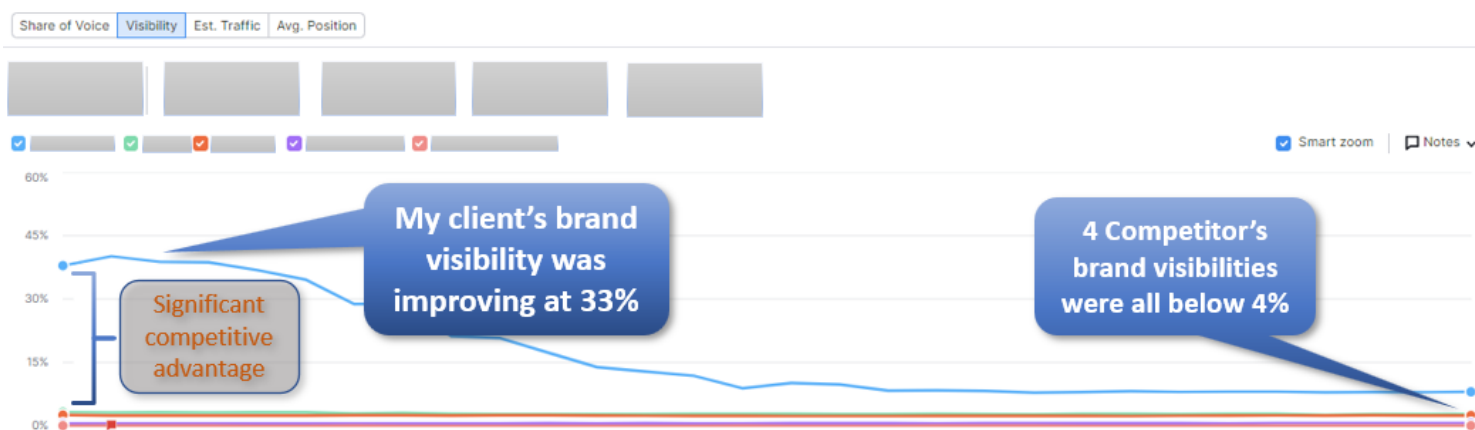
Every great sports team has a game plan before they take the floor. But every game plan must be adaptable for a win.

My client in Detroit had a great game plan that was working. They were building a **digital moat**.

They were then influenced by social media startups who had little influence on his specific industrial niche and bailed on the project. I heard from a friend that my client was upset because they were now losing relevance on the SERPs. Then they tried to use the SEO marketing channel to catch up to their competitors. SEO as just a marketing tactic, without good content, will always fail.

*“Remember, SEO is not a demand creation channel. It captures **existing** demand”* - Holly Anderson on July 7, 2022, from [Search Engine Land](#)

The graph below, from SEMrush’s **Position Tracking** tool, demonstrates the need for *strategic patience*. The **blue line** demonstrates that one-third of my client’s topics were #1 in Google and had a significant brand advantage over their competitors. Then my client abandon our SEO tactics and relied on social media for online branding. It is obvious which tactic makes the most impact on your industrial brand.



Adapt, but stick to the fundamental skills that got you to the big game ... and learn *strategic patience*.



Remember, SEO is not a demand creation channel. It only captures existing demand.

Search Engine Land

STEP 11: HOW DO I KEEP SCORE OF OUR SUCCESS?

You're a mid-size B2B industrial player and you've built your **digital moat** (Step 4), gritted through the culture shift (Step 8), and waited it out (Step 10). Now what?

You keep score.

Not with a gut feeling or a shrug, but with cold, hard metrics that tell you what's winning and what's wasting your time and resources. Lucky for you, marketing automation platforms ... like HubSpot ... make it a breeze. Double down on the good, ditch the junk, and watch your brand and leads soar.

Keeping score isn't optional ... it's how you stay sharp. You're not here to guess if that blog post or email drip moved the needle. Automation platforms serve up the numbers: website visits, click-through rates, lead conversions, pipeline growth. [HubSpot's 2025](#) data says users tracking metrics see 20% higher ROI than those flying blind.

Here's the beauty: platforms like HubSpot do the heavy lifting. No spreadsheets, no nerd degree required. Real-time analytics show what's hot ... say, "Our 'Tougher Valves' blog got 500 hits" ... and what's not ... "That 'About Us' update?" Gartner's 2024 take: 70% of B2B firms using automation metrics outpace rivals in efficiency. You see which SEO terms (Step 6) pull traffic, which content (Step 5) hooks buyers, and which geo-targets (Step 9) close deals. It's a cheat sheet to winning. Almost does not seem fair.

Keeping score means action. Metrics scream, "This works, do more!" or "This flops, kill it." A pump supplier tracked their automation data ... emails with "downtime solutions" in the subject line crushed generic pitches by 40%. They leaned in, scrapped the duds, and watched conversions climb. HubSpot's free CRM (Step 7) even ties it to sales ... how many leads became bucks? Stop guessing; start scaling.

