



Unlocking New Revenue Streams: eCommerce in Manufacturing

Meet the **Speaker**



Chad Spaude

Owner
Top Floor



topfloor

Marketing for Manufacturers

We are a team of enthusiastic, manufacturing marketers who drive customer growth through targeted, lead generation strategies.



The Wisconsin Manufacturing Report

A comprehensive report on the status of Wisconsin manufacturing and the key forces affecting it.

[VIEW REPORT](#)



Join

Our Community



The Manufacturing Roundtable

Quarterly in-person networking event



Virtual Workshops

Monthly webinars with our diverse team of specialists



The Marketing Schematic

Podcast featuring Top Floor team and clients



Wisconsin Manufacturing Report

Sponsorship of yearly WCMP/WMEP report



Agenda

- ✓ Understanding the Landscape
- ✓ Benefits of eCommerce
- ✓ Getting Started
- ✓ Overcoming Challenges
- ✓ Case Studies
- ✓ Q&A

eCommerce in Manufacturing

The rise of digital marketplaces is transforming the manufacturing industry.



Customer Behavior

What's the consumer telling us?



Industry Trends

What's the market telling us?



Top Floor's Experience

What are our customers telling us?





Companies see their main source of growth in finding new customers and markets, followed by finding and retaining employees.

“As you think about your company's future, what would you say are the two or three most important drivers of your company's future growth?”



eCommerce Benefits

Reshaping how manufacturers operate, engage with customers, and compete in the global market



01

Direct Access

D2C and Customer Relationships

02

Enhanced Market Reach

Global Access / Niche Markets

03

Supply Chain Optimization

Agility, Visibility, and Control

04

Operational Efficiency

Automated Processes with Real-Time Data

05

Innovation

Acting on Customer Feedback

06

Competitive Differentiation

Brand Building and Adding Value



Getting Started

Getting Started With eCommerce

Where to Start, Right Now

- ✓ [eCommerce Readiness Workshop](#)
 - ✓ [eCommerce Workbook \(Checklist\)](#)
-



eCommerce Platforms

What's important to you:

- Full control?
- Out-of-the-box solution?
- Customization?



eCommerce Marketplaces

- Google Merchant Center
- Amazon
- Alibaba
- Mouser
- DigiKey
- Zoro
- Grainger
- Fastenal



The Checklist

- ✓ **Strategic Planning**
- Technical Preparation
- Structure and Content
- Operational Setup
- Training and Customer Support



Strategic Planning



User Journey Map

Research your target market's needs, behaviors, and preferences and develop target personas and a User Journey Map.

The Checklist

- ✓ Strategic Planning
- ✓ **Technical Preparation**
- Structure and Content
- Operational Setup
- Training and Customer Support



Technical Preparation

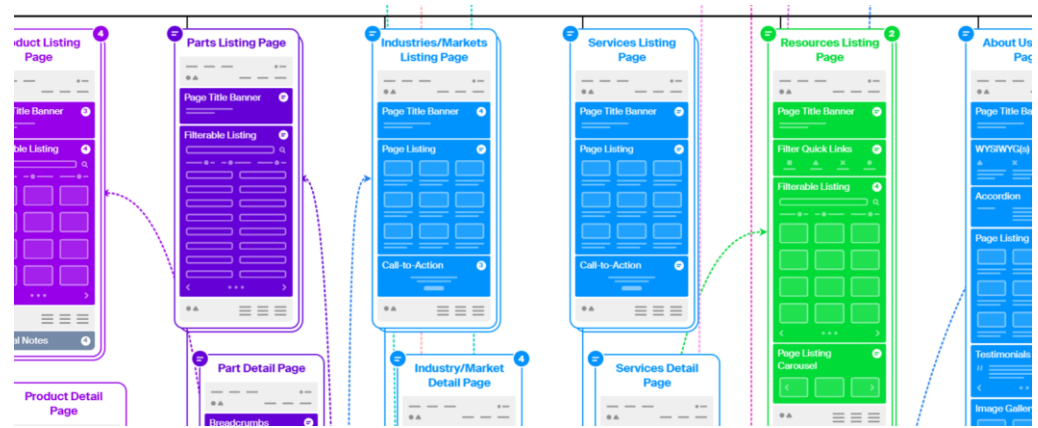


Platform Comparison

Compare e-commerce platform options against budget, capabilities, and strategic needs.

