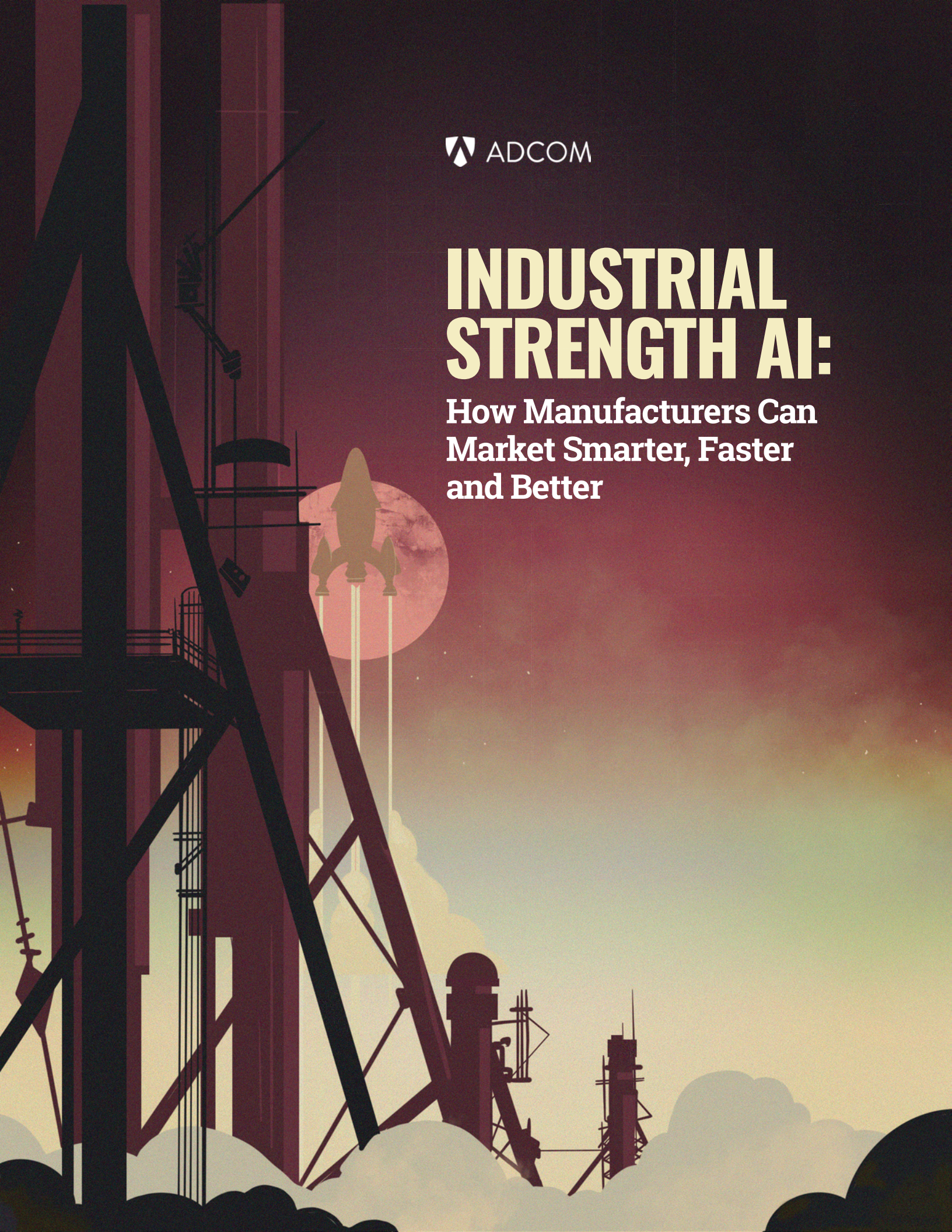




# INDUSTRIAL STRENGTH AI:

How Manufacturers Can  
Market Smarter, Faster  
and Better





# AI MARKETING FOR MANUFACTURERS

A 10-MINUTE GUIDE FOR INDUSTRIAL BRANDS READY TO COMPETE SMARTER

**Manufacturing marketers face a defining moment.** While other industries have embraced AI to personalize experiences, accelerate outcomes and drive measurable growth, most manufacturers remain in wait-and-see mode. That hesitation is creating a widening gap—one your competitors are already exploiting.

Today's buyers have fundamentally changed how they research, evaluate and make decisions. Engineers, contractors and procurement teams expect instant access to technical content, digital experiences that mirror Amazon and answers long before your sales team enters the conversation.

