Unlocking New Revenue Streams: eCommerce in Manufacturing

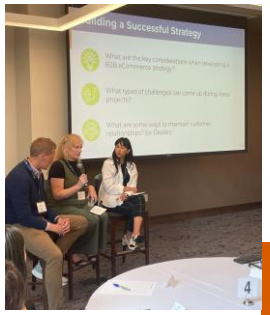
Meet the Speaker

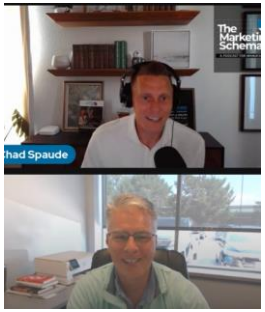
Chad Spaude
Owner
Top Floor

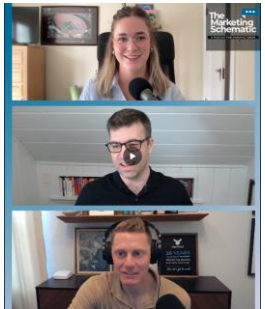
topfloor

Marketing for Manufacturers

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







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?

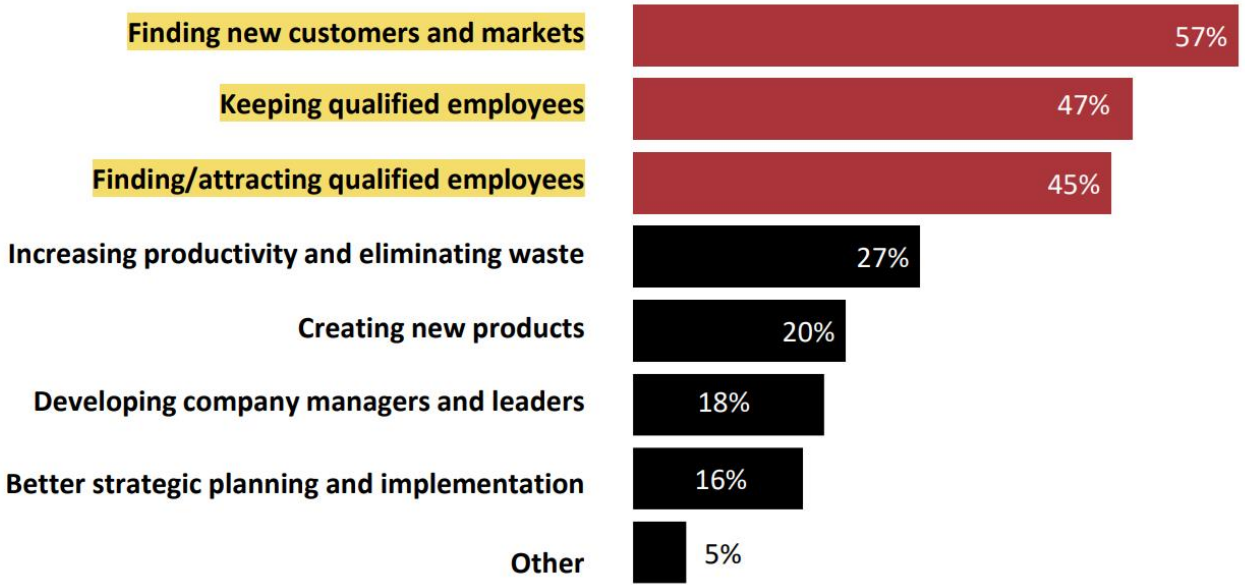
Top Floor's Experience

What are our customers telling us?

