

# 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!
- Find out what do you know about the manufacturing industry?

## LINKS TO LIVE EXAMPLES

- [Carbon calculator](#)
- [Manufacturing economics calculator](#)



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which air conditioner would best suit your budget?
- Check out which Nike Mercurial fits your style!
- Which upcoming Nvidia Gforce 10 series should you buy?



STAY **TOP OF MIND**

## 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!



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- 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 -----



GROWING **MQL**