Meanwhile, AI-powered marketing teams are working 3-5x faster, generating 200%+ more qualified leads and proving their value to the C-suite with data-backed precision.

This guide shows you how to catch up—and get ahead.

“ AI isn't coming.  
It's already reshaping  
how industrial brands  
go to market.

Katherine Lehtinen, SVP Marketing, Oatey

# In the next 10 minutes, you'll learn how to:

- ▶ **Identify your AI readiness (and what to do about it)**
- ▶ **Deploy the SCALE framework to prioritize high-impact use cases**
- ▶ **Improve lead quality, content performance and sales alignment**
- ▶ **Choose tools that integrate with your current stack—not replace it**
- ▶ **Lead AI adoption without overwhelming your team**

“Don’t seek AI for the sake of AI. Seek solutions—and let AI be part of them.”

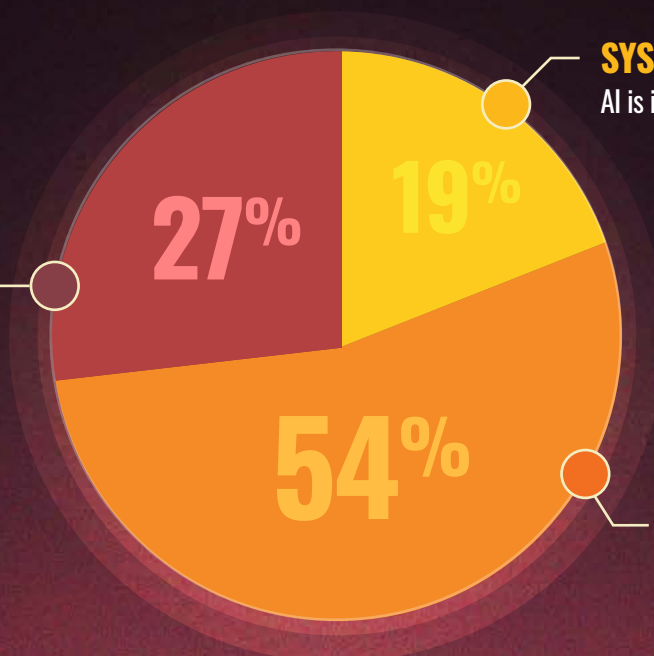
Dr. Ethan Karp, MAGNET (The Manufacturing Advocacy and Growth Network)

**AI isn't just a trend. It's your next competitive edge.**  
**This guide gives manufacturing marketing leaders a clear, actionable path to implement AI with confidence, speed and strategic intent.**



**MINIMAL:**

Team does not formally use AI;  
staff may choose to use it individually



**SYSTEMATIC:**

AI is integrated in daily process/workflows

**AD HOC:**

Team is experimenting with AI;  
limited application

# THE \$47.5 BILLION OPPORTUNITY



Manufacturing executives face a defining moment: manufacturing marketing represents a \$47 billion untapped generative AI opportunity within the broader industrial marketing sector, according to McKinsey<sup>1</sup>.

**Yet, only 19% of manufacturers are fully deploying AI in marketing,** according to data from the Marketing AI Institute<sup>2</sup>.

This gap creates an unprecedented opportunity for manufacturing marketers to capture disproportionate market share.

## WHY NOW?

# 7 FORCES DRIVING AI ADOPTION IN MANUFACTURING MARKETING

1

### **YOUR BUYERS HAVE EVOLVED. HAS YOUR MARKETING?**

Modern industrial buyers expect instant answers, technical content and frictionless digital paths.

2

### **COST OF INACTION = LOST MARKET SHARE**

Your buyers are researching now. If your brand doesn't surface with smart content, a competitor's will.

3

### **YOU'RE ALREADY USING AI—JUST NOT IN MARKETING**

If your factory floor uses automation, why not your funnel?

4

### **THE EFFICIENCY GAP IS GROWING**

In an industry where marketing teams are typically lean, teams using AI have a distinct advantage.

They aren't just working faster; they're getting more done with fewer people.

5

### **YOUR FUNNEL'S COMPLEXITY DEMANDS PERSONALIZED MARKETING**

Distributors. Engineers. Contractors. Architects. They all need different messages.

6

### **THE WINDOW OF COMPETITIVE ADVANTAGE IS CLOSING**

Early adopters are now operationalizing AI. Waiting means playing catch-up.

