



IQMS

AUDIT | STRATEGY
DIGITAL / SOCIAL MEDIA

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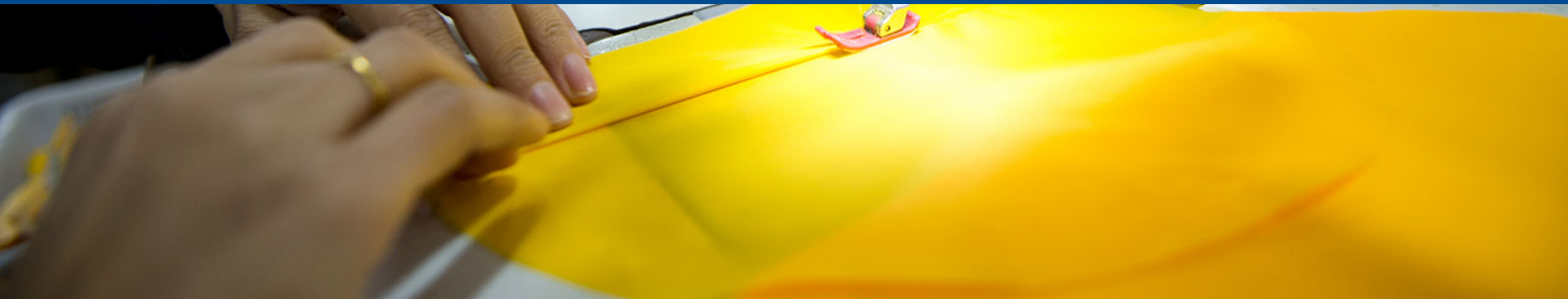
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2. Plan
3. Specifics

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SUMMARY



SUMMARY

OBJECTIVE

Audit the impact and usage of social media in the ERP software space including the following areas:

- The Manufacturing Industry
- Manufacturing Companies
- Client Competitors
- Business Analysts / Experts

And create a custom recommendation for how the client should proceed in social media including a custom executional strategy.

CLIENT

IQMS

<http://www.iqms.com/>

Paso Robles, CA

IQMS is an innovative, agile software provider utilizing cutting-edge technology and tools to develop customer and industry solutions for manufacturers worldwide.



RESEARCH

PART 1





MANUFACTURING RESEARCH



QUESTIONS

1. What are the social media norms in the [manufacturing] industry?
2. What do [business / industry] analysts think about social media?



LEARNINGS

1. The Manufacturing community is focused on connection - both internal and external.
2. The Analysts aren't buying it.
(garbage in, garbage out)
3. The manufacturing conversation is alive and well in social media.
4. The Millennials are the next generation of manufacturers.

LEARNINGS

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“By integrating a social media component into their ERP and CRM backbones, companies are initiating healthy dialogue on satisfaction levels and brand loyalty across multiple customer touch points.

Furthermore, by assisting more customers via social media, these companies are **reducing customer support costs** and improving response to customer issues. Not only does this approach offer less time-intensive options for support teams, but also **social media also creates an environment where customers help each other** while allowing the manufacturer to identify problematic issues faster.”

- INDUSTRY WEEK ≥

“In 2014, 74% of technical professionals in the industrial sector reported having a LinkedIn account, while 61% claimed to be maintaining a Facebook account.”

- Mazak ≥

“According to an IDC white paper, “The Future of Manufacturing,” sponsored by Infor, **social media is forcing manufacturers to become more customer-centric**. The traditional business-to-business model is becoming outdated because **today's connected consumers are better informed and expect products on-demand**. Consumers compare, select or buy multiple products with a tap of their smartphone or tablet, and social media has become their preferred communication platform. This consumer purchasing style is not only having an impact on brand-oriented value chains, but **is transforming traditional B2B to B2B2C models**.”

- Industry Week ≥

“IDC Manufacturing Insights believes that ERP systems will significantly improve the way information is delivered and shared. Leveraging a social platform, it will be easier for the right information to reach the most appropriate user. **Social business capabilities will create a collaborative "social ERP" environment that will foster the creation of self-forming teams.** This will speed up processes, help ensure compliance with fast-changing regulations, and improve the ability to collect and store the specialized "tribal knowledge" of employees, from sales representatives to service technicians.”

- The Future of Manufacturing, IDC
[Whitepaper]

LEARNINGS

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SUMMARY

Overall, there seems to be some distaste for social media from industry analysts who claim that it's not the 'one size fits all' solution that early marketers touted it as. There is much talk about social media diluting customer experience and not providing clear ROIs for delivering leads.

I couldn't agree more with their facts (although their sentiment is the very old and crotchety 'get off my lawn' type). Social media is a way to build community and foster connection, which, over time, fosters good will and thus sales. **It does not provide a direct marketing result because it is not direct marketing.** Once an analyst adjusts their perspective to see social for what it is, they agree with it's usefulness.

“Social media is not a panacea for marketers seeking to improve their business's fortunes; **however there is value there.**

What's required is an adjustment in how we look at the vastness of social media. Instead of spreading audience and conversations across every new online platform that emerges, consider focusing on just one or two that can be marketed – and managed – well. Instead of relying on third party social networks to host (and own) your brand-consumer conversations, build stronger communities on owned-properties like your corporate blog or dedicated communities...

Build, own, and manage conversations with qualified prospects, customers, and advocates that can be more easily analyzed and converted to true business value. **It's not rocket science. In fact, it's just plain old marketing**...you know, the kind we practiced before social media.”

- Sam Fiorella, Constellation Research Blog ≥

“The clearest demonstration of the weakness of the cult of brands is the dismal performance of social media marketing. **We were promised that social media would be the magic carpet** on which our legions of brand advocates would go to spread the word about the marvelousness of our brands, and would free us from the terrible, wasteful expense of advertising. It has done nothing of the sort.

In fact, it is often the exact opposite. Social media is usually where people go to scream about the mistreatment we get at the hands of companies. And where companies go to beg forgiveness.”

- Bob Hoffman ≥
[\[tweeted\]](#) and agreed with by [Frank Scavo](#)

"Let's be clear: We're not predicting the demise of Facebook. After all, the site offers about one-third of all the display ad impressions online. **But Facebook's decade of dominance in social marketing is ending** ... Facebook will become nothing but a repository for display ads."

- Nate Elliott, Forrester ≥

"[Facebook] is now the single biggest reach platform in the world, offers great cost efficiencies, capped reach and frequency and **we're seeing strong ROIs [return on investment] greater than TV** where we've adopted this scale approach. Now we're looking at bringing different targeted creative to different consumers and maximizing the video potential of the platform."

- Jerry Daykin, global digital director, Carat
[Ad Age's 2014 agency of the year]

"Social Relationship Strategies That Work" is a report from Forrester that expands upon the decline of organic Facebook reach and the increased pay-to-play rules Facebook has for brands. It has received a lot of heat from the social media community because, while it's factually correct, it over dramatises the negative effects and minimises the positive effects of this market shift.

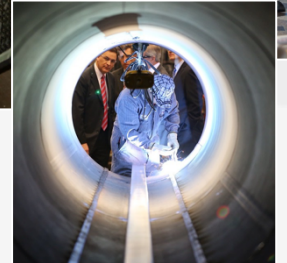
LEARNINGS

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WE ARE MANUFACTURING

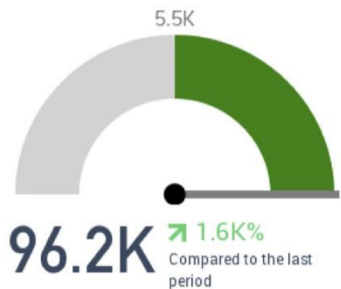
NAM's investment in social media is shown through their [#WeAreMFG](#) campaign across Facebook, Twitter, LinkedIn, Instagram, and YouTube.

"We want you to be a part of how we will convince the American people to embrace manufacturing as our nation's economic priority, so that we can make our nation's future together. Join us on social media at [#StateofMFG](#) and [#MFGisUS](#) on Twitter, Facebook, LinkedIn and Instagram and share your story on how manufacturing is driving America's comeback."

