



# AdVic Manufacturing Campaign





We had a Manufacturing Industry page on our website...

Salesforce breaks the Manufacturing industry into separate sub groups. We took 2 of those subgroups they wanted us to target and developed a campaign to reach out to leads from both sub-groups in hopes to obtain new leads from those who may not have a CRM or who may need an existing platform optimized for their business model.





AD VICTORIAM SOLUTIONS  
Salesforce. Simplified.  
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## Resources for Electrical Components and Equipment Manufacturers

### Corrective Action is Needed

From labor shortages, a stretched supply chain, customer demands to data management, cyber security, and inadequate or siloed software – manufacturers have a tough hill to climb to drive production, be competitive, and meet customer expectations.

Here are some free, no form, resources to help you make that next first step.

## Read, Watch, Listen

When you're done perusing the resources below, set up a call for a personalized roadmap that leads your company to VICTORY!

[Schedule a Meeting](#)

[A Manufacturer's Road to Success](#)

[Read the Blog](#)

[How to Improve Sales Forecasting in Salesforce with AI](#)

[Listen to the Podcast](#)

[Watch How a Machinery Manufacturer Digitally Transformed](#)

[Watch the Video](#)

[Solutions That Work for Manufacturers](#)

[Watch the Video](#)

## Schedule a Call

Book a call with the AdVic Salesforce Manufacturing Team, who have the industry knowledge and tech skills to guide you every step of the way.

Ad Victoriam Solutions

**Connect with us, at a time that works for you.**

30 min

Phone call

We'll start with a quick "what's on your mind" chat. Then, we'll ask some questions to see if we have the expertise and skills to advance your business.

[SHOW MORE](#)

### Select a Date & Time

August 2022

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

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# Resources for Industrial Machinery Manufacturers

**Corrective Action is Needed**

From labor shortages, a stretched supply chain, customer demands to data management, cyber security, and inadequate or siloed software – manufacturers have a tough hill to climb to drive production, be competitive, and meet customer expectations.

The majority of manufacturers are unclear of the road to take. Often they need help to **create a thoughtful and thorough strategic plan** – one that examines goals, resources, risks and opportunities – to know what steps need to be taken next. To make processes work right, your technology needs to fit your business functions.

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Schedule a Meeting

- Overcoming Barriers Industrial Machinery Manufacturers Face
- How to Improve Sales Forecasting in Salesforce with AI
- Watch How a Machinery Manufacturer Digitally Transformed
- Solutions That Work for Manufacturers

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**Connect with us, at a time that works for you.**

🕒 30 min

☎ Phone call

We'll start with a quick "what's on your mind" chat. Then, we'll ask some questions to see if we have the expertise and skills to advance your business.

Afterwards, we'll share a bit about Ad Victoriam and if we're a fit, we will learn more about your business, and map out a solution for you to consider.

Please choose a day and time that works best for you to get the conversation started via Zoom (link will be added to invite)

[Cookie settings](#)

Select a Date & Time

August 2022

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

🌐 Eastern Time - US & Canada (12:35pm) ▼

## Step 1: Create landing pages for each sub-group.

(Electrical Components and  
Equipment Manufacturers and  
Industrial Machinery Manufacturers)

The plan was to keep it simple, giving the audience a list of resources related to their specialty and a call to action to schedule a call with us.






# TRENDS AND SOLUTIONS

## That Drive Growth for Industrial Machinery Manufacturers

**AD VICTORIAM SOLUTIONS**

Salesforce. Simplified.

and manufacturing of diesel  
ement, as well as gas engine  
s.

**Sales Machinery**  
ST1 Mobile Integration

products and two nontraditional legacy technologies. YANMAR's goal was to synchronize  
operating procedures while improving product management.

ify tasks and increase productivity, enabling improved management of the  
damaged goods.  
to convert cases into sales opportunities.  
we missions to enable immediate management intervention for higher  
sible" accelerated sales fulfillment and improved customer satisfaction  
terms with SalesForce Sales and Service Clouds synchronized processes and  
surance.