7

### **YOUR SMARTEST COMPETITORS ARE ALREADY MOVING**

The disruptors you're not watching? They're using AI to out-market you.

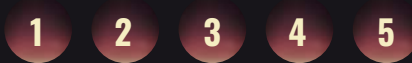
# THE MANUFACTURING MARKETING AI READINESS ASSESSMENT

Improving your company's processes takes careful thought.  
Let's explore a quick scoring system to guide your next move.

Where are you on the AI Curve?

# RATE YOUR ORGANIZATION (1–5 SCALE) TO IDENTIFY YOUR STARTING POINT

## Data Quality:



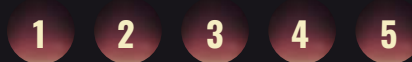
Our customer data is clean, centralized and accessible  
(70% of manufacturers cite data problems as their biggest AI obstacle<sup>3</sup>)

## Technical Skills:



Our team understands AI tools and implementation  
(68% lack formal AI training<sup>4</sup>)

## Technology Stack:



Our marketing technology systems can integrate with AI platforms

## Executive Buy-in:



Leadership supports AI marketing investment

## Process Maturity:



We have documented marketing workflows and metrics

### Score 5-9:

Focus on foundation building first

### Score 10-14:

Start with pilot programs

### Score 15-25:

Ready for full implementation



# INTRODUCING THE SCALE FRAMEWORK

## Your Blueprint for Actionable, Results-Driven AI in Manufacturing Marketing

You don't need to overhaul your entire tech stack or hire a team of data scientists to see results with AI. Instead, start with tools that integrate with what you already use, solve a real pain point and show measurable value fast.



SCALE is built specifically for manufacturing marketers who want to use AI to drive real business outcomes, without getting lost in buzzwords or buried in pilot purgatory.

“It’s not about doing everything with AI—it’s about doing the right things, faster.”

Mike Kaput, Chief Content Officer, Marketing AI Institute



# WHAT SCALE STANDS FOR

	Letter Function	AI Superpower
SCALE	Smart Lead Identification	Spot and prioritize high-intent visitors early
	Content Personalization	Serve dynamic, relevant content at scale
	Automated Lead Scoring	Focus on your best-fit leads
	Lead Nurturing	Move buyers through complex funnels
	Enhanced Attribution	Prove what's working and tie efforts to revenue

## HOW TO USE THIS FRAMEWORK

- ▶ Identify where your greatest friction or manual burden lies in the funnel
- ▶ Match your pain point to a SCALE function
- ▶ Choose one use case to pilot and measure
- ▶ Layer in others over time as readiness grows



This is not a roadmap you follow once—it's a model you return to as your team matures.

## S-Smart Lead Identification

### Challenge:

You don't know who's visiting your site—or what they care about.

### AI Solution:

Machine learning identifies anonymous visitors, collects intent data and enriches profiles using real-time behavioral signals.

### Quick Win:

Start with a website visitor ID tool to reveal who's actively researching your products.

### Recommended Tools:

- 6Sense (\$30K-100K/year)
- Leadfeeder (\$2K-15K/year)

### ROI Benchmark:

30% higher pipeline velocity<sup>5</sup>



Start with awareness. AI helps you act before buyers disappear.  
Mike Kaput, Chief Content Officer, Marketing AI Institute

## C-Content Personalization at Scale

### Challenge:

One-size-fits-all content doesn't convert complex industrial buyers.

### AI Solution:

Use AI-generated dynamic content tailored to role, industry and behavior. Train it on transcripts personas and CRM data to produce content that feels custom without full-time writers.

### Quick Win:

Personalize product data sheets or landing pages by audience segment.

### Recommended Tools:

- HubSpot AI (\$1,200–3,200/month)
- Jasper (\$39–125/month)

### ROI Benchmark:

45% increase in content engagement<sup>6</sup>



## A-Automated Lead Scoring

### Challenge:

Sales teams waste time chasing unqualified leads in long B2B sales cycles.

### AI Solution:

Predictive models use past conversions, behavior signals and firmographics to score leads in real time.

### Quick Win:

Start with basic lead scoring using criteria like company size and activity level.

### Recommended Tools:

- Salesforce Einstein (\$75–300/user/month)
- HubSpot AI (included)

### ROI Benchmark:

50% reduction in sales cycle length<sup>7</sup>

## L-Lead Nurturing Workflows

### Challenge:

Technical buyers consume 13 pieces of content during their purchase journey—manually managing this is impossible.