The Wisconsin Manufacturing Report

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

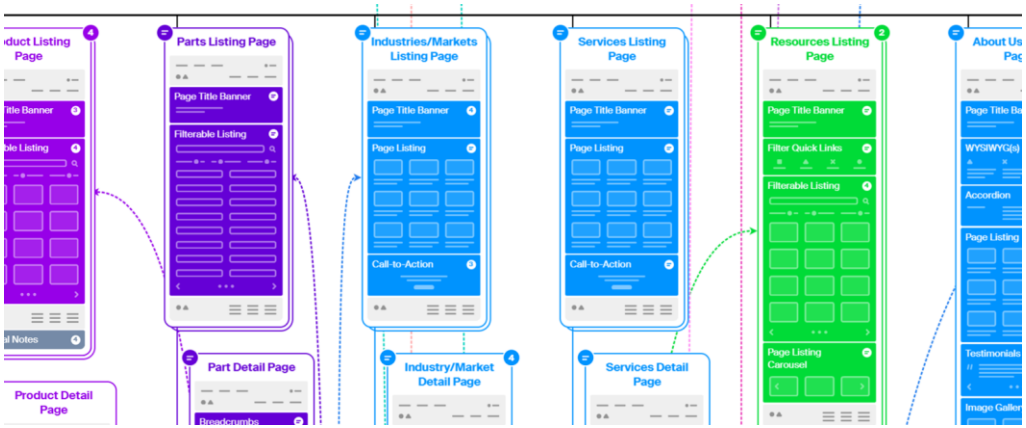
Technical Preparation

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



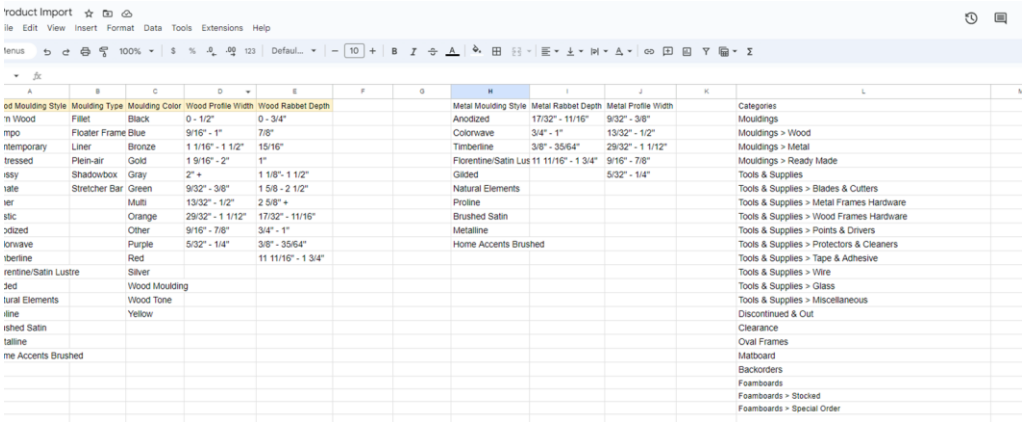
Structure and Content

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



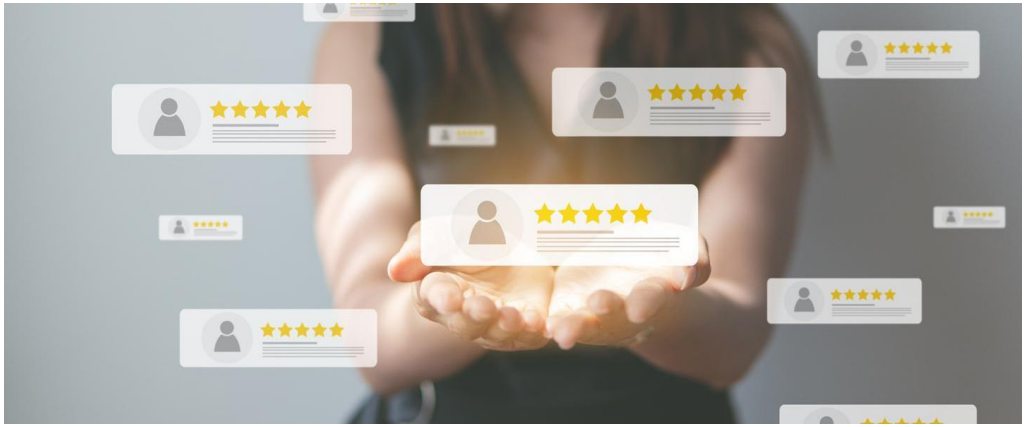
Operational Setup

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 Strategies
Revenue and Lead Sharing

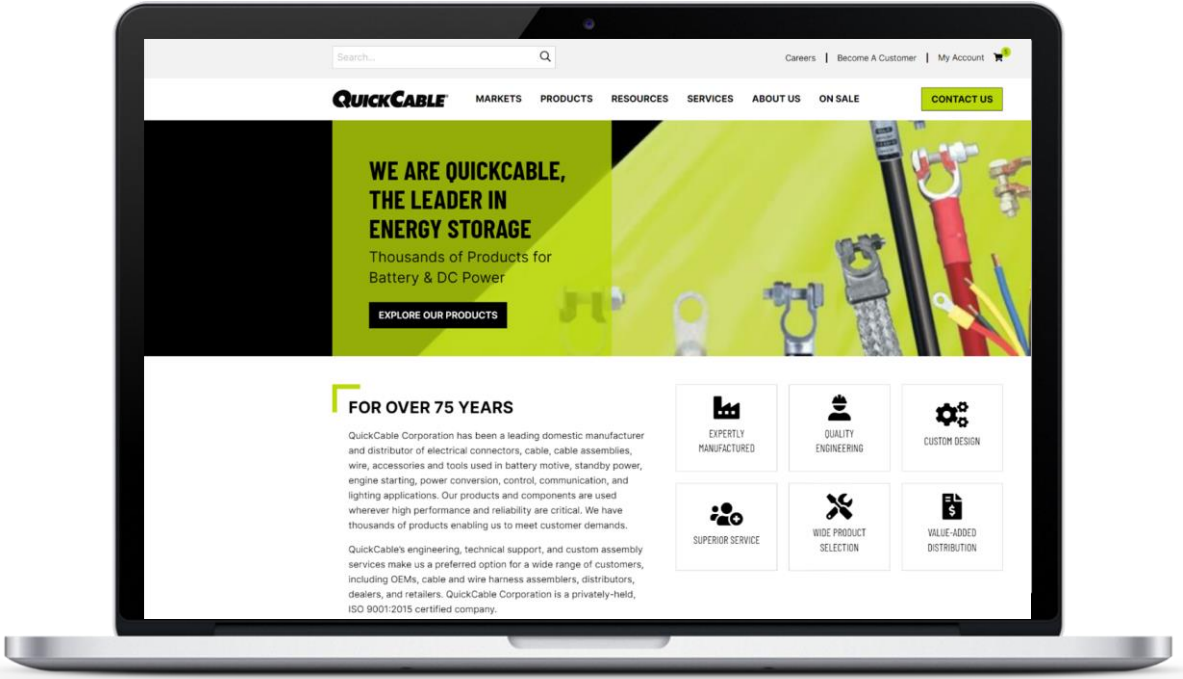
04
Collaborative Marketing
Joint Promotions and Support