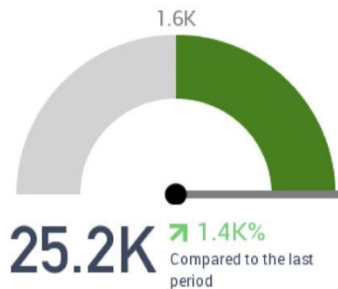


#MANUFACTURING [past 30 days]

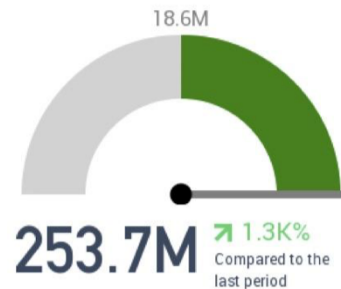
MENTIONS



ENGAGEMENT



POTENTIAL REACH



#Manufacturing

#cintasjobs #IoT #Jobs #TweetMyJobs

#VeteranJob #KellyServices #Denver

#MofastTrack #Smithville #engineering #jobs4u

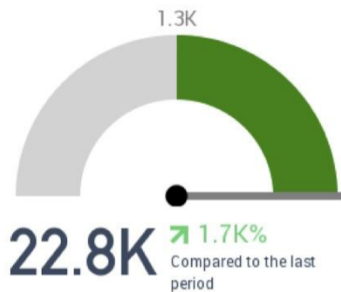
#Industrial #Job #TPP #supplychain

#business #Hiring #ERP #mfg

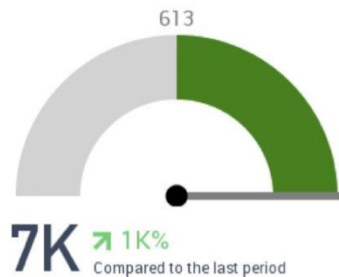
#3dprinting #Operations #KellyJobs #BigData

#ERP [past 30 days]

MENTIONS



ENGAGEMENT



POTENTIAL REACH



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“According to a March, 2012 Time Magazine article written by Dan Schwabel (an expert on the millennial generation) approximately 10,000 Millennials (also called Generation Y) turn 21 every day. **By 2025, three out of four people in the workforce will be from 'Generation Y'.** It looks like the Millennials will have to come to the rescue to **save American manufacturing!**”

- CMTC Manufacturing Blog >

“Consider the strengths of the Millennials generation (according to the U.S. Chamber of Commerce Millennial Report):

1. Millennials are **technology savvy** (the report called it a “digital sixth sense”).
2. Millennials are **optimistic**. 41% of the people in this generation were satisfied with the way things are going in this country, compared to only 26% of those over 30.
3. Similar to earlier generations, Generation Y **cares about those in need**, and this population desires a **strong family life**.”

- CMTC Manufacturing Blog ≥

“Worryingly, the ThomasNet report found that right now, most manufacturers (62 percent) say **Millennials still represent only a small fraction of their workforce**, and eight out of ten (81 percent) have no explicit plans to increase these numbers.

That's not helpful. **It's also shortsighted.**”

- Paul Tate ≥
Research Director / Executive Editor,
Frost & Sullivan's Manufacturing Leadership Council

SUMMARY

MANUFACTURING

CHALLENGES

1. The ever-changing landscape of social media.
2. 'Experts' guiding manufacturers to not value social media.
3. Millennials may be slow to come on board manufacturing jobs.

OPPORTUNITIES

1. Manufacturing is hot topic in social media.
2. Manufacturers are ever-increasing their interest in networked digital communication.
3. Oncoming Millennials value social media and digital connection.



COMPETITORS RESEARCH



QUESTIONS

1. What are our competitors doing in social media?
2. What resonates most with their customers?
3. Where are the holes (opportunities) in the market?



COMPETITORS

EPICOR®

 **QAD**

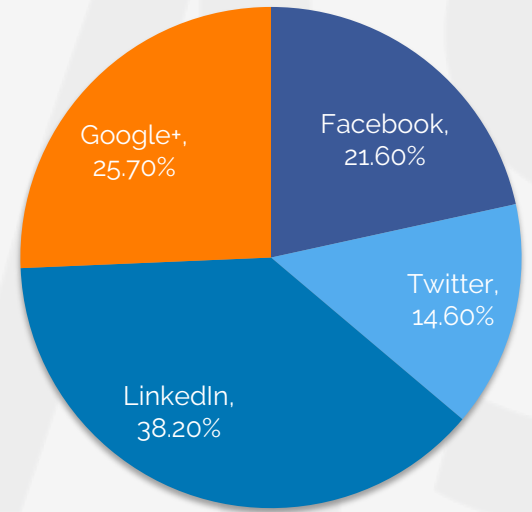
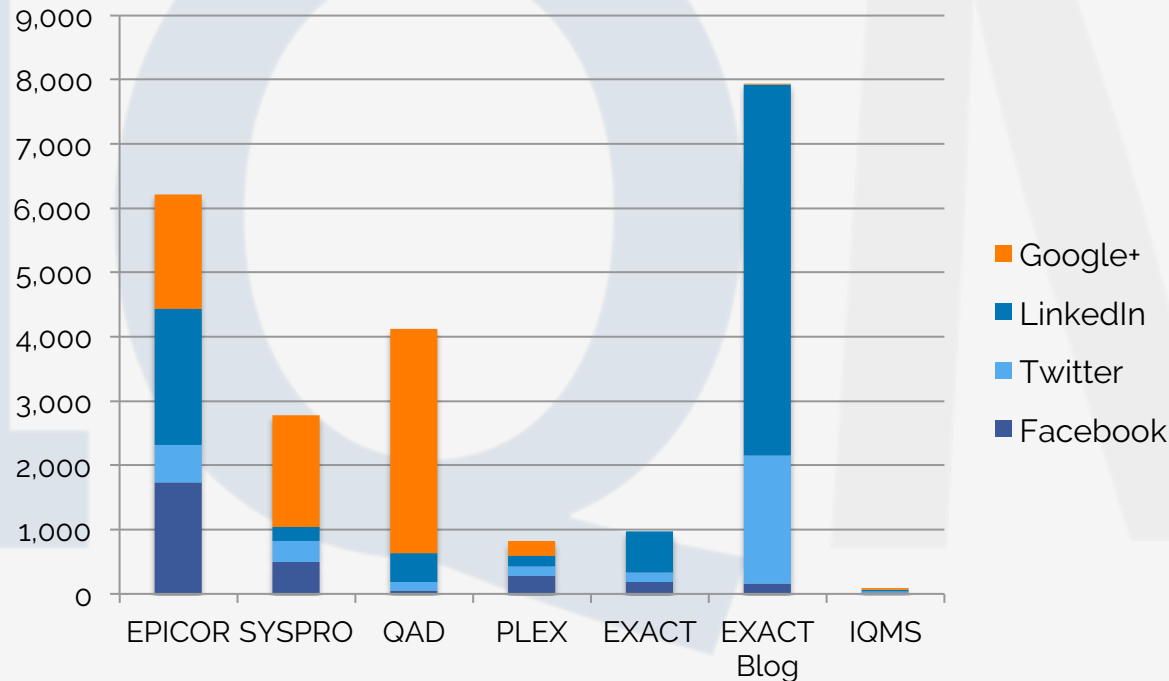
 **SYSPRO™**
Simplifying your Success

PLEX

= exact

SHARING LEARNINGS

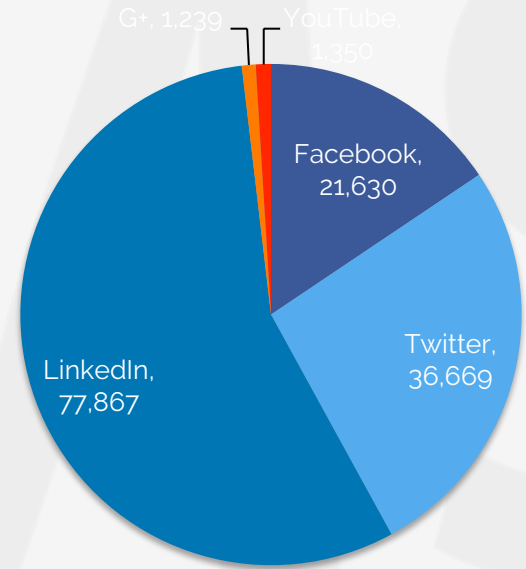
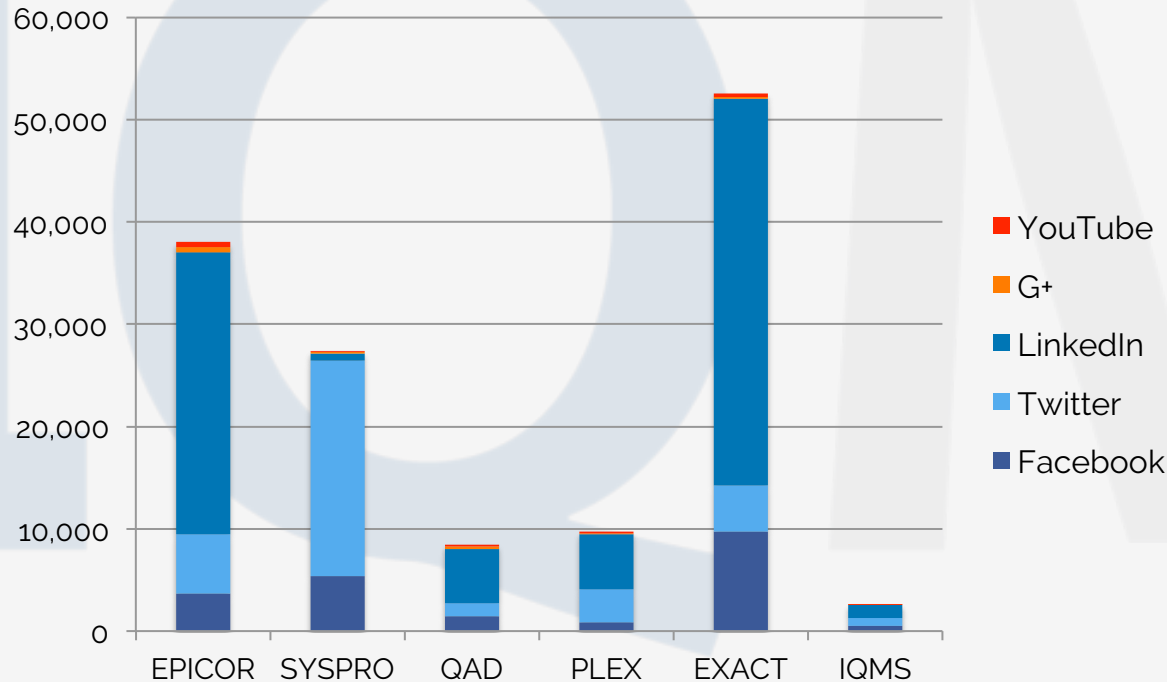
Content (web pages / blog posts) from ERP Software brands is shared most often on LinkedIn, followed by Google+, Facebook, and Twitter.