*"We had little CRM experience before working with  
Ad Victoriam. They had manufacturing experience,  
so we knew they would understand our high-level  
needs and business model. After they performed  
their thorough fit/gap exercise, we moved forward  
with SalesForce" as our solution. Their communication  
and project scheduling was prompt and flexible.  
It was a great experience."*

- Brian Williams, Director of IT  
YANMAR America Corporation

 CUSTOMER SUCCESS  
5 out of 5 Rating

Teams To VICTORY





## Step 3: Create an infographic and social media ads to promote it on various platforms.

Manufacturers are recognizing the need for superior digital tools for forecasting, stabilizing the supply chain, 360-degree data, and delivering higher-quality customer experiences (CX). Adapting to these needs have been challenging as supply chains deplete and consumer buying patterns shift.

Connecting with customers and delivering products in a timely manner are now more important than ever to recoup the losses from the pandemic. As we gear-up for a new year, keeping pace with trends and upgrading your technology will give you the competitive advantage.

Here's a step-by-step guide for enhancing the success of your manufacturing business:

1

### Data Driven CX



For manufacturers, the word customer can be diverse. It could mean partners, retailers, suppliers, or distributors. No matter which, CX is a competitive need for connecting with customers on a personal level. With a connected system, manufacturers have access to clear and usable information to support customers, make smart decisions, and eliminate blind spots in the supply chain.

### Digital Transformation

2



Replacing legacy systems and establishing a single source of truth is necessary for the future success of a business. Adding automation, personalization, and innovation to business processes is significant to manufacturers. Businesses with automation are able to process orders quickly to meet demands. Digital also enables reps to engage with customers in a way that cultivates an ongoing relationship even when remote, including videoconferencing, instant messaging, social channels and more.

3

### Predictive Maintenance



Predictive maintenance avoids unexpected downtime, predicts disruption, and overall saves businesses money. Outages add expense, decreasing margins. Just recently, Facebook's unexpected downtime of six hours cost them nearly \$100 million in revenue. In addition to profit loss, unplanned downtime negatively impacts customer satisfaction and drives your customers to competitors.



### Shifting to B2B2C Model

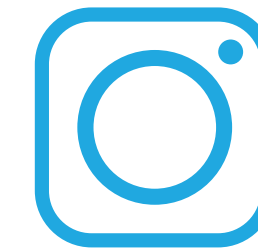
4

Shifting from B2B to B2B2C comes with many benefits; brand expansion, improved customer data, and connecting with customers on a personal level. Many manufacturers are taking advantage of these benefits and are building meaningful relationships with consumers.