Set your markers: traffic up 20%, leads up 30%, bounce rate below 50%. Check monthly. Automation makes it idiot-proof ... charts, trends, alerts. Mid-size industrials win by playing smart, not hard. [GlobalSpec](#) says 65% of top performers track and tweak relentlessly.

You've got the tools ... use them. Scorecard in hand, you're not just surviving; you're owning your niche.



If you can't measure it, you cannot improve it – Peter Drucker

Half the money I spend on advertising is wasted; the trouble is I don't know which half – John Wanamaker

STEP 11: HOW DO I KEEP SCORE OF OUR SUCCESS?

Here is another digital moat case study:

Let's say you have 100 critical keywords and topics that need to be on the first page of Google. Right now, 10 of those keywords are #1 in Google's SERP. That is 10% brand visibility. Not good in the world of search for your industrial brand.

Then, after publishing some topic-focused blogs, videos, pillar pages, etc., 75 of your topics are in #1 position in Google. That is 75% brand visibility. Now, your branded sales materials are seen by thousands more potential customers.

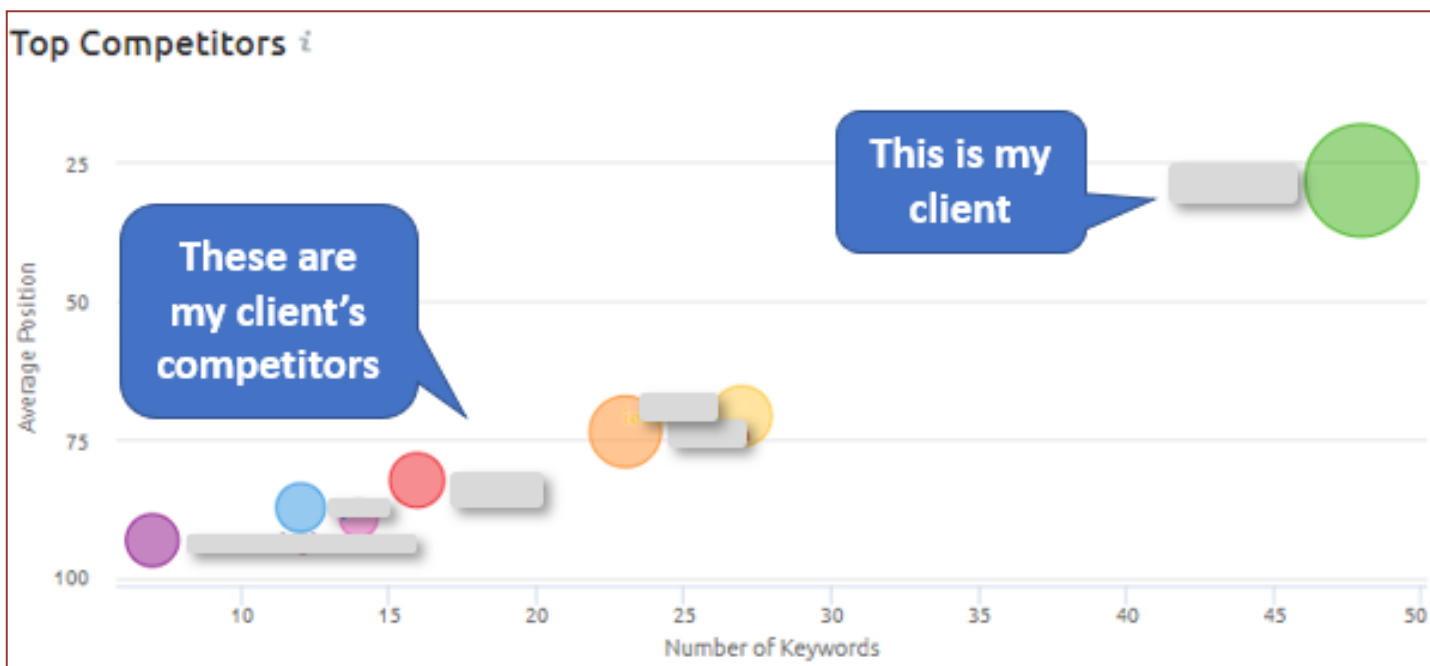
Based on my experience and research, achieving 100 percent brand visibility is possible in most industrial markets. This means that your domain occupies the first position in the search engine return page for all 100 keywords/topics. Now your team is in the top echelon of your industrial niche and will gather the most eyeballs and the most leads. That would be a REAL **digital moat**.

Imagine the potential leads that level of brand visibility would yield?

If you have followed my guidance and achieved brand visibility of 75% and beyond you have built an almost impenetrable [digital moat](#) around your industrial brand.

Congratulations...you now own your online marketplace and reached the **top of your industrial niche**.

