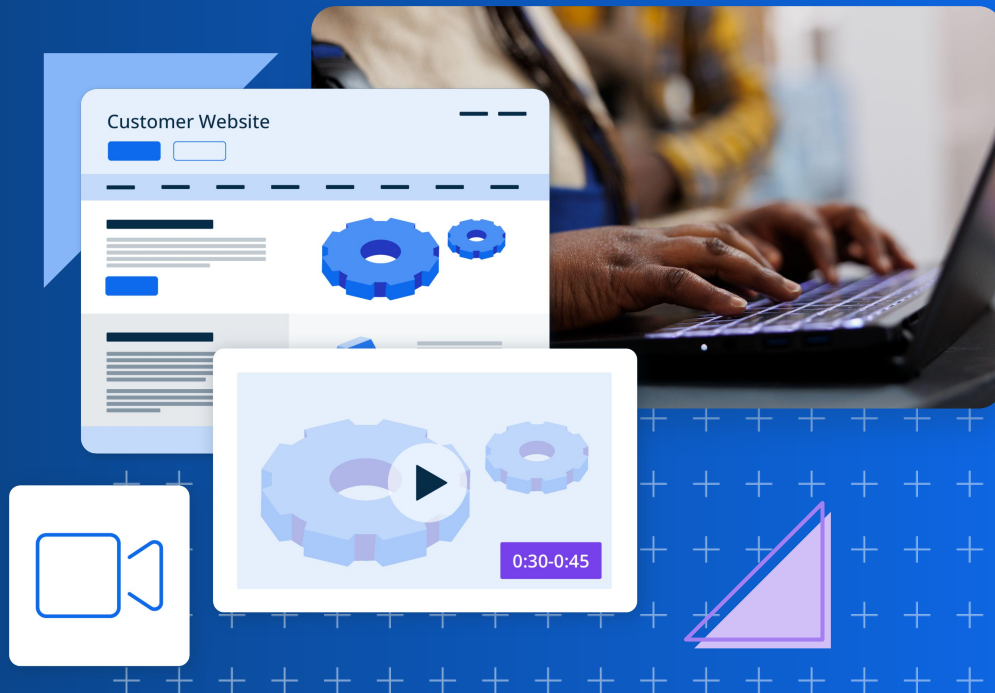




From Product to Promotion

Standing Out in the Industrial Market

May 2025



Meet Our Speakers



Delanie Vintz

*Demand Generation
Specialist
Thomas*

Delanie builds and executes marketing campaigns to help Thomas suppliers learn about growth opportunities, focusing on generating high-quality leads.



Kirk Higgins

*Product Marketing
Manager
Thomas*

Kirk helps promote Thomas products and services. From getting your business on Thomas to our Product Catalog services, Kirk helps give suppliers the tools they need to be successful with their digital marketing goals.

Housekeeping Tips and Reminders

- Be on the lookout for the follow-up email
- Follow Thomas on LinkedIn @thomasforindustry



Agenda

- Defining Your Value Proposition
- 3 Ps of product marketing
- Promoting your value proposition
- How tariffs can become a selling point
- Applying what you've learned today
- How Thomas can help you along the way

Defining Your Value Proposition



“Your value proposition is the specific **benefit** your product offers that **sets it apart from competitors**. It should answer the question: Why should customers choose your product over others?”

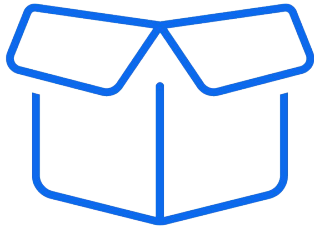
Carlos Gonzalez de Villaumbrosia
CEO of Product School

Questions to help you define your value proposition

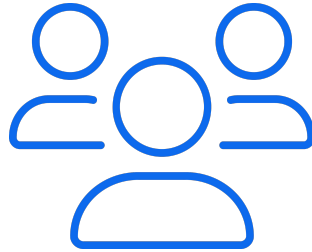
- What value does your product bring?
- What product or service do you offer?
- Who is your target customer?
- What problems do you solve?
- What differentiates you from your competitors?