> Schedule A Call Now to Begin Your Journey to Success



### Manufacturer's 2022 Guide to Success



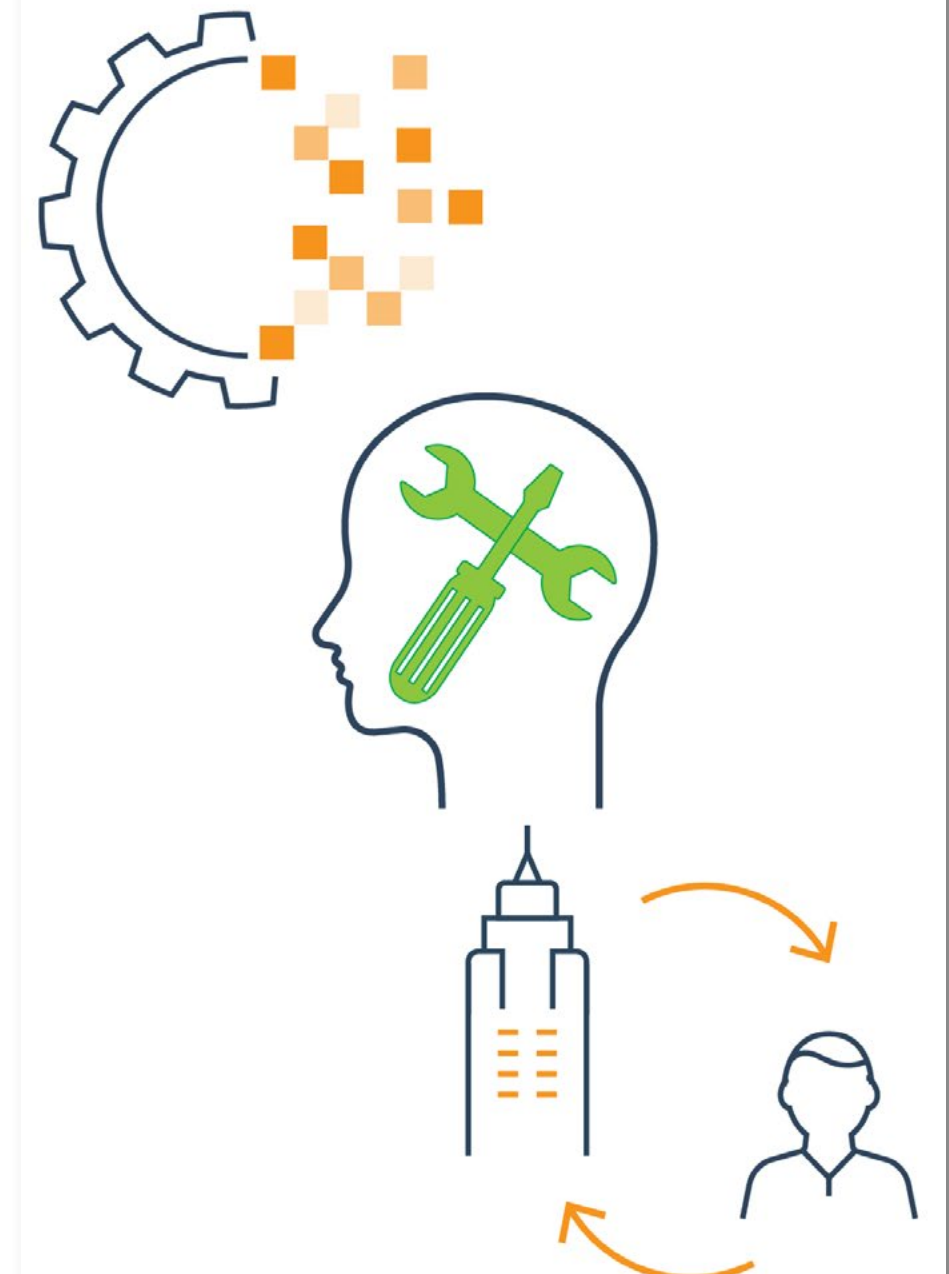
### Manufacturer's 2022 Guide to Success



### Manufacturer's 2022 Guide to Success



### Manufacturer's 2022 Guide to Success







Step 4: Create a series of LinkedIn carousel ads to promote all of our previous endeavors and generate leads

Keep up with the technology that is driving the Electrical Components and Equipment industry

Predictive Analytics

Artificial Intelligence

IoT

Robots

Equipment Manufacturer Replaces Legacy Systems and Thrives

Hear How



Antiquated Manufacturing Infrastructure and Agile Competitors Curtail your Growth.

How We help...



Electrical Components and Equipment Challenges

- > Supply Chain Shortage
- > Labor Shortages
- > Cybersecurity
- > Data

Solutions

- > Manufacturing Cloud
- > Sales Cloud
- > CRM Analytics

Hire a **Top 25** Global Salesforce Partner



With over 65,000 accredited consultants and more than 1,000 partners, there's no shortage of Salesforce resources.

1 2 3 4 5

Today's factory floor trends:

1. Automation
2. Smart Machines & Robotics
3. Digital Twins
4. Predictive Machine Analytics

1 2 3 4 5

Equipment Manufacturer Replaces Legacy Systems and Thrives



Hear How

1 2 3 4 5

Pain Point:  
Supply Chain Optimization



Solution:  
Insights, Analytics,  
Account Management with  
Manufacturing Cloud

1 2 3 4 5



Ad Vic's Solution:

Collect, analyze, and leverage your large amount of data to increase value on everything from customer preferences and production to predictive maintenance and sustainability.

