

# “The 7 Major Marketing Mistakes Too Many Manufacturers Make.. & How To Correct Them!”

These unintended marketing mistakes are costing many manufacturers a small fortune in falling orders, dwindling customers & shrinking profits!



# INTRODUCING CARL JARVIS



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**Carl started his career as a full five-year apprenticeship served, HNC qualified Mechanical & Production Engineer, then progressing through engineering sales and on into marketing. Today he delivers independent marketing consultancy, advisory support, and mentoring to help business owners and managers examine their marketing priorities, refine their marketing focus, and get clarity on their future marketing activities.**

Carl specialises in supporting clients to increase their sales & revenues, reduce their marketing costs, multiply their profitability, increase their number of customers, customer order values, and frequency of purchase, improve their overall marketing effectiveness, strengthen their business development activities, and raise their company profile.

He primarily works with manufacturers to significantly improve their marketing results...whilst reducing their marketing costs. He is an innovative and successful Senior Marketing Professional, Internet Marketing Specialist, Business Developer, and Sales Manager, who creates strong tangible results-orientated actionable strategies.

Being involved in sales and marketing for over 29 years, in the last 18 years, he has worked hands-on with 100's of SME business owners across a wide range of different industries.

He considers himself to be both a Marketing Strategist and Internet Strategist, integrating them together to help develop effective marketing and digital marketing mixes. In essence, he encourages business owners to adopt a "Strategic Marketing" philosophy right across their entire business.

# ‘ARE YOU A SMALL TO MID-SIZE MANUFACTURER?’

“Does your lack of marketing knowledge ever concern you?”

“Are you facing the hard truth your marketing methods are letting you down?”

“Frustrated with falling sales, dwindling customers or shrinking profits?”

As you read through these 7 major marketing mistakes many manufacturers unwittingly make, along with learning and applying the ‘Calls To Action’ to ensure you don’t suffer at the hands of these pitfalls, you’ll find yourself with the power to take back control of your marketing and enjoy;

- **Winning more orders**
- **Gaining more customers**
- **Making much healthier profits**

Being the owner or manager of a small to med-sized (SME) manufacturing business, have you ever wondered why some manufacturers market themselves more successfully than others?

You know, across the UK in 2016, according to the Office for National Statistics, there are nearly 24,000 small manufacturers (10-49 Employees) and 6,000 mid-size manufacturers (50-249 Employees) with estimated revenues of at least £151billion per annum, directly employing over 1.1million people.

Despite the fact that there’s almost universal recognition that most UK small to mid-size manufacturers make world-class and high-quality products/services, there’s an equally widespread acknowledgement that they are just as universally poor at marketing them.

With many muttering the immortal phrase...

**“Our products are the best-kept secret in the market”.**

Because of this inherent sector-wide weakness, did you know it’s been estimated that around 80% of SME manufacturers mismanage their sales and marketing practices, creating at least an average 20% shortfall in the revenue generation across those 80 % of manufacturers? These poor, inconsistent, and ineffective marketing practises are invariably leading to a loss, across our economy, of £24billion a year. This is probably causing a loss of 135,000 jobs and apprenticeship places per annum.

Throughout my 18 years of working with manufacturing companies, I’ve seen the same threads, patterns and themes play out in nearly every area of the SME manufacturing sector. In fact, one of *the* top five reasons stated for all business failure is:

## ‘POOR AND INCONSISTENT MARKETING’

Therefore, I want to see both you and your business succeed. I want to ensure you turn all your hard work, toil and trouble, risk, experience, expertise and great products and services into all the wealth, riches, and prosperity you rightly deserve. All this can be achieved if you learn about, and effectively implement, better marketing practices.

**So, let’s get started...**

Here's your 7 major marketing mistakes too many manufacturers make, and how to correct them!

# MISTAKE NUMBER

## Having No Marketing Plan:

Whenever I meet a prospective client, one of my first questions is: "Before we start, can I see a copy of your current marketing plan?" It's always responded with: "Marketing plan, what marketing plan?".

