

MANUFACTURING INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you guess the largest manufacturing company in your state?
- Think your industry is good for the environment? Find out here!
- What do you know about the manufacturing industry?
- Which manufacturing process is best for you?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Manufacturing critical equipment quiz](#)
- [Material usage calculator](#)
- [Machinery and manufacturing quiz](#)
- [Clamping force calculator](#)
- [Thermal diffusivity calculator](#)
- [Manufacturing truth or myth quiz](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which air conditioner would best suit your budget?
- Which drill is best for your business?
- Which cooling machine is most suited for your needs?
- Which upcoming Nvidia Gforce 10 series should you buy?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- What's your break even point?
- How much does it cost to build an AC?
- Calculate the total manufacturing price per unit of your product!
- Calculate the amount and cost of raw material required for producing XYZ product.

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much do you save in production time and costs by optimising machine defect rates?
- How much are you saving on ABC vs. other brands.
- Calculate the overall discount on buying XYZ refrigerator.
- Calculate the ROI for your manufacturing ERP.



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Which is better for manufacturing cement: ----- or -----?
- Check the profitability of ----- vs -----
- Why is our xyz product better than abc's cheaper version?



GROWING **MQL**