*QAD uses a Google URL shortener, which I believe threw off the results, it has been removed from this chart.

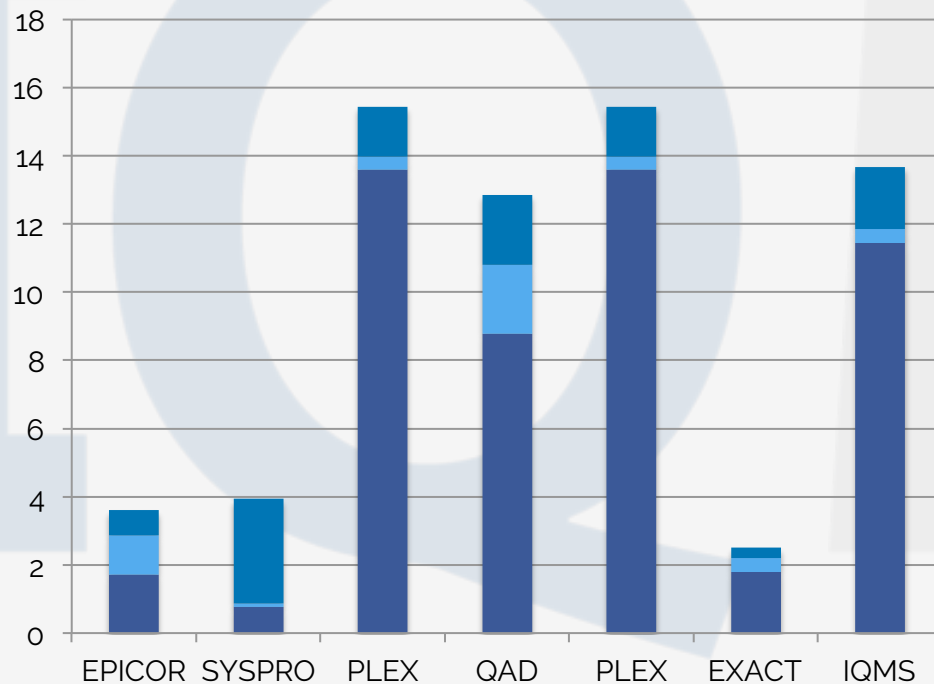
COMMUNITY LEARNINGS

ERP Software brands have the largest social media communities in LinkedIn, followed by Twitter, Facebook, YouTube, and Google+.

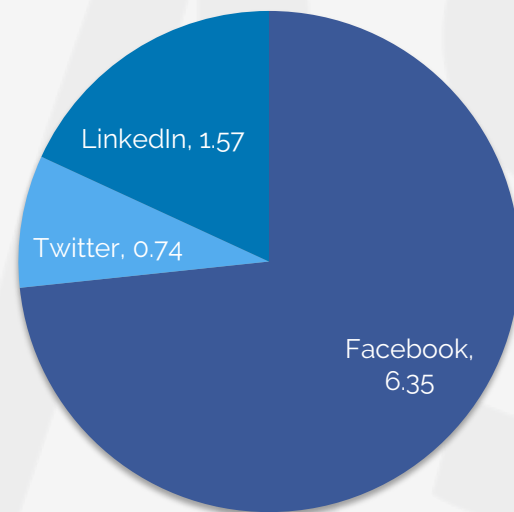


ENGAGEMENT LEARNINGS

Fans of ERP Software brands engage the most on Facebook, followed by LinkedIn and Twitter.



■ LinkedIn
■ Twitter
■ Facebook



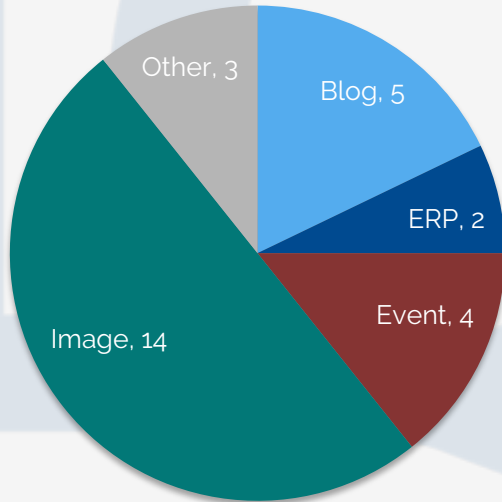
* Scored by average engagement per post per 1,000 fans

** Google+ engagement wasn't high enough to rate

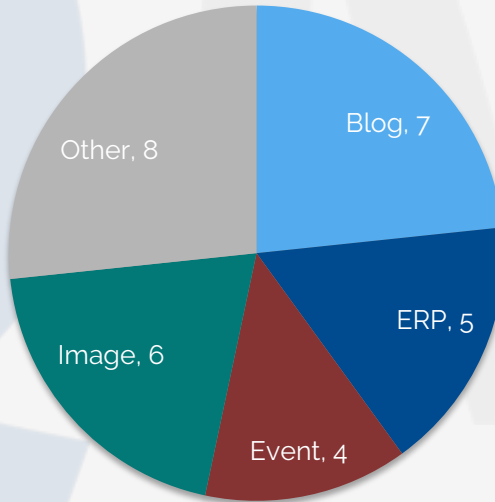
CONTENT LEARNINGS

Across all ERP Software brands, industry news and blog posts resonate the best on LinkedIn and Twitter while Facebook tends to do best with more human content.

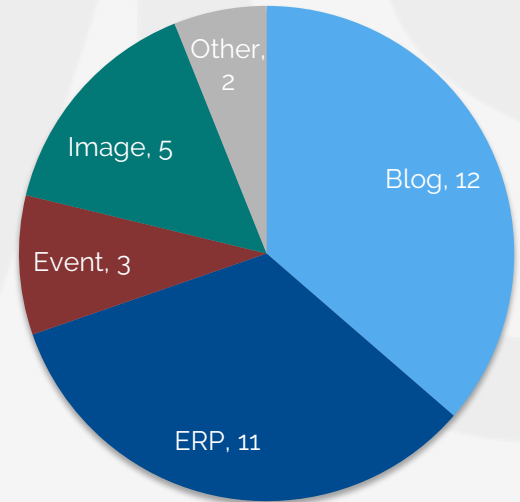
FACEBOOK



TWITTER



LINKEDIN



Graphs show the most common categories across social platforms based on the top 5 most engaged with posts for each competitor.