The truth is in all my years as a marketing professional I've only ever had one prospective client produce what you'd call a decent marketing plan. Alternatively, if I asked most manufacturing business owners for a copy of their production schedules they'd most probably produce the most beautifully-crafted, carefully drawn-up, accurately recorded and documented files you've ever seen. You see, when you're considering helping a company with their marketing, it's fair to say that it's actually difficult to say what I think of their marketing or marketing materials without having a benchmark to gauge whether they are on track or not and what they're trying to do.

Some companies, who call on my help, will stick a flyer in my hand and say: "What do you think of that then?" To which my reply is usually emotionless. Unless I know 'what' their plan and strategy is, or their primary objective for the flyer, then in all fairness, I can't professionally comment, other than perhaps: "Well, the photos look nice."

The hard truth is that in 90% of cases there is no plan. If you are building a machine, or making a component, the first thing you do is produce a plan (a drawing), a blueprint, a document of exactly how it will look/be, with all your thoughts on paper. Even if you were going to build something as straightforward as a simple shed, you would still prepare a drawing, a plan. Remember too, that a plan is only a plan when it's on paper or on screen. Saying it's all in your head, means nothing.

That doesn't count. But do you know how many manufacturing companies go out to build and sustain a successful business without so much as a 'fag packet' sketch of their marketing activities? Then they can't understand why they're continually struggling to find new customers or grow their business. They're just hoping for the best.

### CALL TO ACTION:

It's a really important element for any manufacturer that they lay out their marketing activities for the year ahead, especially documenting the make-up of last year's marketing and where their business, for last year, originated. So, it's vitally important to have a carefully thought through, written marketing plan and marketing calendar (annual sequence of events) for the year ahead, accompanied by details budgets of what investments are going to be made with the desired outcomes.

# MISTAKE NUMBER

# 2

## Having No Marketing Budget:

Many manufacturers will carefully plan-out their budgets on the production side, but generally when it comes to a carefully thought-out marketing budget, they just simply don't have one. Consequently, there is never any money available for the marketing. It's just not on the agenda, when it should be defined and appropriately allocated. Of those rare manufacturers that do have a budget, it is usually woefully too low. There are many statistics from the likes of the Chartered Institute of Marketing, who have gathered data from special areas and market sectors which suggest the spread of spend/investment on marketing should be anywhere between 5% to 10% of gross revenues/annual turnover. However, too many manufacturing companies that do have a budget will set aside a meagre 0.5% or less, which is commercial suicide.

### **After the sales have come in, then we'll have money for marketing!**

Too many say: "We'll only do the marketing when we can afford it". This is like saying to the wood burning stove: "Give me heat, and then I'll put the wood in." No, you need to put the wood in first before you get the heat in return. Manufacturers can't wait until the orders start flowing or wait for the orders to increase before they look to invest in marketing. This isn't how the world works.

### **What is the recommended Marketing Budget?**

Small to mid-size manufacturers can't truly prosper without marketing. They somehow believe they can, but in all honesty, no growth or sustainability can be gained without the adequate amount of marketing budget. It's like expecting to jump the canyon in two jumps. You need to put enough fuel in the tank to get from one side of the canyon to the other. If you only do it half-hearted, you'll only get half way across the canyon before you inevitably fall to the ground with a big bang.

I am a realist, and I know it can be difficult to know how much to invest, especially when you have other obligations you must meet, and I know your bills are a necessity. The problem lies in the fact that marketing can appear to be voluntary.

Ultimately, you need to learn how to commit a percentage of revenues to marketing and treat marketing not as an optional extra, but as an absolute mandatory necessity for the survival and growth of your business.

So, an SME Manufacturer should budget 7% to 8% of its gross revenues for marketing. This will enable you to compete more effectively against larger companies. Since marketing expenses are tax deductible, the increased marketing expense for a small business can pay for itself in tax savings. If you don't spend the time to make the distinction between the cost of marketing activities and the investment in marketing, it's easy to see marketing as something that just costs you money, whereas you should start looking at it based on the outcome you are trying to achieve.