05
Pricing Policies
Consistent Pricing and Policies

06
Technology Sharing
Shared Platforms and Training

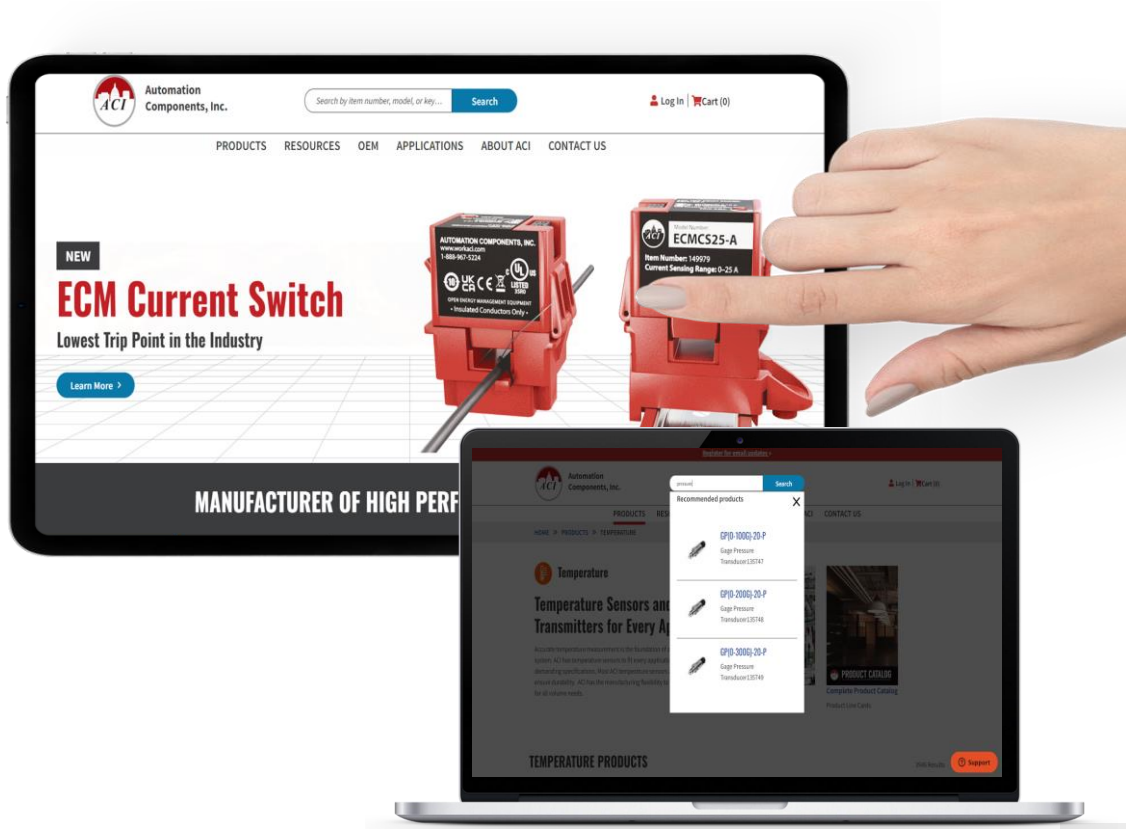
Real World Example

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

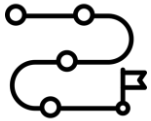
✓ Outline your goals and get buy-in

✓ Use Top Floor’s checklist for getting started!

Q & A

Thank you and come visit us at **Booth 1642!**

topfloor



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.