FACEBOOK MOST POPULAR CONTENT

	1 st	2 nd	3 rd	4 th	5 th
EPICOR	IMAGE Trade Show ≥	ERP News Article ≥	EVENT Epicor Insights ≥	INSPIRATION Quote / Graphic ≥	ERP News Article ≥
SYSPRO	IMAGE Staff Holiday ≥	IMAGE Product Expo ≥	IMAGE Product Expo ≥	IMAGE Company Award ≥	IMAGE Company Award ≥
QAD	PRESS President Award ≥	PRESS President Award ≥	IMAGE Career Fair ≥	EVENT Sales Workshop ≥	EVENT Sales Workshop ≥
PLEX	VIDEO Employees ≥	IMAGE Customer ≥	EVENT Summit ≥	IMAGE Trade Show ≥	BLOG Company Award ≥
EXACT	BLOG Survey Incentive ≥	BLOG Customer Story ≥	BLOG Product Teaser ≥	CAREERS Hiring Ask ≥	BLOG Customer Story ≥
IQMS	IMAGE Office Bobcat ≥	IMAGE Staff Baby ≥	IMAGE Staff Baby ≥	IMAGE New Logo ≥	IMAGE Customer Brag ≥

TWITTER MOST POPULAR CONTENT

	1 st	2 nd	3 rd	4 th	5 th
EPICOR	ERP News Article ≥	INSPIRATION Quote / Graphic ≥	INSPIRATION Quote / Graphic ≥	PRESS Company Award ≥	BLOG Biz Expansion ≥
SYSPRO	ERP News Article ≥	ERP News Article ≥	IMAGE Staff Holiday ≥	BLOG Press Release ≥	ERP News Article ≥
QAD	EVENT Explore ≥	ERP Sales Video ≥	VIDEO Customer Video ≥	EVENT Explore Video ≥	IMAGES New Office ≥
PLEX	BLOG Technology ≥	BLOG Technology ≥	PRESS ERP Software ≥	VIDEO Case Study ≥	IMAGE Staff Lifestyle ≥
EXACT	EVENT Image ≥	IMAGE Trade Show ≥	BLOG Press Release ≥	VIDEO Company Info ≥	EVENT Image ≥
IQMS	BLOG Customer Info ≥	BLOG Customer Info ≥	MENTION Customer ≥	--	--

LINKEDIN MOST POPULAR CONTENT

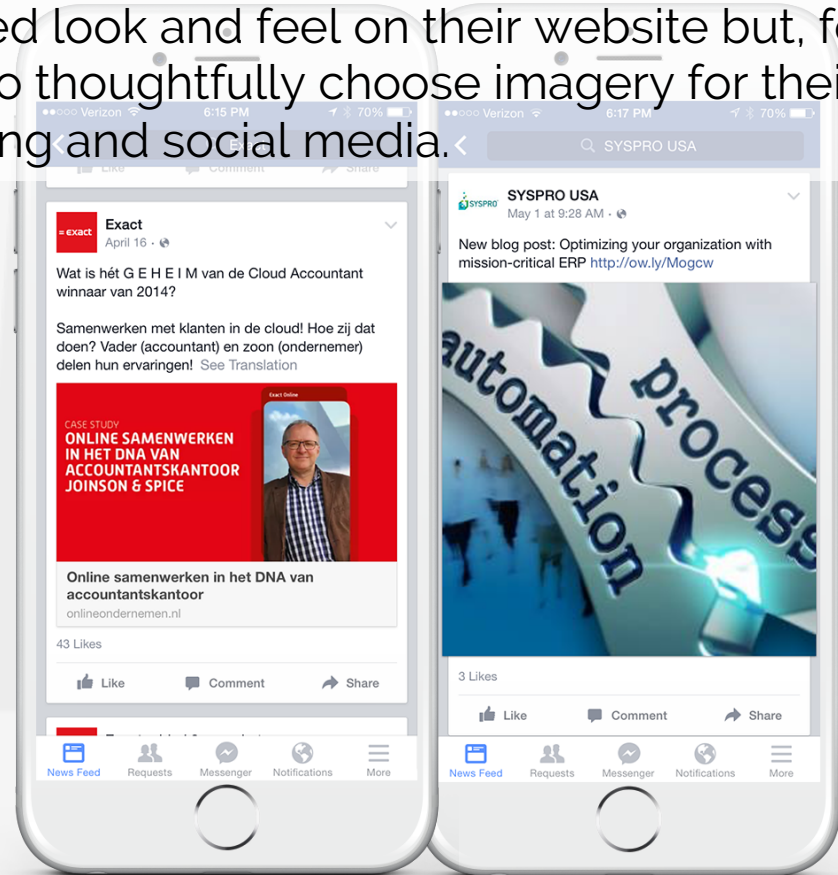
	1 st	2 nd	3 rd	4 th	5 th
EPICOR	ERP Infographic ≥	ERP News Article ≥	BLOG MFG ERP ≥	SOFTWARE Infographic ≥	BLOG Biz Expansion ≥
SYSPRO	IMAGE Branding ≥	IMAGE Pres. Interview ≥	ERP News Article ≥	BLOG ERP Sales ≥	ERP News Article ≥
QAD	BLOG Pres. Award ≥	IMAGE New Office ≥	IMAGE Career Fair ≥	IMAGE Pres. Award ≥	BLOG Pres. Award ≥
PLEX	BLOG Technology ≥	EVENT News Article ≥	ERP MFG Cloud ≥	EVENT Registration Link ≥	BLOG ERP Cloud ≥
EXACT	VIDEO Company Info ≥	ERP Product Security ≥	EVENT MFG Conf. ≥	BLOG Business Tips ≥	BLOG Product Offer ≥
IQMS	BLOG ERP Product ≥	BLOG Stress ≥	BLOG ERP Info ≥	--	--

VISUAL LEARNINGS

ERP Software brands value a branded look and feel on their website but, for the most part, do not take the time to thoughtfully choose imagery for their brand in the digital medias of blogging and social media.

Good Visuals?	
EPICOR	No
SYSPRO	No
QAD	No
PLEX	Yes
EXACT	Yes
IQMS	No

GOOD

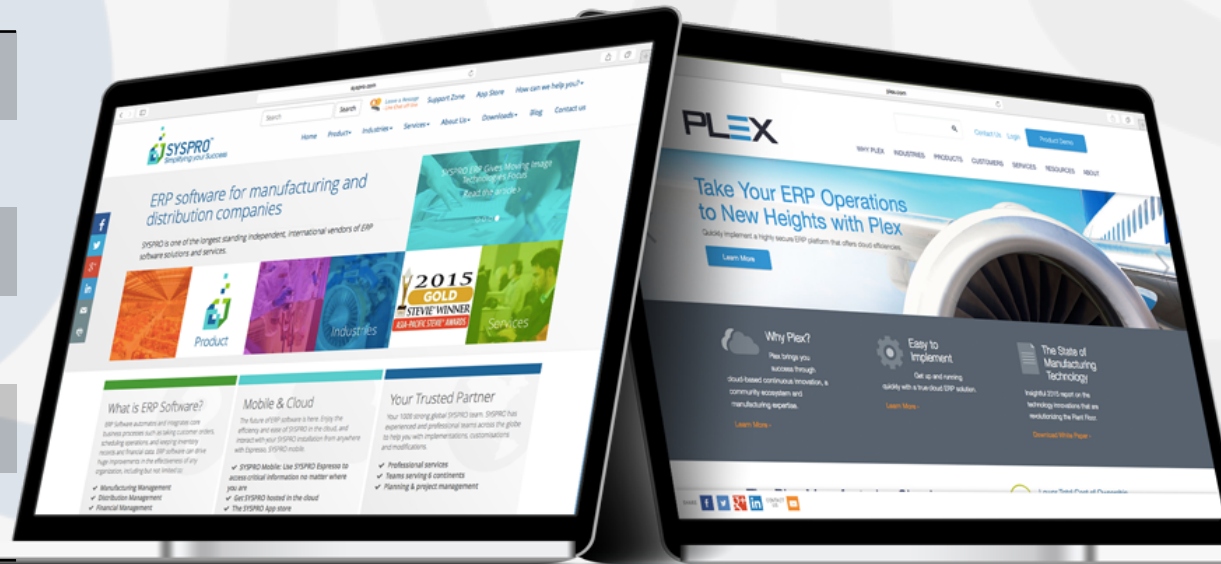


NOT SO GOOD

SOCIAL + WEB LEARNINGS

ERP Software brands want potential customers / website visitors to connect with them through social media by displaying social media links and share opportunities throughout their website.

	Link	Share
EPICOR	Yes	Yes
SYSPRO	Yes	Yes
QAD	Yes	No
PLEX	Yes	Yes
EXACT	Yes	Yes
IQMS	Yes	Yes



SUBJECT LEARNINGS

ERP Software brands share content (news / blog posts / etc) with the central topic being ERP software and business. They do not take a strong position with any sector (such as manufacturing) outside of software made for that sector.



QUD LEADERSHIP HONORABLE MENTION

The QAD Executive Leadership page highlights the company leaders in a savvy high-end way that adds value to them and the company. There are also links to each leader's social media profiles to facilitate more seamless connection.

