

On-Demand Fractional Marketing Services for Manufacturers



Manufacturers face unique marketing challenges—tight budgets, overloaded teams, and limited resources.

Inbound 281's Fractional Marketing Services, available in flexible 10-hour blocks, provide expert support, cost-effective strategies, and measurable results.

Fractional marketing provides access to a team of marketing professionals who work as an extension of your team.

Top 5 Pain Points Fractional Marketing Solves for Manufacturers:

- ✓ **Limited Expertise:** No in-house talent? Access to a team of proven marketing professionals.
- ✓ **Overstretched Teams:** Fill resource gaps without the risk of overwhelming your staff.
- ✓ **Inconsistent Leads:** Implement targeted campaigns that drive measurable results.
- ✓ **Budget Constraints:** Cost-effective solutions that help to maximize ROI without budget strain.
- ✓ **No Strategy:** Gain a clear plan aligned with your business goals.

Why Choose Us:

- ✓ Deep Industry Expertise
- ✓ Flexible Partnerships
- ✓ Proven ROI
- ✓ Tailored Solutions
- ✓ Clear Communication



Marketing Expertise Without the Full-Time Commitment

Services Tailored for Manufacturers

Manufacturers need marketing partners who understand their demanding industry, consistent challenges, and unique goals.

At Inbound 281, we recognize the needs of manufacturing companies and offer customized solutions to help our clients achieve measurable marketing success. Our services include:

- **Strategic Marketing Planning:** We work closely with you to define clear business objectives and craft actionable roadmaps that align marketing efforts with sales goals.
- **Website Optimization:** An optimized website is a powerful lead-generation tool. We revamp your site's structure, content, and design to engage visitors, encourage action, and convert traffic into qualified leads.
- **B2B Lead Generation:** Our campaigns are tailored to attract and engage the right audience, ensuring a steady flow of high-quality leads for your sales team.
- **Content Marketing:** We develop blogs, content strategies, case studies, and other materials that address your audience's pain points and position your company as a thought leader.
- **Email Marketing:** We help you nurture leads, communicate effectively, and drive conversions through personalized messaging and target email campaigns.
- **Social Media Management:** We create and manage social media strategies that build awareness, foster relationships, and support your business objectives on various social media platforms to reach your target audience.
- **Video Marketing:** Video is a powerful tool to captivate your audience. We produce engaging videos such as product demos, testimonials, training content, promotional clips, and more.
- **Tradeshow and Event Support:** We help you integrate marketing strategies that maximize your impact, from pre-event promotion to post-event follow-up.

Fractional Marketing Services Available in Flexible 10-Hour Blocks

At Inbound 281, we've helped businesses achieve their goals through tailored strategies and clear action plans, and we can do the same for you. Whether you need part-time support or help with specific projects, our fractional marketers can step in to address your unique needs and drive results.

With options starting at flexible 10-hour blocks per month, our fractional marketing services are tailored to fit your budget and goals. Reach out today to discover how we can help drive your success.