1 2 3 4 5

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# Step 5: Branded toolkits that we shipped to both subgroups with a mini-mailer flyer inside to draw people to our site.







### Let's Repair What's Broken, While Simultaneously Advancing Your Electrical Component & Equipment Business




Manufacturers won't run like a well-oiled machine without the right parts, processes, and people. Selecting the right hand tool to fix what's broken is probably second-nature to you. Finding the best-fit technology to fix broken infrastructures and processes is most likely less instinctive. **Help is inside.**

### Electrical Component & Equipment Manufacturing

#### What's Broken & Solutions to Fix Them

<b>Customer/Vendor Experiences</b> Manufacturers need to find ways to better engage and service costumers, collaborate and drive growth.	Service Cloud™ and Commerce.	
<b>Labor &amp; Supply Chains</b> Factory digitization reveals efficiency opportunities, decreases reliance on labor, identifies risk, and more.	Experience Cloud™ and AI.	
<b>Data Management</b> Managing, integrating, and applying the large volume of data increases value from customer preferences and product optimization to predictive maintenance.	Manufacturing Cloud™	
<b>Sustainability.</b> Technology advances sustainable operations through production simulations and AI to reduce scrap, lower energy and water consumption, and streamline work processes.	Net Zero Cloud™	

Scan code to see Free No-Form Resources and learn more >>



### Overview

- > Global smart MFG is estimated to be \$595+ billion by 2023
- > Smart MFG for energy efficiency, reduction in cycle times, and lower maintenance costs.
- > Demand for process automation, modernization of legacy systems and ERP integration.
- > Need for connectivity to all stakeholders is increasing.
- > Adapting quickly to MFG disruptions while driving innovation is key.



*“AdVic was awesome to work with. Not only did they work with us on pricing, but they took the time to understand our needs as a company, as we are new to the Salesforce® environment.”*

- Alec Carter, Magnum Bikes

### About Ad Victoriam (AdVic®)

Ad Victoriam is a Salesforce® and MuleSoft® Partner that provides consulting services, from strategy to implementation. Our U.S.-based nimble team of certified professionals accelerate businesses by simplifying complex problems through cloud, integration, and data expertise. As a Certified B Corp, we balance purpose with profits and have made a strong commitment to the community.

[www.AdVic.com](http://www.AdVic.com)

Schedule an Information Chat








### Let's Repair What's Broken, While Simultaneously Advancing Your Industrial Machinery Business



Industrial Machinery Manufacturers won't run like a well-oiled machine without the right parts, processes, and people. Selecting the right hand tool to fix what's broken is probably second-nature to you. Finding the best-fit technology to fix broken infrastructures and processes is most likely less instinctive. **Help is inside.**

### Industrial Machinery Manufacturing

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*“Working with Ad Victoriam Solutions was an excellent experience. The whole process was turnkey and they are with you every step of the way. This has been a GREAT EXPERIENCE.”*


-Kyle Bastian, Lapmaster




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Schedule an Information Chat







Step 6: Sent a 2nd mailer along with branded cookies to draw traffic to our site and generate leads.



A Salesforce solution can be as sweet as these enclosed treats!

Schedule a meeting with us to find out just how sweet...

 **PARTNER**  
SINCE 2014

 **MuleSoft**  
Partner

 **AD VICTORIAM**  
SOLUTIONS



  
**Get a \$50 Gift Card**  
*While Supplies Last!*



Hi. I'm Blaise...

From time-to-time, we all have questions about technology solutions. If you have questions, I have plenty of free, no-form, no-obligation resources I can point you to.

It would be my pleasure to help!