<http://www.qad.com/about/leadership>



PLEX GIVE BACK HONORABLE MENTION

PLEX is the only ERP software brand that has a large page dedicated to giving back.

<http://www.plex.com/about-plex/corporate-social-responsibility.html>



ONLINE ONDERNEMEN HONORABLE MENTION

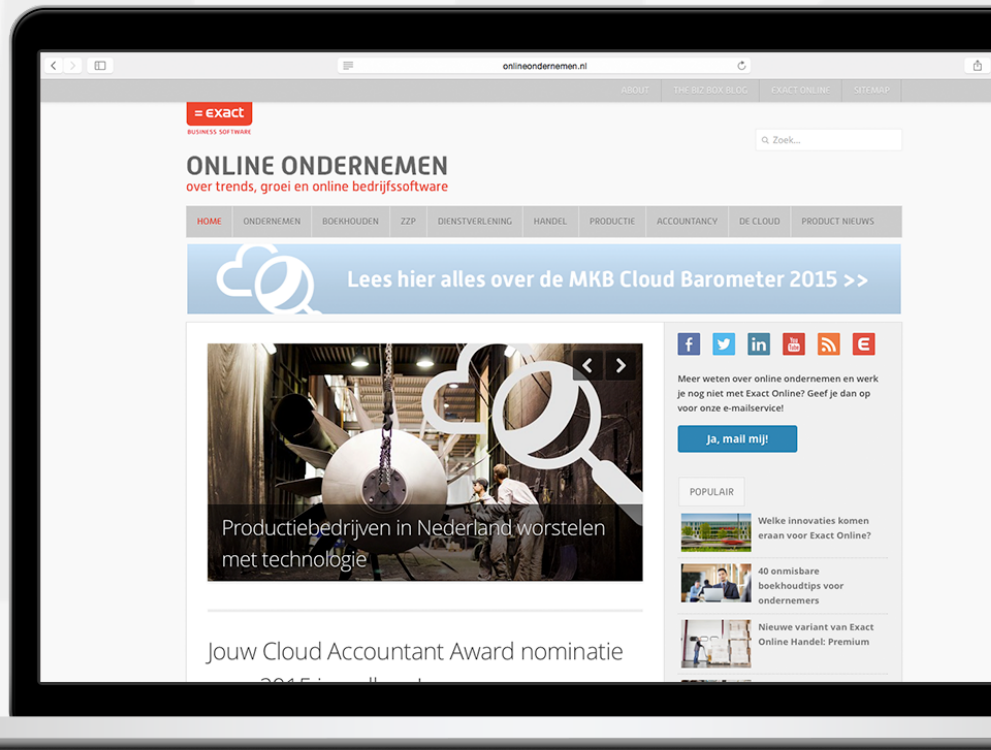
EXACT's largest blog takes on the role of a digital content hub publishing interesting and relevant articles on a consistent basis. It is operated on it's own outside of the Exact website and gives the user a similar, but fresh, experience.

“ONLINE UNDERTAKING”

“About trends, growth and online business software”

[translated]

<http://www.onlineondernemen.nl/>



SYSPRO BLOG WATCHOUT

The SYSPRO blog uses HubSpot software and looks very much like the IQMS blog both in the blog feed view and in the single article view.

<http://blog.syspro.com/>



SUMMARY COMPETITORS

CHALLENGES

1. IQMS is playing 'catch up' to competitors with larger social media followings.
2. IQMS's lag to be digitally 'sexy' may cause customer doubt.
3. Larger competitors with larger budgets could dominate pay-to-play opportunities such as Facebook.

OPPORTUNITIES

1. People in manufacturing have a passion for their industry.
2. The availability of customer service and delight through social media channels.
3. All software social media is very similar, helpful blog posts, product information, company news, making differentiation easier.



CUSTOMERS RESEARCH



QUESTIONS

1. How does our customer use (behave within) social media?
2. How can we reach our customer with social media?
3. How do average customers buy software?



LEARNINGS

1. Our manufacturing customers use social media, especially LinkedIn.
2. The typical software customer does significant research before contacting a supplier.
3. Product research for a typical business software customer is not done by a decision maker, but by a person tasked with research to deliver to the decision maker.

LEARNINGS

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MFG IN SOCIAL PROCESS

Is social media important to our manufacturing customers? As a way of judging, importance, I looked at what social media platforms manufacturers use and how they advertise those platforms to visitors on their website.

I looked at 10 current/past customers on IQMS as well as 3 groups of manufacturers on the Industry Week Top 500 Manufacturers list.

CATEGORIES

- Current Customers (13)
- Industry Week – Mid 50 (250-300)
- Industry Week - Mid-low 50 (350-400)
- Industry Week – Bottom 50 (450-500)

MFG IN SOCIAL RESULTS

MANUFACTURING REGIONS



SOCIAL MEDIA PLATFORM INVOLVEMENT

47%
FACEBOOK



40%
TWITTER



100%
LINKEDIN



16%
GOOLGE+



40%
YOUTUBE

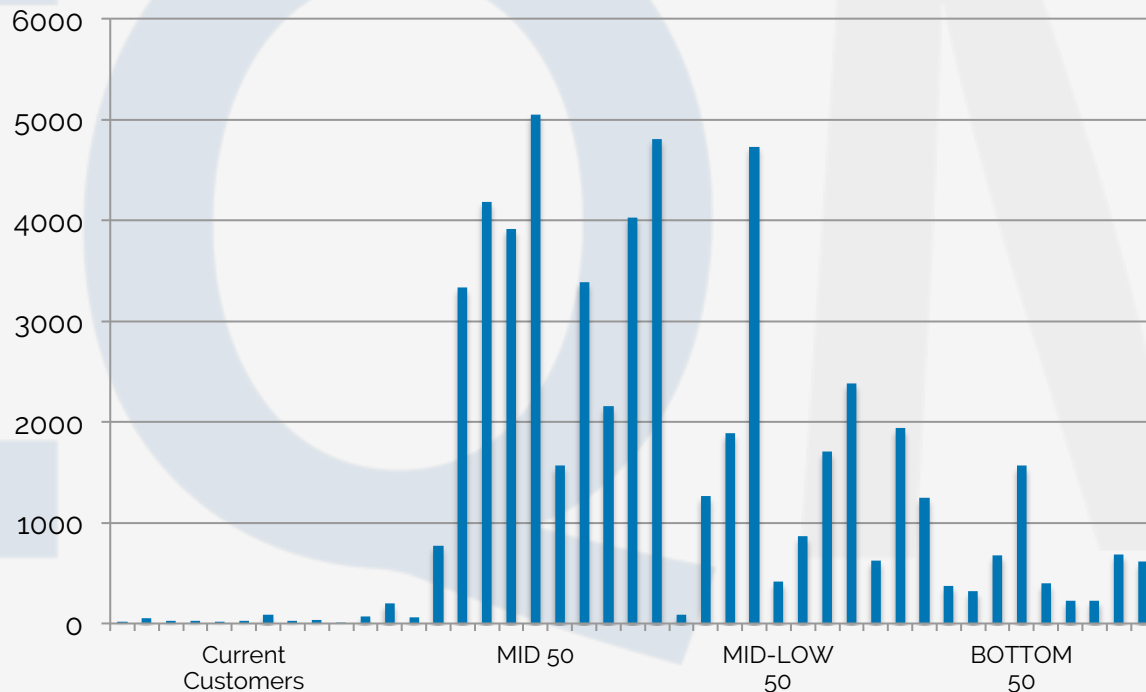


SOCIAL MEDIA HOME PAGE LINKS



MFG IN SOCIAL RESULTS

I also looked at each manufacturer's total number of employees on LinkedIn.



	Average
CURRENT CUSTOMERS	49
Mid 50	3,320
Mid-Low 50	1,590
Bottom 50	633

LEARNINGS

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2. The typical software customer does significant research before contacting a supplier.
3. Product research for a typical business software customer is not done by a decision maker, but by a person tasked with research to deliver to the decision maker.

“57% of a prospect's buying decision is complete **before** that prospect's first contact with a supplier.”

- Sales Leadership Council Research ≥
Conference Executive Board:
Marketing Leadership Council Research,

“The consumer internet has conditioned business software buyers to expect a good experience when buying software. The fastest growing software companies borrow heavily from the likes of Facebook, Twitter, and other big consumer sites when designing their buying experiences, **because those are the experiences that buyers want**, even in a professional context.”

“The buyer is completing the vast majority of their purchase without engaging vendors. Our BX data suggests that buyers are completing a little over 60% the buying process before engaging a vendor.”