I can remember a client who kept complaining about the cost of his marketing, but I quickly worked out that his marketing was costing £2,000 per month and he was generating from those activities £60,000 per month in sales.

I remember saying to him: "Hang on a minute, £2,000 is only 3.3% of your revenues, which is a very respectable return on your investment." However, he still begrudged, unreasonably so, spending the £2,000 per month. We need to put our marketing expenditure into the correct perspective. There is no such thing as free customers.

You need to understand your allowable cost per customer acquisition. Therefore, you need to allocate a budget to buy each new customer. Don't live by the mindset that you're hoping you can get away with not having to pay out any money to acquire each customer.

I guess we have all undertaken marketing that didn't work, and this can leave you with the feeling or misguided belief that marketing doesn't work. But what I've found with clients, in many cases, is that they undertook an activity that was ill thought out, but they fell into the trap of believing it was marketing itself that didn't work, rather than understanding that it was perhaps a terrible advert or poor campaign that simply didn't work. So, don't just blame advertising, or websites, or marketing itself.

### CALL TO ACTION:

You need to see marketing as a mandatory requirement and investment in your business. It is not, nor ever has been, an arbitrary cost or voluntary choice. As you make the allocation of this gross revenue percentage, a fundamental part of how you allocate your financial resources, in your manufacturing business, must be with adequate budgetary levels to suit. So, if you need to cut back for any reason, you cut back in other areas too, to make sure you have your marketing budget available to continue promoting your business.

## MISTAKE NUMBER

### Buying A New Machine Without Preparing a Marketing Plan:

What's ironic, when talking about marketing budgets, is the classic: we can find the money for a new piece of capital equipment or machine, but we can't (or won't) find the money for marketing. All this really is, is a statement of your values, beliefs and priorities, it isn't a condition, it's a choice.

Having found the money for the new machine, without leaving any provision for the marketing investment, I'm astounded at how many times I hear: "We have the new machine all installed and operational now but it's only working at half its capacity, as we're not getting enough enquiries or work for it."

How many times have you heard of this scenario? Because they value the production and manufacturing aspect of their business, they can always find/justify the money to buy a new machine, but they never have any money left over to do any marketing.

They then fall into the trap of having a new machine that's performing way under its capacity, because they are not driving in enough new sales to fulfil its capacity. In all honesty, you should take your budget and split it.

## The 7 Major Marketing Mistakes Too Many Manufacturers Make...

Spend half on the new machine and the other half on your marketing.

It's that place of denial, where they're once again looking at the wood burning stove and saying, give me heat and then I'll put in the wood. This is usually expressed saying: "Once we get the sales going and the machine is up to full capacity, then we'll have the money to spend on the marketing." Well, they have this backwards. This is the truest example of where their bias value really lies. You need to put the marketing finances and effort in first, and that then fills the capacity of the new machine.

A company called me in because they had spent £450,000 on a new machine and they were barely able to keep it running; the sales were so low. When I asked them why, they said, they were just not getting the sales in to supply it with work. I then asked them, before we start let me take a look at your marketing plans surrounding this machine, so I can see where it's going wrong. Of course, they didn't have a marketing plan or one to fulfil this new capability.

So, when I asked what marketing they were doing to get the leads in, to sell the new capacity they had, they weren't doing any, or very little.

Can you believe the time it takes to go through the process of purchasing such an expensive piece of equipment? They would have spent hours researching the machines, holding meetings with suppliers, gone to see it running, worked out all the civils on the shop floor, and the like, yet did not spend one minute thinking through the marketing aspects of the total investment/project?

### CALL TO ACTION:

You need to spend as much time preparing the marketing plans as you do on preparing to purchase the machine. Get those marketing plans in writing, just as you would get, in writing, the proposals, quotations, and plans for buying and installing the new machine.