**Blaise Weber**

*Technical Account Executive*

📞 513.313.2985 | [in /ad-victoriam-solutions](#)

✉ [Blaise.Weber@AdVic.com](mailto:Blaise.Weber@AdVic.com)


[www.AdVic.com](http://www.AdVic.com)



# Blogs and Podcasts to support our campaign.



Overcoming Barriers Industrial Machinery Manufacturers Face



June 21, 2022

Globally, the industrial machinery industry remains in a crucial space as they are faced with

Read More

Electrical Equipment Manufacturing Challenges and Growth




June 7, 2022

The world of manufacturing is still undergoing robust changes, even two-years after the pandemic

Read More

The Five Most Important Things About Manufacturing Cloud




July 19, 2022

So, first, what exactly is Salesforce Manufacturing Cloud? It's an AI-powered, cloud-based

Read More

Equipment Manufacturer Replaces Legacy Systems and Thrives



May 24, 2022

Residential Elevators is the premier electrical equipment manufacturer focused on home elevators.

Read More

Manufacturer Transforms Customer and Team Member Experience with Salesforce



June 20, 2022

Listen Now



# Additional Social Media to promote our campaign assets.

2:05

Search

Ad Victoriam

2,816 Tweets

Tweets

Tweets & replies

Media

Ad Victoriam @Ad... · 8/4/22

#Manufacturers

face many challenges. Could yours be predictive intelligence, forecasting, 360-degree data, or customer service? There's a #Salesforce solution for all of them. Here's some free, no-form resources to get your started: [bit.ly/3vjQZr4](https://bit.ly/3vjQZr4).

#AdVic #Manufacturing

Accelerate Planning

12 views

Ad Victoriam @Ad... · 8/3/22

2:05

Search

Ad Victoriam

2,816 Tweets

Tweets

Tweets & replies

Media

Ad Victoriam @A... · 7/20/22

#AdVic®

helped bring new technology solutions to Lapmaster Wolters, a global manufacturer of lapping and polishing machines for the mechanical seal market. Here's some free, no-form resources that may help your #manufacturing business, too: [bit.ly/3O6hl6q](https://bit.ly/3O6hl6q).

#Salesforce

TESTIMONIAL

“Working with Ad Victoriam Solutions was excellent experience. The whole process was turnkey and they are with you every step of the way.”

- Kyle Bastian, Lapmaster

Ad Victoriam @Ad... · 7/19/22

2:06

Search

Ad Victoriam

2,816 Tweets

Tweets

Tweets & replies

Media

Promoted

Ad Victoriam @Ad... · 7/21/22

Under pressure to grow despite challenges, like other #electrical component and equipment #manufacturers? #AdVic® has a solution! Have a look at our expert-generated resources to help you despite challenges: [bit.ly/3NVCqBr](https://bit.ly/3NVCqBr).

Under pressure to grow despite challenges?

9 views

Ad Victoriam @A... · 7/20/22

#AdVic®

helped bring new technology solutions to

2:06

Search

Ad Victoriam

2,816 Tweets

Tweets

Tweets & replies

Media

Ad Victoriam @Ad... · 6/7/22

It's no secret that the #manufacturing industry, including #electrical, was hit hard by the COVID-19 pandemic. However, the electrical sector has been working tirelessly to get back on track and are now experiencing robust growth. Here's how: [bit.ly/3xdMkqU](https://bit.ly/3xdMkqU).

#AdVic

Electrical Equipment Manufacturing Challenges and Growth

Ad Victoriam @Ad... · 6/6/22

2:07

Search

Ad Victoriam

2,816 Tweets

Tweets

Tweets & replies

Media

Ad Victoriam @A... · 5/24/22

Already equipped with a legacy system that catered to their business needs, Residential Elevators needed a system that offered even more and turned to #AdVic® for their #Salesforce solution. Details here: [bit.ly/3LGZ2Ue](https://bit.ly/3LGZ2Ue).

Equipment Manufacturer Replaces Legacy Systems and Thrives

Ad Victoriam @A... · 5/23/22

#AdVic

Senior Consultant Cammy Comiskey poured through the #Salesforce