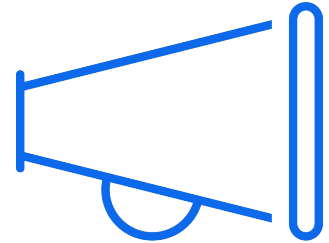
The Three Ps of Marketing



Product



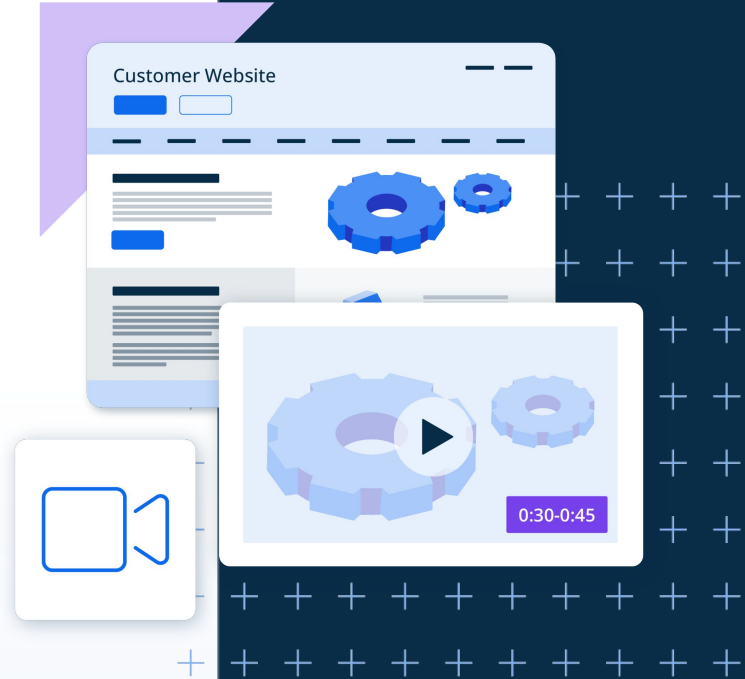
People



Promotion

From Product to Promotion

What is Product Marketing?



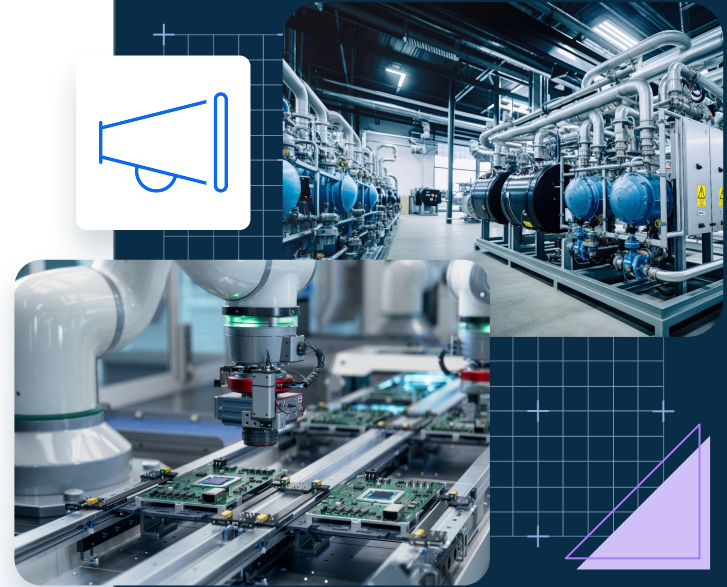
Product Marketing

- The process of bringing a product to market and driving success and customer engagement
- Consists of
 - Market Research
 - Go-to-Market (GTM) strategy
 - Positioning and messaging
 - Sales enablement
- Each of these things ensures that your products will reach your target market and gain traction in that sector



From Product to Promotion

What does product marketing look like in the industrial sector?



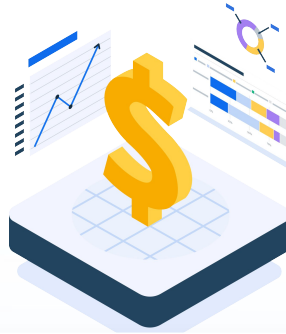
Industrial Product Marketing

Sales Enablement



- Product catalogs
- Specification sheets
- Case studies
- CRM and data tools
- Videos about your products

Go-to-Market Strategy



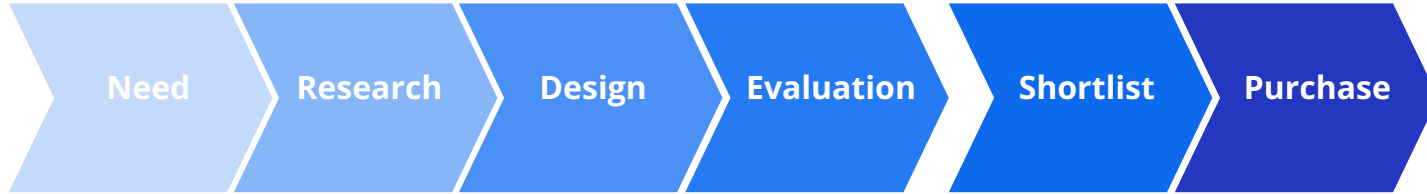
- Market research
- Target audience
- Sales and marketing plans
- Distribution channels
- Pricing
- [Marketing launch plan](#)