### AI Solution:

Use AI to automate content delivery triggered by buyer behavior role or product interest.

### Quick Win:

Set up email workflows that deliver whitepapers or product explainers based on page visits or spec downloads.

### Recommended Tools:

- Marketo (\$1,195–5,995/month)
- Pardot (\$1,250–4,000/month)

### ROI Benchmark:

40% faster lead qualification<sup>8</sup>

# E-Enhanced Attribution & Analytics

## Challenge:

Manufacturing sales cycles are long, complex and multi-touch—making ROI hard to measure.

## AI Solution:

AI-powered attribution models identify which marketing touchpoints are driving conversions and revenue.

## Quick Win:

Implement UTM tracking and attribution tools to better allocate spend.

## Recommended Tools:

- Bizible (\$1,250–4,000/month)
- Google Analytics 4 (free)

## ROI Benchmark:

25% improvement in marketing efficiency<sup>9</sup>

## AI IN ACTION

# Personalizing the Buyer Journey with AI-Powered Content

## Challenge:

Engage a diverse audience of engineers, specifiers and procurement teams with content that speaks directly to their needs—without overwhelming internal marketing resources.

## AI Solution:

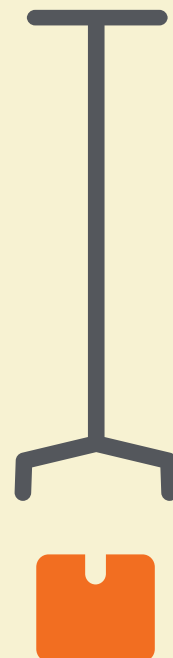
Deployment of Jasper and HubSpot AI to auto-generate product landing pages and spec sheets tailored by audience segment, behavior and job function. AI was trained on CRM data, buyer personas and past content performance to create dynamic messaging that feels human at scale.

## Result:

- 45% increase in content engagement<sup>10</sup>
- 2x improvement in lead-to-MQL conversion on personalized landing pages
- Reduced manual content creation requests by over 30%

## Quick Win:

Generated three variations of a high-performing product datasheet—one each for engineers, purchasing managers and facility owners—resulting in higher engagement and time on page.





“

AI lets us customize the experience for technical buyers without creating new content from scratch every time. It's like giving each persona their own marketer.

Director of Marketing, Mid-Market Industrial Manufacturer

## AI IN ACTION

# Getting Started with Personalization—Without a Big Tech Stack

### Challenge:

A lean industrial tools supplier wanted to make their marketing emails and product landing pages feel more tailored without hiring more staff or investing in enterprise-level software.

### AI Solution:

Using Jasper and the native AI features in Mailchimp, the team generated customized product intros and landing page headers based on segment data like job title, industry and past email engagement. With just a few persona prompts and content snippets, AI filled in the gaps..

### Result:

- 30% increase in email open rates
- 22% lift in click-throughs to product landing pages
- 60% reduction in content creation turnaround time

“

We didn't need a big team or complex integrations. We just trained the AI on what each customer type cares about and let it do the heavy lifting.

Marketing Manager,  
Regional Tool Manufacturer

### Quick Win:

Created segmented versions of an email campaign targeting distributors, field service techs and procurement officers, boosting open and click rates with minimal manual work.

# CHOOSING THE RIGHT AI STACK: STRATEGY OVER SHINY OBJECTS

Once you've piloted a few high-impact use cases, the next step is selecting the right AI tools to scale what's working. The best stack isn't the most expensive; it's the one that solves your most significant challenges without disrupting your team. With hundreds of AI tools flooding the market, the most effective marketing leaders focus not on chasing features but on solving real problems. Successful AI implementation begins with a clear understanding of your goals, workflows and team readiness, not with the technology itself.

Whether you're building a proof-of-concept or scaling enterprise-wide, your stack should reflect your team's maturity, resources and the specific outcomes you're targeting.

Because AI isn't your strategy, it can make your strategy unstoppable.





## CHOOSING THE RIGHT AI STACK

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### Foundational |

(\$5K-15K/MONTH TOTAL)

**For:** teams that want to prove value fast.

- ▶ Low-friction tools that integrate with your current systems
- ▶ Quick wins that build momentum and executive buy-in
- ▶ Ideal for pilot programs and lean teams

**Use it when:** You're starting small but need to show results quickly—think lead scoring, content summaries and basic personalization.