Below is what the **industrial marketing success or a digital moat** looks like viewed on SEMrush's **Position Tracking Tool**. This is a graph of one client for brand visibility percentage (my client is the green circle) and their "Top Competitors" are all the other circles. Two of those circles (the blue and red) are highly visited industry association websites. The pink circle is a billion-dollar multi-national competitor of my client. The remaining colored circles are fierce regional competitors.



STEP 12: HOW MUCH WILL THIS MARKETING EFFORT COST?

Time to talk cash.

You're not throwing darts at a budget board here; you're investing in that **digital moat** (Step 4) that makes you untouchable. The big question: how much? The smart answer: peg it to your sales, juice it with AI, and watch it stretch further than you ever thought. This isn't a cost ... it's a competitive advantage.

First, the baseline: look at your revenue. Industry benchmarks ... straight from Gartner and HubSpot ... say B2B firms drop 5-10% of sales on marketing. If you're at \$50M, that's \$2.5M to \$5M a year. Sound steep? It's not when you're building a **digital moat**. From my experience, most industrials limp along at less than 2%, wondering why they're invisible. Step up. That 5-10% isn't a random stab ... it's what top players spend to own their niche. Your **digital moat** ... brand, site, SEO, content (Steps 3-6) ... needs fuel, not scraps.

Here's the game-changer: AI makes your dollar a superhero. Tools like HubSpot's automation (Step 7) or AI-driven SEO (Step 6) slash grunt work and boost output. A \$50K content budget that just a year ago got you 250 (@\$200 each) blogs can now pump out hundreds using AI tools like [Zimmwriter](#).

I worked directly with an AI consultant, Jonathan, who blew me away with his "topical authority generator." I gave him a high-level topic, and his AI tool did the rest. It generated 20 "topical clusters" and then exploded those into 200 "long-tail keywords" ... what SEO pros call them, but I prefer "buyer's questions." Here's where it gets wild: from those 200 keywords, Zimmwriter churned out 400 individual blog posts in minutes. **Minutes**. Normally, writing just one good blog post takes me or my technical writers a full day. For me or my team to create 400? That's over a year's worth of work. You do the math!



A man who stops advertising to save money is like a man who stops the clock to save time.

Henry Ford

STEP 12: HOW MUCH WILL THIS MARKETING EFFORT COST?

Let's break it down a little more. GlobalSpec's 2025 data shows that companies investing 7%+ in digital see 3x the lead growth. But here's the kicker ... based on my experience, in most mid-size industrial niches, investing just 5% or less is enough to create that "digital moat." Why? Because your competition is still stuck in the Stone Age when it comes to online marketing. I believe these numbers are real. 3% of \$10 million in sales gets you in the game. Ready to play?.

- \$20,000 to \$60,000 for website. First year only. \$3000 per year maintenance.
- SEO and content development \$72,000 per year.
- HubSpot or marketing automation; \$10,800 to \$18,000 per year
- Geotag and location services: \$12,000 per year
- Extra content development including video: \$15,000 per year
- Outside Marketing Guidance: \$24,000
- Inside Marketing Staff: \$100,000

This isn't pocket change ... it's a stake in the ground. That moat ... online dominance, brand visibility ... gives you a chokehold on competitors. AI stretches every buck, so you're not just spending; you're stacking an advantage. Impatient owners (Step 8) might flinch, but the payoff's real: a fortified industrial brand that's the first name buyers see. Mid-size players who bet big here don't just compete ... they crush.



Cutting corners on marketing in the age of AI is like whispering in a windstorm ... you'll be drowned out by brands that invest in being remarkable. AI amplifies reach, not relevance; underfund your story, and you're invisible

Seth Godin

Conclusion

Here's the bottom line, mid-size B2B industrial warriors: the digital world's your battlefield, and you're 15 years behind. But that's your shot ... while competitors snooze, you can seize the gap. This 12-step playbook isn't fluff ... it's a blueprint to build a digital moat that locks in your brand.

Stop sitting on your hands. Email or call us *today* ... one chat could flip your game. Let's build your moat and make your industrial brand the one they can't ignore. Act now ... your edge won't wait.

WANT TO KNOW MORE? NOT SURE HOW TO BEGIN?

Call or email Tom Repp at 269-375-0349 or twrepp@thereppgroup.com for details.



When you call me, be prepared to give me 20 of your most critical keywords and 5 of your fiercest competitors. Or, you can go to my [contact page](#) and fill out the form.



After analyzing your competitive landscape, I'll deliver a deep-dive report that demonstrates your company's brand visibility and what it would take reach the top of your industrial niche. Then we'll jump on a one-on-one ZOOM call to review the findings, see if we're a fit, and map out your roadmap to success.

No fluff. Just real insights and a strategic game plan to make your brand unstoppable.

**Call 269-375-0349 or email me
at twrepp@thereppgroup.com**