- Scott Albro, CEO and founder, TOPO ≥
[Research / advisory firm]

“In many cases, the real decision-maker is only tangentially involved in the buying experience. Because there's so much information available to buyers and SaaS is a lower risk investment, many decision-makers are delegating the buying process to other people. While, the decision-maker may kickoff the buying process and make the final decision at the end, **someone else is doing the vast majority of the work**. It often surprises marketing and sales that **a new decision-maker enters the fray in the last 5-10% of the buying experience**. Often times, this person needs to be engaged, educated, and sold from scratch.”

- Scott Albro, CEO and founder, TOPO ≥
[Research / advisory firm]

PROCESS

1. A need is developed, it is brought to leadership, leadership assigns a team to find a solution.
2. The team researches a solution, compiles data.
3. Team selects the top solutions then demos the product / contacts the provider.
4. The team brings research / trial data to leadership with recommendations.
5. Leadership investigates / contacts top choices.
6. Leadership confers with team, makes a decision.

“In The Research Stage, 72% of buyers
will turn to Google.”

- PARDOT ≥

" $\frac{2}{3}$ of software purchases involve **3 or more people**. Typically, a small group of people within an organization are responsible for purchasing a specific type of software, and it usually takes them several months to find the right solution."

"Of all the steps in the software buying process, respondents said the most difficult part was figuring out which software would meet all of their requirements. **71% of software buyers turned to their colleagues and peers for recommendations.**"

- CAPTERRA ²

“CEO/PRESIDENTS...
involved in 40% of all software purchases.”

“IT PERSONNEL...
involved in 55% of all software purchases”

- CAPTERRA ≥

SUMMARY CUSTOMERS

CHALLENGES

1. Social media has a lower adoption rate for manufacturers than the greater consumer marketplace does.
2. Positioning past/current IQMS customers to talk about IQMS on social media.
3. Convincing software research teams of IQMS value without any direct communication with them.

OPPORTUNITIES

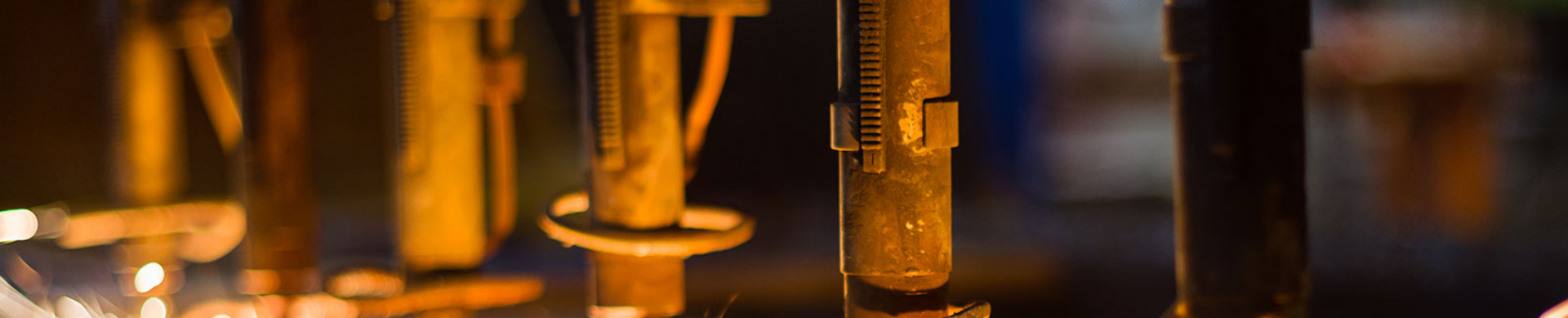
1. A large number of manufacturing employees are on LinkedIn making it a prime place for influence and connection for IQMS.
2. Providing tools for software research teams could result in better lead conversion rates.
3. Leveraging social media to influence peer-to-peer conversations around software.



OPPORTUNITY

PART 2





MONOPOLY OPPORTUNITY



WHAT'S OUR MONOPOLY ?

What can we do that fans / followers can't get from our competitors?

IT'S NOT OUR PRODUCT

People don't really care about software, they just want a better workflow.

IT'S NOT THEIR BUSINESS

People don't care about the balance sheet, they only care about their job and keeping their boss happy.

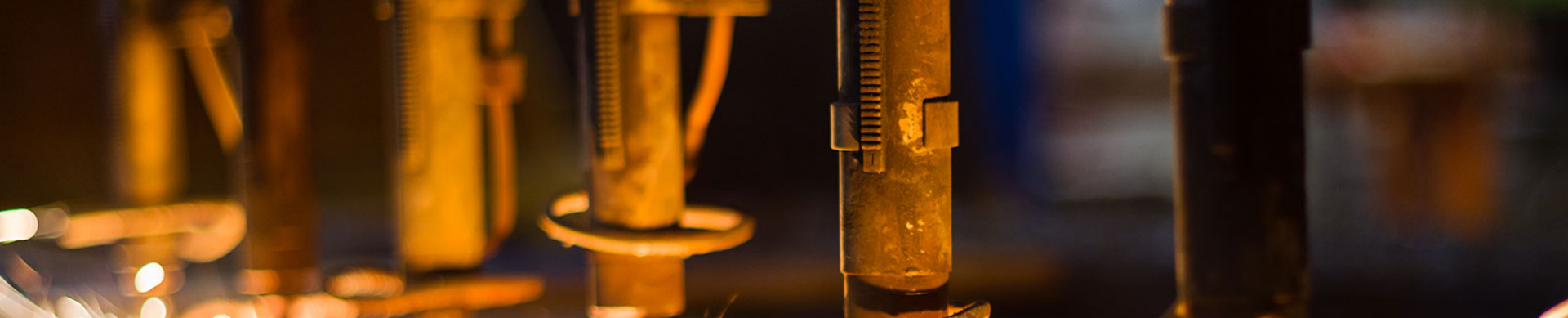


MANUFACTURING

It's an industry with a heart and soul.

It's the future while
holding nostalgia about the past

It's human, emotional, and tangible.



PLAN OPPORTUNITY



THE PLAN

1. Manufacture soul
2. Connect with the middle
3. Provide value



“Right now, we are really winning the hearts and the minds of people, and really shifting the perception of GE.”

- Tomas Kellner, managing editor, GE Reports ≥

MANUFACTURE SOUL

TACTICS

1. Create content that revolves around manufacturing and how ERP can server the manufacturer.
2. Use visuals based on the manufacturing story to captivate our audience and further establish the IQMS brand.

PROOF

1. There's a manufacturing void in the digital presence of EPR software competitors.
2. Manufacturing content is a direct connection to our current and potential customers.
3. By being an expert in the manufacturing space, we elevate our brand positioning / thought leadership when selling ERP software.

“B2B selling is just like regular sales, except the customer (who might not be the person you're meeting with) is spending someone else's money (and wants to please the boss).”

- Seth Godin ≥

CONNECT WITH THE MIDDLE

TACTICS

1. Leverage social media to connect with the corporate middle - the audience who is actually researching the products before taking them back to the company.
2. Provide the middle with ample tools to help sell ourselves for them and impress their higher-ups.

PROOF

1. Research has shown how the typical company shops for software - with their middle employees bringing information to the decision makers.
2. Other ERP competitors rely heavily on LinkedIn, verifying its viability in the marketplace to connect with middle-level professionals.

“What every institution needs — and what every leader needs to develop — before a “digital strategy” is a human strategy. **If you want to matter to people, you must do more than merely win their fickle, fleeting, frenzied attention. You must help them develop into the people they were meant to be.** When you do, maybe, just maybe, they’ll reward you. With something greater than their grudging, wearied attention. Their lasting respect, enduring trust, and undying gratitude.”

- Umair Haque, Director of Havas Media Labs ≥

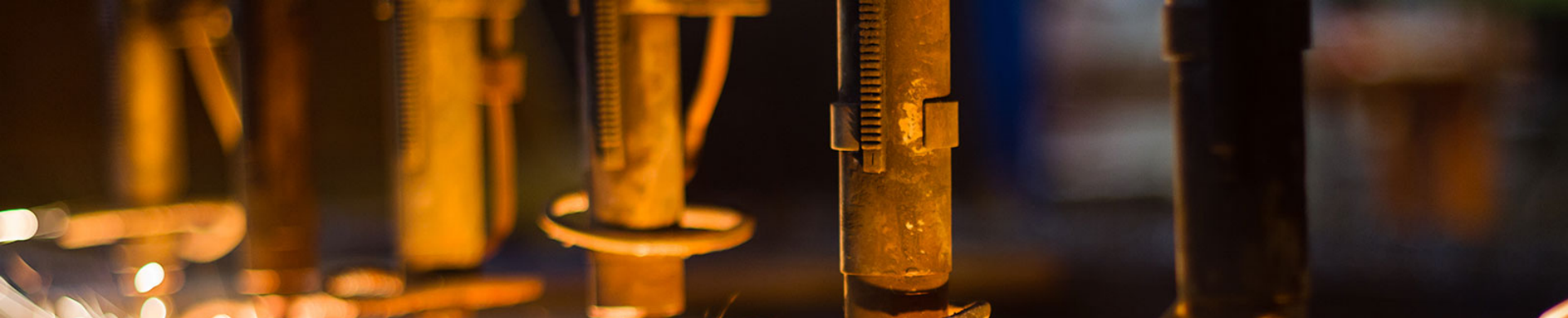
PROVIDE VALUE

TACTICS

1. Reinvent IQMS digital media platforms to provide useful compelling content that wins the hearts and minds of it's readers and provides actual useful information to them on a consistent ongoing basis.