**Use cases:** Test automation, personalize email, ID site visitors

### TOOLS

#### CRM + Marketing Automation:

HubSpot Professional (\$1,200/month)

#### Website Visitor ID:

Leadfeeder (\$1,000/month)

#### Content Generation:

Jasper Pro (\$125/month)

#### Analytics:

Google Analytics 4 (free) + Data Studio (free)

## CHOOSING THE RIGHT AI STACK

[Request Your FREE Strategy Session →](#)

### Mid-Market |

(\$15K-50K/MONTH TOTAL)

**For:** teams ready to connect systems and scale results.

- ▶ Stronger integrations across marketing, sales and CRM
- ▶ AI used for personalization, forecasting and content activation
- ▶ Balances automation with human oversight

**Use it when:** You've tested AI tools and are ready to connect the dots, aligning marketing efforts to revenue outcomes.

**Use cases:** ABM targeting, sales enablement, forecasting

### TOOLS

#### CRM:

Salesforce Professional + Einstein AI (\$150/user/month)

#### Marketing Automation:

Pardot (\$1,250/month)

#### Intent Data:

6Sense (\$8,000/month)

#### Content Personalization:

Dynamic Yield (\$5,000/month)



## CHOOSING THE RIGHT AI STACK

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Enterprise |

(\$50K+/MONTH TOTAL)

**For: organizations embedding AI across functions**

- ▶ Unified data and deep attribution modeling
- ▶ Real-time optimization and predictive insights
- ▶ Integrated across marketing, sales, product and ops

**Use it when:** AI isn't just a tool—it's a core layer of intelligence powering decision-making across the business.

**Use cases:** Multilingual compliance, real-time feedback, full-funnel attribution

### TOOLS

#### **Manufacturing Cloud:**

Salesforce Manufacturing Cloud  
(\$500/user/month)

#### **Advanced Analytics:**

Tableau + Einstein Analytics  
(\$70/user/month)

#### **Account Intelligence:**

Demandbase (\$15,000/month)

#### **Integration Platform:**

MuleSoft Anypoint (\$20,000/month)

## Why Measurement Matters

AI doesn't just improve efficiency. It improves accountability. Without clear metrics, even the most innovative tools become expensive guesses.

## What to Measure by Use Case

Align each part of the SCALE framework to a core outcome.

Use Case (SCALE)	Core Metric(s)
Smart Lead Identification	% of identified anonymous visitors, time to MQL
Content Personalization	Content engagement (CTR, time on page)
Automated Lead Scoring	Conversion rate by score tier, sales time saved
Lead Nurturing	Email open/click rates, funnel velocity
Enhanced Attribution	Cost per opportunity, ROI by channel

## Quick Wins vs. Strategic Metrics

Separate early indicators from long-term business outcomes.

### Quick Wins

Email open rates  
Time saved on reporting  
Number of automated workflows

### Strategic Metrics

Marketing-sourced pipeline growth  
Sales cycle length  
Marketing efficiency ratio (ROI)

## Governance + Human Oversight

Not all success is numerical. AI should support decision-making, not replace it. Make space for qualitative feedback and human checkpoints.



# Governance & Ethics: Building Trust Into Your AI Strategy

AI in marketing offers powerful efficiencies, but it also introduces new responsibilities. As you adopt AI, it's critical to establish safeguards that protect your brand, your customers and your data.



## Transparency

Always disclose when AI is used to create content, answer questions or interact with customers. Keep the human in the loop.



## Bias & Fairness

Review AI-generated outputs for unintended bias or stereotyping—especially when personalizing content for diverse buyers.



## Data Discipline

AI is only as good as the data behind it. Use secure, compliant sources. Avoid uploading proprietary info to unvetted tools.



## Human Oversight

AI should enhance—not replace—your team's strategic judgment. Create QA checkpoints and appoint owners for each AI use case.



Just like in production, your marketing AI needs checks, controls and a clear line of accountability.