The Checklist

- ✓ Strategic Planning
- ✓ Technical Preparation
- ✓ **Structure and Content**
- ☐ Operational Setup
- ☐ Training and Customer Support



Structure and Content



Product Content

Specify the content for product detail pages (category by category if necessary) and evaluate existing content for reuse or updating.

The Checklist

- ✓ Strategic Planning
- ✓ Technical Preparation
- ✓ Structure and Content
- ✓ **Operational Setup**
- ☐ Training and Customer Support

A	B	C	D	E	F	G	H	I	J	K	L
od Moulding Style	Moulding Type	Moulding Color	Wood Profile Width	Wood Rabbet Depth			Metal Moulding Style	Metal Rabbet Depth	Metal Profile Width		Categories
n Wood	Fillet	Black	0 - 1/2"	0 - 3/4"			Anodized	17/32" - 11/16"	9/32" - 3/8"		Moldings
mpo	Floater Frame	Blue	9/16" - 1"	7/8"			Colorwave	3/4" - 1"	13/32" - 1/2"		Moldings > Wood
ntemporary	Liner	Bronze	1 1/16" - 1 1/2"	15/16"			Timberline	3/8" - 35/64"	29/32" - 1 1/12"		Moldings > Metal
ressed	Plein-air	Gold	1 9/16" - 2"	1"			Florentine/Satin Lus	11 11/16" - 1 3/4"	9/16" - 7/8"		Moldings > Ready Made
ssy	Shadowbox	Gray	2" +	1 1/8" - 1 1/2"			Gilded		5/32" - 1/4"		Tools & Supplies
late	Stretcher Bar	Green	9/32" - 3/8"	1 5/8" - 2 1/2"			Natural Elements				Tools & Supplies > Blades & Cutters
er		Mutli	13/32" - 1/2"	2 5/8" +			Proline				Tools & Supplies > Metal Frames Hardware
stic		Orange	29/32" - 1 1/12"	17/32" - 11/16"			Brushed Satin				Tools & Supplies > Wood Frames Hardware
odized		Other	9/16" - 7/8"	3/4" - 1"			Metalline				Tools & Supplies > Points & Drivers
lonwave		Purple	5/32" - 1/4"	3/8" - 35/64"			Home Accents Brushed				Tools & Supplies > Protectors & Cleaners
lberline		Red		11 11/16" - 1 3/4"							Tools & Supplies > Tape & Adhesive
rentine/Satin Lustre		Silver									Tools & Supplies > Wire
ed		Wood Moulding									Tools & Supplies > Glass
lural Elements		Wood Tone									Tools & Supplies > Miscellaneous
line		Yellow									Discontinued & Out
ished Satin											Clearance
talline											Oval Frames
me Accents Brushed											Mattboard
											Backorders
											Foamboards
											Foamboards > Stocked
											Foamboards > Special Order