PROOF

1. Middle-level professionals need proof to show their bosses before making a decision on ERP.
2. Providing communities with value creates an air of reciprocity where the community feels the need to 'repay' the brand for their usefulness, it's how human beings are wired.



SPECIFICS

OPPORTUNITY



THE SPECIFICS

1. Unify Digital Marketing
2. Update The Main Platform [blog]
3. Direct Social Platforms
4. Update Email Marketing
5. Update The Website
6. Leverage Connection

PLATFORM UNIFY DIGITAL MARKETING

Create a unified digital marketing approach that encompasses all digital touch points around the theme of manufacturing and the optimizations that ERP software can provide.

BLOG

Houses content and becomes the hub for all things manufacturing and ERP.

SOCIAL MEDIA

Used to syndicate content and draw people together in communities that care about manufacturing.

EMAILS

Syndicate content to an interested audience and provides more direct intimate connection between the brand and the community.

WEBSITE

The more branded platform that connects the manufacturing thought leadership to the products / services that IQMS offers.

TEAM UNIFY DIGITAL MARKETING

Create a team around content creation.

DIRECTOR

Coordinates all content from creation to publishing.

EDITOR

Assists in content creation, content relevance to the market, and brand voice.

ART / DESIGN

Supply graphic support elements to content.

DEPARTMENT LEADS

Leadership members from each company division that assist in content creation.



VISUAL UNIFY DIGITAL MARKETING

Create a digital media visual brand.

- Create a custom design look and feel for the IQMS digital media that's similar to the main branding, but subtly bolder.
- Imagery depicts manufacturing in motion.



UPDATE THE MAIN PLATFORM

PLATFORM

Create a more user friendly platform based on ease of use, calls to action, and engaging content.

- Consider moving the blog off of the HubSpot platform

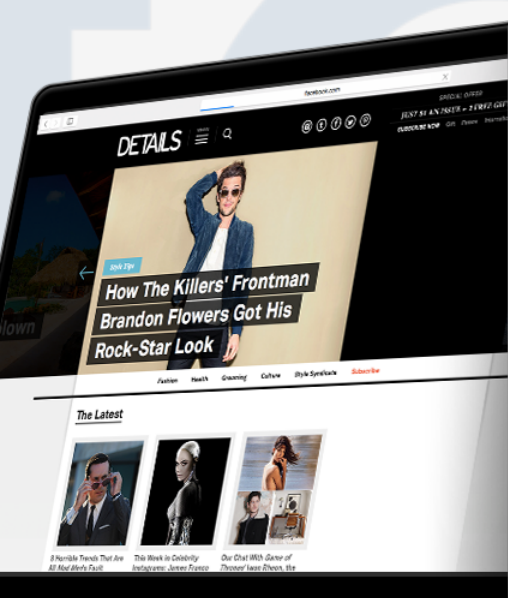
CONTENT

Create AND curate information around manufacturing.

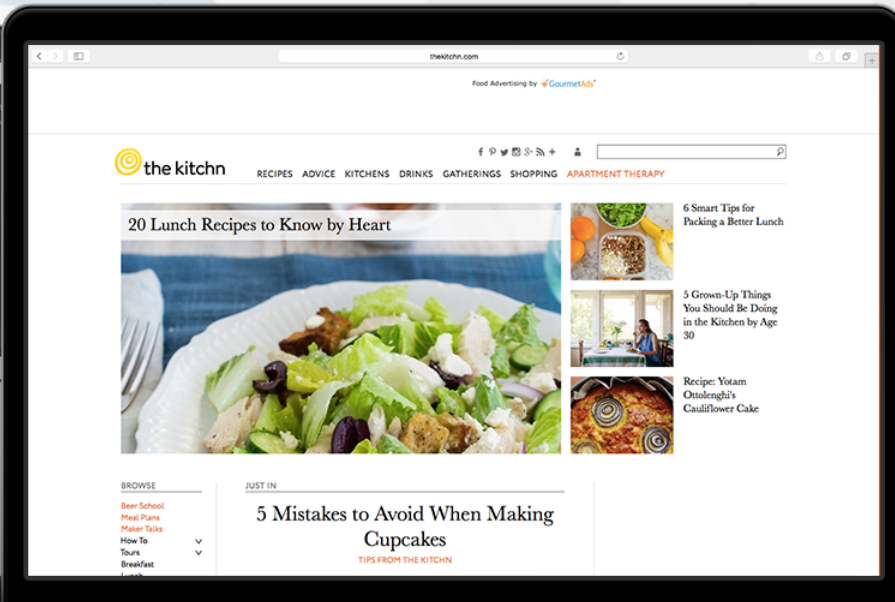
INTEGRATION

Integrate the blog platform into all facets of IQMS marketing from social media to trade show displays.

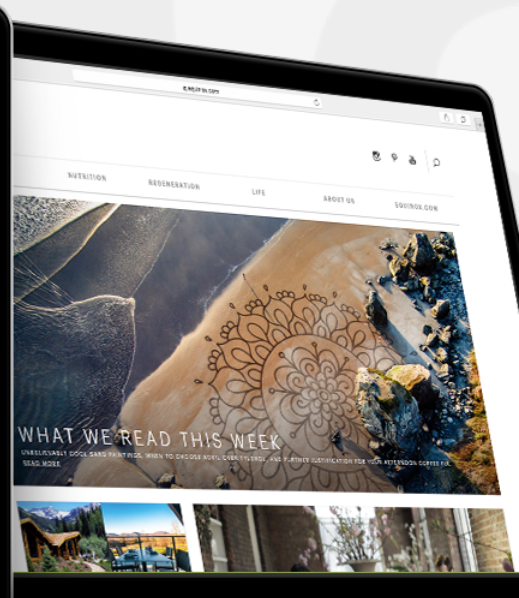
EXAMPLES UPDATE THE MAIN PLATFORM



DETAILS.COM ≥



THEKITCHN.COM ≥



Q.EQUINOX.COM ≥

DIRECT SOCIAL PLATFORMS

LINKEDIN

The main hub for IQMS content - sharing blog posts and news / updates creating the atmosphere of manufacturing excellence & heart.

LINKEDIN GROUP

Create a LinkedIn Group for IQMS manufacturing customers and fans. Content here should be more personal and casual.



FACEBOOK

Exists to connect with fans on a both a personal and professional level with the main intent to humanize IQMS and the people who work there.

TWITTER

Exists to share out relevant content and actively engage with other brands and individuals.

YOUTUBE

YouTube should operate as a host for informational videos as it is.

EMAIL / WEB UPDATE

CREATE EMAIL MARKETING

- Create specific lists for manufacturing email marketing.
- Create specific plans for syndicating blog content and marketing messages.
- Bi-weekly newsletter

UPDATE THE WEBSITE

- Update the website to show the bridge between the manufacturing thought leadership established by the blog / social media.
- Use larger hi-res imagery.
- Place a higher value on stories.

LEVERAGE CONNECTION

NETWORK EMPLOYEES

LinkedIn

- Create specific plans and guidelines for the sales team to use LinkedIn to further leads.

Policy

- Create a specific policy for employees on how (or not) to use social media.

COMMUNITY LISTENING

Leverage social listening to gain insight into the manufacturing industry and customer wants / needs.