**Dr. Ethan Karp, President & CEO, MAGNET**

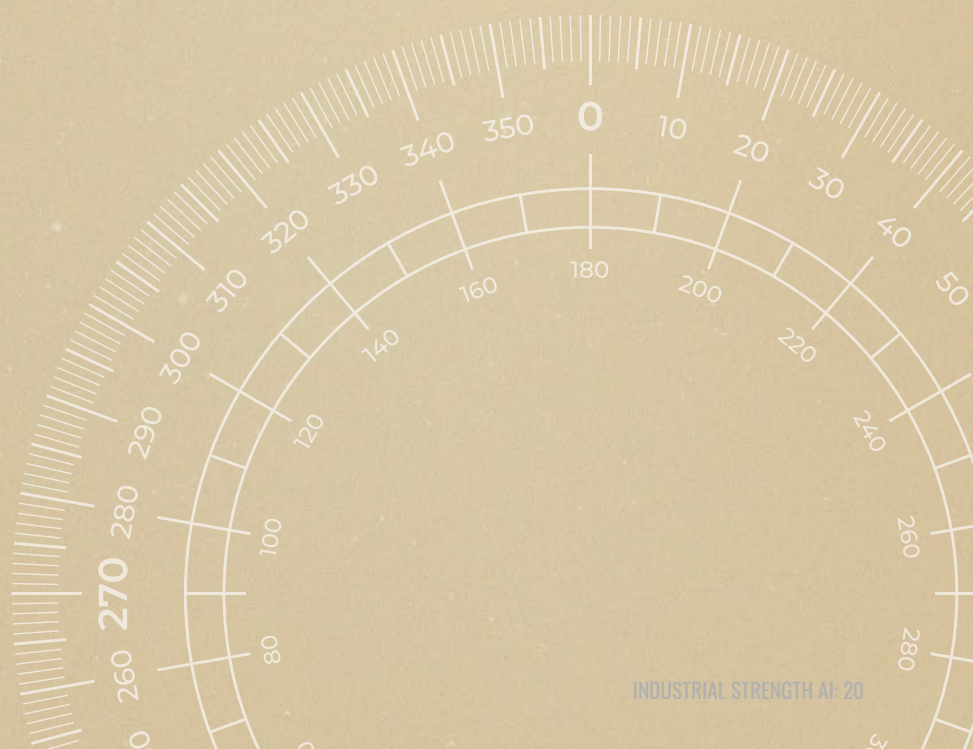
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# SCALING AI WITH PURPOSE

These steps take less than an hour—but can create momentum, clarity and buy-in fast.

“Marketing is the one area that drives a lot of this and where AI can immediately make an impact.


Katherine Lehtinen, SVP Marketing, Oatey




INDUSTRIAL STRENGTH AI: 20




# WHAT TO DO TODAY:




**Pick one high-impact use case tied to your funnel**  
(e.g., lead scoring, content summaries)




**Align key stakeholders**  
(Marketing, Sales, Product, Compliance, if needed)



**Choose an AI tool that integrates with your existing stack**



**Define your success metrics**  
(e.g., time saved, MQL velocity, email open rate)



**Run a pilot with clear inputs and boundaries**



**Document the results and key takeaways**



**Share what you learn with leadership and cross-functional teams**



**The best thing teams can do is just try it. Pick one process, one workflow—and see what happens. You'll learn fast.**

Dr. Ethan Karp, President & CEO, MAGNET



# FROM PILOT TO PRACTICE

You've seen what AI can do. Now imagine what's possible. Align your vision, empower your teams and lay the foundation for a lasting impact.

## Plan for the Future

Define 3–5 long-term use cases mapped to your funnel  
(awareness advocacy)

Identify capability gaps  
(e.g., data cleanliness, internal upskilling,  
compliance readiness)

Build a cross-functional AI council  
(Marketing, Sales, Product, IT)

Assign AI owners by function, not by tool

“ AI isn't just about using new tech—it's about rethinking the way we operate, the way we train people and the way we create value in the market.

Dr. Ethan Karp, President & CEO, MAGNET

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## Do This:

- ➔ Start with high-impact, low-complexity use cases (email personalization, lead scoring)
- ➔ Integrate AI with existing martech stack rather than replacing everything
- ➔ Maintain human oversight for all AI-generated content
- ➔ Focus on manufacturing-specific solutions, not generic B2B tools

## Avoid This:

- ✗ Trying to implement everything at once
- ✗ Uploading proprietary data to unsecured AI tools
- ✗ Expecting AI to replace human creativity and strategy
- ✗ Ignoring data quality and integration requirements

# FINAL THOUGHTS

The time is now. By 2025, 25% of companies<sup>\*11</sup> will launch agentic AI pilots, growing to 50% by 2027<sup>\*12</sup>. \$131.5 billion in global AI investment<sup>13</sup> is accelerating competitive advantages. Millennial buyers (73% of B2B purchasers<sup>14</sup>) expect AI-powered experiences.

**Risk of Delay?** Companies delaying implementation face permanent disadvantages as AI-powered competitors capture market share through superior personalization and faster response times.

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## CONTRIBUTORS



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