Operational Setup

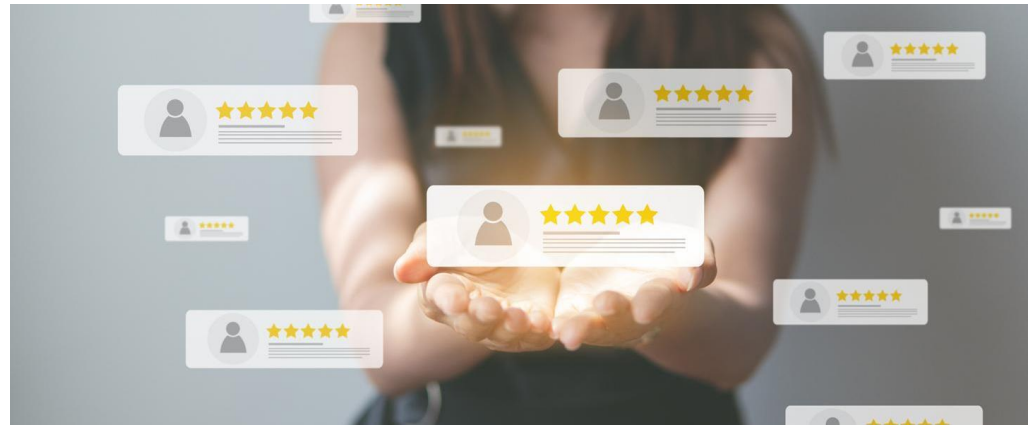


Product Data Spreadsheet

Finalize your product import spreadsheet with pricing, shipping, and tax information.

The Checklist

- ✓ Strategic Planning
- ✓ Technical Preparation
- ✓ Structure and Content
- ✓ Operational Setup
- ✓ **Training and Customer Support**



Training and Customer Support



Preemptively Answer Questions

Preemptively answer customer questions and address issues that may arise on your website/platform. Provide comprehensive FAQs and help sections to assist customers in self-service.