Also, when you're planning on buying a new piece of capital equipment, you need to set aside at least 30% of that budget to spend on the marketing, to drive the new customers in that you'll need to fill the capacity of your new piece of equipment. Don't spend all your money on the machine and leave the marketing kitty empty.

## As You're an Owner or Manager of a Small to Mid-Size Manufacturing Business...

# CLAIM YOUR FREE MARKETING KICK-START SESSION

### If this describes you...

- You own or run a small to mid-size manufacturing business with between 10 to 100 employees
- You are the key decision maker (Owner Manager, Director, CEO)
- Your business has been established for at least 3+ years
- You're ambitious, forward thinking and pro-actively committed to implementing cutting-edge marketing strategies.
- You're interested in hearing how you can apply professional marketing services within your business.

Then, having read this free marketing report, if you've still got some burning questions and challenges you'd like to discuss, I'd like to extend to you the opportunity to have a **FREE Marketing Kick-Start Session** with me, either in person or on the telephone.

**To arrange a time to talk, please email: [Carl@CarlJarvis.com](mailto:Carl@CarlJarvis.com)**

# MISTAKE NUMBER

# 4

## Waiting For Customers to Call YOU:

How proactive are you with your customers? Do you consider yourself to have a reactive approach or a proactive approach when it comes to communicating with your customers?

I always ask manufacturing clients: "Do you undertake annual or six-monthly reviews with your main customers and past customers?" The vast majority tend to answer; "No, we don't. They'll give us a call when they want something!"

They are caught up in the mindset of just thinking they only need to speak to their customers when they have an immediate need. Each customer's circumstances change, they have new goals, new objectives, and new aspirations. People move on, leave and change. Therefore, it's important to undertake at least annual reviews, where you go and meet your customers to sustain the relationship, not just when they want to specifically buy something.

I recall the American business expert and author of 'In Search of Excellence', Tom Peter, saying you should call up your customers every six months and just say: "How's it going?"

These annual reviews need to be away from the day to day activities. If you do undertake this invaluable process, do not discuss specific details on current projects, except only in the context of where they sit in the bigger picture. And the bigger picture is the operative word here. Do not discuss any current projects or immediate needs.

When I undertake this type of exercise, on behalf of my clients, the information I learn about their customer's business and professional/personal goals, objectives, priorities, and aspirations is priceless.

You see, most customers don't know that you want to know what they know. So, it never dawns on them to tell you. In many cases, they're not holding back the information on purpose. They just didn't know you'd be interested and, more importantly, you never created the right environment that would allow them to express that kind of privileged information to you.

It's only when you ask the right questions, in a relaxed and open environment, that you uncover all these great gems.

### CALL TO ACTION:

Look through your customer lists and gather together your top 20% of customers and go and interview them. Call it an 'Annual Review'. Undertake a formal one-hour annual review, face to face, just like you would review your staff members, each year. Give both yourself and your customer time to talk through the future and what their plans, needs, wants and aspirations are for the forthcoming year, or years.

Tell them about how those apply to your future plans and aspirations too. You'll be surprised at the additional business it can generate for you, without you even trying to sell them anything.

One client used to say, every time our maintenance engineers go into our customers they're always asked: "Whilst you're here, can you look at this for me too?" So, just showing up more often leads to many more orders.



# MISTAKE NUMBER

# 5

## Not Following-up or Following-up Again:

It's really important that you follow-up, especially as it now takes seven touch points before someone will buy from you along the prospective customer journey.

Which means... the general rule now is that most people are looking for at least seven points of contact before they buy from you. Here's an example:

1. They've found you on a review site, on a search engine, discovered you on social media, or seen your advert which directs them to the website.
2. They've visited and looked over your website to familiarise themselves with your products and services.
3. They've watched your YouTube video, read your articles, read your testimonials.
4. They've checked you out on a third-party website, i.e. your industry directory website, your accreditation website (e.g. aerospace certification), industry forum, read your reviews.
5. They sent for, and read, your guide booklet or brochure, helping them to choose the right product or services for them.
6. They've contacted you directly or arranged to meet specifically.
7. They've met you, discussed their needs, etc.
8. They've received and read your proposal/quotation.
9. They've spoken again to place their order.