REFERENCE

PART 3



WEB SHARE COMPETITOR

	FACEBOOK		TWITTER		LINKEDIN		GOOGLE+		TOTAL	
	#	%	#	%	#	%	#	%	#	%
EPICOR	1,730	27.80%	587	9.40%	2,119	34.10%	1,776	28.60%	6,212	99.90%
SYSPRO	494	17.70%	331	11.90%	220	7.90%	1,739	62.50%	2,784	100.00%
QAD	44	1.10%	147	3.60%	448	10.90%	3,478	84.50%	4,117	100.10%
PLEX	280	34.30%	147	18.00%	160	19.60%	230	28.20%	817	100.10%
EXACT	185	19.10%	154	15.90%	629	65.00%	0	0.00%	968	100.00%
EXACT Blog	165	2.10%	1,986	25.10%	5,769	72.80%	8	0.01%	7,928	100.00%
IQMS	27	28.40%	7	7.40%	28	29.50%	33	34.70%	95	100.00%
TOTAL	2,925	18.60%	3,359	13.00%	9,373	34.30%	7,264	34.10%	22,921	100.00%

COMMUNITY SIZE COMPETITOR

	Facebook	Twitter	LinkedIn	G+	YouTube	TOTAL
EPICOR	3,631	5,833	27,556	489	508	38,017
SYSPRO	5,384	21,100	658	140	75	27,357
QAD	1,489	1,246	5,252	273	215	8,475
PLEX	873	3,182	5,372	140	184	9,751
EXACT	9,765	4,516	37,781	178	338	52,578
IQMS	488	792	1,248	19	30	2,577
TOTAL	21,630	36,669	77,867	1,239	1,350	138,755

ENGAGEMENT COMPETITOR

	Facebook				Twitter				LinkedIn				Google+ YouTube	
	Posts	Actions	Fans	Score	Posts	Actions	Fans	Score	Posts	Actions	Fans	Score	-	-
EPICOR	56	349	3631	1.72	68	455	5833	1.15	54	1086	27556	0.73	-	108,835
SYSPRO	52	219	5384	0.78	138	278	21,000	0.1	124	250	658	3.06	-	10,385
QAD	68	890	1489	8.79	87	217	1,246	2	60	649	5252	2.06	-	6,144
PLEX	35	415	873	13.58	172	215	3182	0.39	67	525	5372	1.46	-	26,642
EXACT	54	945	9,765	1.79	48	88	4,516	0.41	10	118	37,781	0.31	-	75,423
IQMS	38	212	488	11.43	45	15	792	0.42	30	68	1,248	1.82	-	11,784
TOTALS	303	3030	21630	6.35	558	1268	36569	0.74	345	2696	77867	1.57	-	239,213

ENGAGEMENT RATE

$$\frac{(\text{Engagements} / \text{Posts})}{\text{Fans}}$$

$$\times 1,000 =$$

ENGAGEMENT
RATE

[AVERAGE ENGAGEMENT
PER POST PER 1,000 FANS]

MFG IN SOCIAL CURRENT CUSTOMERS

Brand	Website	Social Links	FB	TW	LI	G+	YT	Staff on LI?	HQ Location	Region
Poly-Cast	http://www.poly-cast.com/	No			1			15	OR	West
Custom Profile	http://www.custom-profile.com/	yes	1		1			54	MI	Midwest
Nicolet	-	-			1			28		
Double H Plastics, Inc.	http://www.doublehplastics.com/	yes			1			28	PA	East
Network Polymers	http://www.networkpolymers.com/	no	1	1	1			19	OH	Midwest
Load Trail	http://www.loadtrail.com/	yes			1		1	23	TX	South
Mar-Bal Inc	http://www.mar-bal.com/	yes	1	1	1	1	1	90	OH	Midwest
Donnelly Custom MFG Co.	http://www.donnmfg.com/	no			1			28	MN	Midwest
Steinwall	http://www.steinwall.com/	no			1			31	MN	Midwest
Top Diecasting	http://www.topdie.com/	yes			1		1	1	IL	Midwest
Nissen Chemitec America	http://www.nissenchemitec.com/	no			1			69	OH	Midwest
Miniature Precision Components, Inc.	http://www.mpc-inc.com/	yes	1		1			197	WI	Midwest
AMA plastics	http://amaplastics.com/				1	1	1	58	CA	West

MFG IN SOCIAL

INDUSTRY WEEK - MID 50 (250-300)

Brand	Website	Social Links	FB	TW	LI	G+	YT	Staff on LI?	HQ Location	Region
Silgan Holdings [Fabricated Metal]	http://www.silganholdings.com/	No	1		1			775	CT	East
MERITOR INC. [auto parts]	http://www.meritor.com/default.aspx	yes	1	1	1	1	1	3,333	MI	Midwest
ARRIS GROUP INC. [elec. equipt.]	http://www.arrisi.com/	yes		1	1		1	4,184	GA	South
USG CORP. [stone / concrete]	http://www.usg.com/content/usgcom/en.html	yes	1	1	1		1	3,913	IL	Midwest
BE AEROSPACE INC. [aerospace]	http://beaerospace.com/	yes		1	1			5,047	FL	South
COOPER TIRE & RUBBER CO. [rubber / tire]	http://us.coopertire.com/	yes	1	1	1	1	1	1,565	OH	Midwest
SNAP-ON INC.	https://store.snapon.com/	yes	1	1	1		1	3,387	WI	Midwest
CHURCH & DWIGHT CO. INC. [chemical]	http://www.churchdwight.com/	yes			1			2,159	NJ	East
DRESSER-RAND GROUP INC. [machinery]	http://www.dresser-rand.com/	yes	1	1	1		1	4,031	TX	South
STEELCASE INC. [furniture]	http://www.steelcase.com/	yes	1	1	1	1	1	4,807	MI	Midwest

MFG IN SOCIAL

INDUSTRY WEEK - MID-LOW 50 (350-400)

Brand	Website	Social Links	FB	TW	LI	G+	YT	Staff on LI?	HQ Location	Region
NEWMARKET CORP. [chemicals]	http://www.newmarket.com/Pages/default.aspx	no			1			84	VA	South
CARPENTER TECHNOLOGY CORP. [metals]	http://www.cartech.com/	yes	1	1	1		1	1,266	PA	East
CHEMTURA CORP. [chemicals]	http://www.chemtura.com/	no	1	1	1			1,887	CT	East
PERKINELMER INC. [medical instruments]	http://www.perkinelmer.com/	yes	1	1	1	1	1	4,733	MA	East
MUELLER INDUSTRIES INC. [metals]	http://www.muellerindustries.com/	no			1			415	TN	South
A. SCHULMAN INC. [chemicals]	http://www.aschulman.com/Default.aspx?reset=1	no			1			865	OH	Midwest
TOWER INTERNATIONAL INC [vehicle parts]	http://www.towerinternational.com/	no			1			1,707	MI	Midwest
CYTEC INDUSTRIES INC. [chemical]	http://www.cytec.com/	no			1			2,382	NJ	East
ESTERLINE TECHNOLOGIES CORP. [machinery]	http://www.esterline.com/	no			1			626	WA	West
TORO CO. [machinery]		yes	1	1	1			1,937	MN	Midwest

MFG IN SOCIAL INDUSTRY WEEK - BOTTOM 50 (450-500)

Brand	Website	Social Links	FB	TW	LI	G+	YT	Staff on LI?	HQ Location	Region
GENERAC HOLDINGS INC. [machinery]	http://www.generac.com/	yes	1	1	1	1	1	1,247	WI	Midwest
KOPPERS HOLDINGS INC. [chemicals]	http://www.koppers.com/	yes	1		1			374	PA	East
CENTURY ALUMINUM CO. [metal products]	http://www.centuryaluminum.com/	yes			1			321	IL	Midwest
VERSO PAPER CORP. [paper products]	https://www.versoco.com/Default.aspx	no			1			678	TN	South
INVACARE CORP. [medical]	http://www.invacare.com/cgi-bin/imhqprd/default.jsp	yes	1	1	1		1	1,564	OH	Midwest
TAMINCO CORP. [chemical]	http://www.taminco.com/	no			1			397	PA	East
MIDDLEBY CORP. [equipment]	http://www.middleby.com/	yes	1	1	1		1	227	IL	Midwest
TRIMAS CORP. [fabricated metal]	http://www.trimascorp.com/	no			1			229	MI	Midwest
PLY GEM HOLDINGS INC. [wood products]	http://www.plygem.com/wps/portal/plygem	yes	1	1	1		1	683	NC	South
KRATON PERFORMANCE POLYMERS INC. [plastics]	http://www.kraton.com/	no			1			611	TX	South

TERMS

ERP ≥

Enterprise resource planning (ERP) is business management software—typically a suite of integrated applications—that a company can use to collect, store, manage and interpret data from many business activities.

MILLENNIAL ≥

Millennials (also known as the Millennial Generation or Generation Y) are the demographic cohort following Generation X. There are no precise dates when the generation starts and ends. Researchers and commentators use birth years ranging from the early 1980s to the early 2000s.

NAM

The National Association of Manufacturers (NAM) is an advocacy group that is the nation's largest manufacturing industrial trade association, representing 11,000 small and large manufacturing companies in every industrial sector and in all 50 states.