Challenges

Overcoming Challenges



01

Product Data & Pricing

Incorrect/Missing Data
Product Spreadsheet Review

02

Product Literature

Gathering Materials
Updating/Rebranding

03

General Content

Content Refresh & Entry

04

Complex Orders/Carts

Cart Logic
Taxes & Shipping

05

QA/Testing

Testing Functionality
Additional Features

06

Internal Operations

Team Involvement
Operational Processes

Distributor Challenges



01

Clear Communication

Transparency and Partner
Engagement

02

Channel Differentiation

Product and Market Segmentation

03

Compensatory

Revenue and Lead Sharing
Strategies

04

Collaborative Marketing

Joint Promotions and Support

05

Pricing Policies

Consistent Pricing and Policies

06

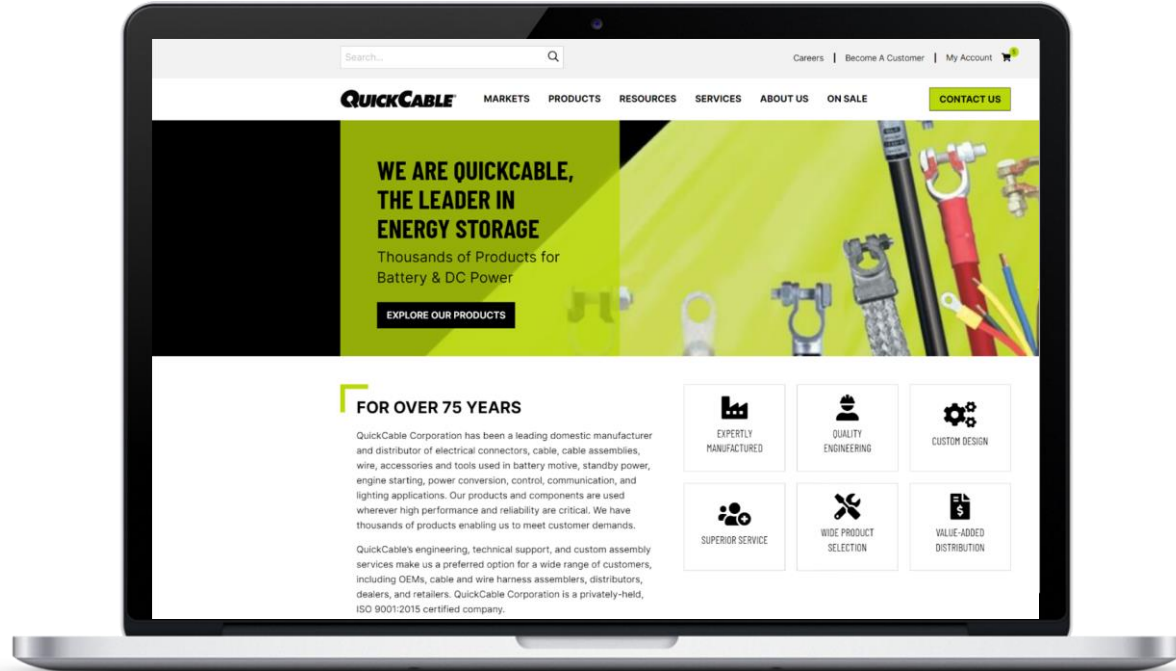
Technology Sharing

Shared Platforms and Training

Real World Example



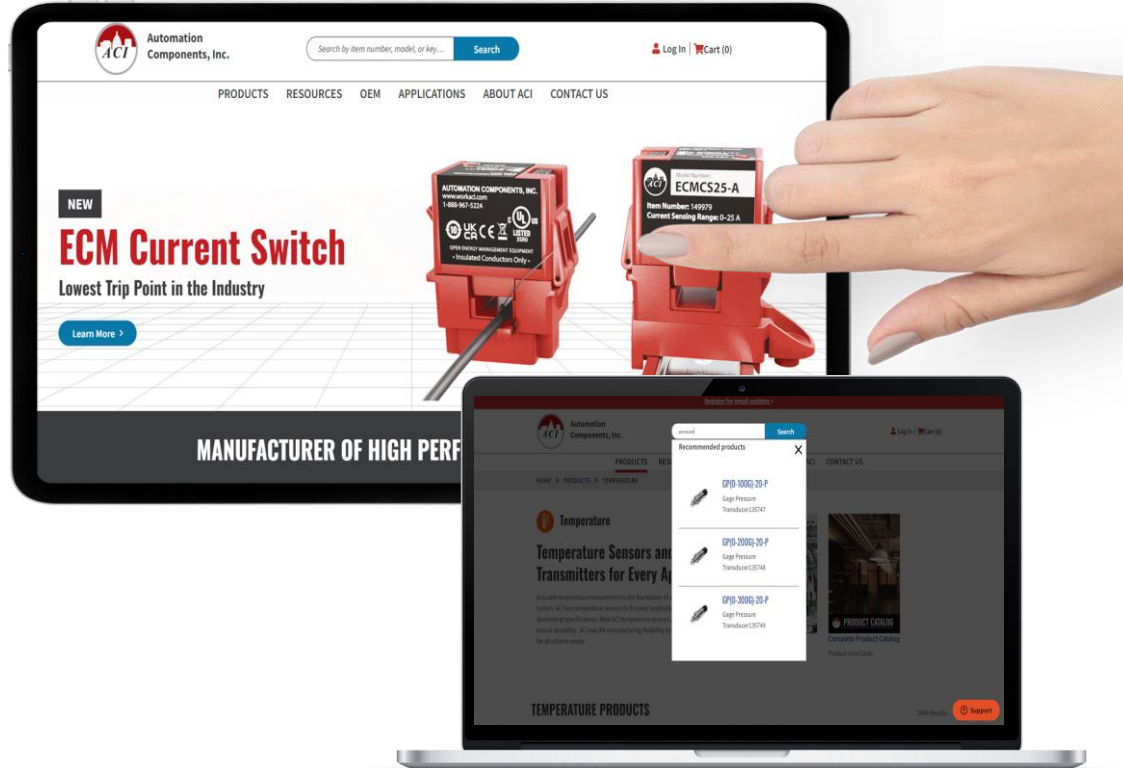
www.quickcable.com



Real World Example



www.workaci.com





Key Takeaways

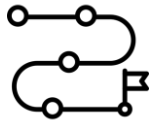
Be eCommerce Ready :

- ✓ Understand your customer's needs and behaviors
- ✓ Assemble your team and start asking questions
- ✓ Outline your goals and get buy-in
- ✓ Use Top Floor's checklist for getting started!



Q & A

Thank you and come visit us at Booth 1642!



Audit & Roadmap
Customized digital
marketing strategies.



Website Development
Powerful websites that
convert.



Lead Generation
Capture ready-to-buy
customers.



Demand Generation
Attract and influence
your target market.



eCommerce
Sell parts & equipment
directly online.