### CALL TO ACTION:

You must systematically follow-up on enquiries and leads and keep on following-up, keeping in touch. Take the time to map out and understand your customer process and journey, along with how you are going to guide them through to get them to the sales order.

# NEED A PROFESSIONAL MARKETING SPEAKER?

If you'd like me to speak at your sales/marketing meeting, seminar, event, or workshop, please email me at [Carl@CarlJarvis.com](mailto:Carl@CarlJarvis.com) telling me about the nature of the topic, the size of the venue, the projected number of delegates, the make-up of the audience and your speaking fee budget.

## MISTAKE NUMBER

### Writing Your Own Marketing Copy/Content:

Don't just plough into writing you own copy (wording). I know many manufacturers don't even think about this. They just go ahead and write their own web content or brochure content, or advert content, without thinking about it. They have a space and say, "We just need to get someone to bash out some words to stick in and fill this space."

I remember speaking to a local printer who deals with manufacturers, and I said, "Who writes the content for your customers' brochures and websites, etc.?" And they said, they almost always tend to write their own words. So, with no professional copywriting skills they'll write their own words and messages. He said, "We tried offering professional copywriting services, but no one will pay for it. So, even if they do produce professional looking brochures, the owner or even 'Jessica in the corner' wrote the content for it or knocked out a few words to fill that ad space."

#### CALL TO ACTION:

Get professional help when writing your sales copy and messages. It is a legitimate profession and one that takes years, and a great deal of time and effort, to perfect. Writing sales materials will have a significant impact on how you are perceived and the effectiveness of your communications when generating new leads and finding new customers.

Get guidance or help with this. It is an art and a science, and it does take tremendous creative flair to make it magnetic and attractive to prospective customers.

# MISTAKE NUMBER



## Designing Your Own Brochures:

I've been into manufacturers who, having spent hundreds of thousands of pounds on their products, will insist on designing their own brochures. As a result these usually look like something from the 1970s. They then print them out themselves, on a cheap inkjet printer in the corner of the office, and not consider how that reflects on their company image and quality. Some Manufacturer owners think: "You know what? I'll produce my own brochures and flyers to save the money". So, you're now a high-quality precision engineering manufacturing company with cheap and nasty literature. It will have low res photos they took on their iPhone, cut and pasted into a desktop publishing software program, with no graphic design experience. This is pennywise and pound foolish. It just doesn't cut-the-mustard, it doesn't make commercial sense and is just not acceptable. Manufacturers can be really hurting themselves and their business with this kind of penny-pinching mentality.

### CALL TO ACTION:

Get your brochures designed by a professional graphic designer, with your words and information written by a professional copywriter. See it as an important asset investment in your business. Then get it printed on quality paper. Ask yourself: "Does the marketing material reflect the quality of my products and services?"

Don't go cheap on this. It does matter, your business depends on it, and the quality of your products and services deserve it too.

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# 'Looking For a Powerful Marketing Breakthrough in Your Manufacturing Business?'

Does this describe you:

- You're interested in winning new orders
- You want new customers
- You want more sales - more easily - and more often.
- You're looking for proven marketing methods
- You want to avoid costly marketing mistakes

## Then, this **FREE** Marketing Report is for you...

For 18 years, Carl Jarvis has specialised in supporting small to mid-size manufacturing companies, like yourself, with:

- Increasing your sales & revenues
- Maximising your profitability
- Reducing your marketing costs
- Increasing your customers, your customer order values, and frequencies of purchase
- Developing more cost-effective sales and marketing approaches,
- Strengthening your business development activities

**Reading this FREE Marketing Report will give you a series of immediate & actionable marketing strategies you can implement in your manufacturing business...today!**

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