Technical Positioning

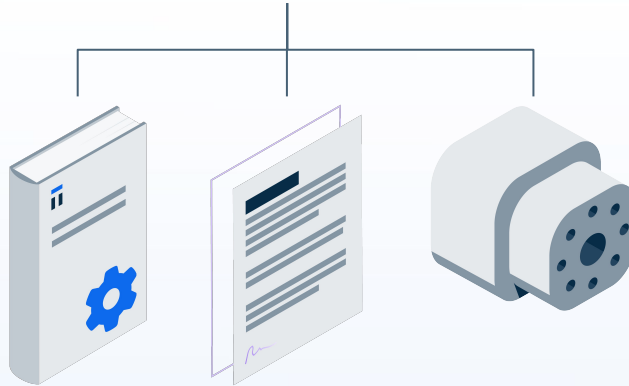


- Highlight specifications and certifications
- Application specific content
- Videos

The Industrial Buying Cycle



Your Available Content

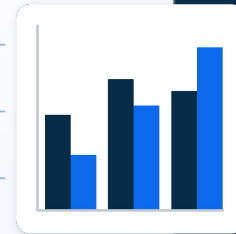


Buyers Contact You

- Is longer than B2C buying cycle
- It usually takes longer to see results
- Involves multiple stakeholders and points of contact

People: Identifying and Understanding Your Audience

- Segmentation
 - Demographics
 - Geographics
 - Behaviors
 - Product Usage
- Buyer Personas

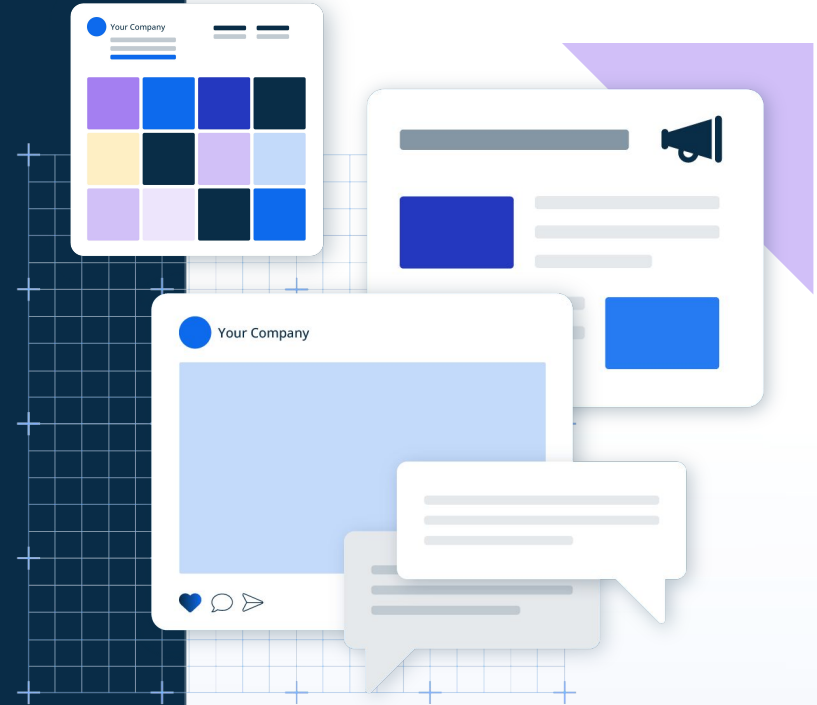


Customer Personas

Name	 <p>Jamie, Operations Manager</p>	 <p>Brian, Engineer</p>
Goals	<ul style="list-style-type: none">• Ensure smooth, cost-effective production and procurement processes• Minimize downtime and supply chain disruptions• Improve supplier performance and responsiveness	<ul style="list-style-type: none">• Ensure quality and compliance• Find reliable suppliers quickly• Streamline procurement workflows
Motivations	<ul style="list-style-type: none">• Decrease the time spent on routine operations• Build a resilient, responsive supply base	<ul style="list-style-type: none">• CAD file downloads and spec sheets• Finding quick and reliable product information
Frustrations	<ul style="list-style-type: none">• Inconsistent supplier quality or lead times• Manual or inefficient procurement processes	<ul style="list-style-type: none">• Time-consuming supplier research• Difficult to find reliable, ISO-certified, or compliant vendors• Engineering specs don't align with available products

Promotion

- Identify the right channels to reach your audience
 - [Email](#)
 - Paid advertising
 - Social media
 - [Newsletter advertising](#)
- Develop a launch plan
 - You can use this free template from Thomas to get your campaigns off the ground
- Measure campaign results and performance



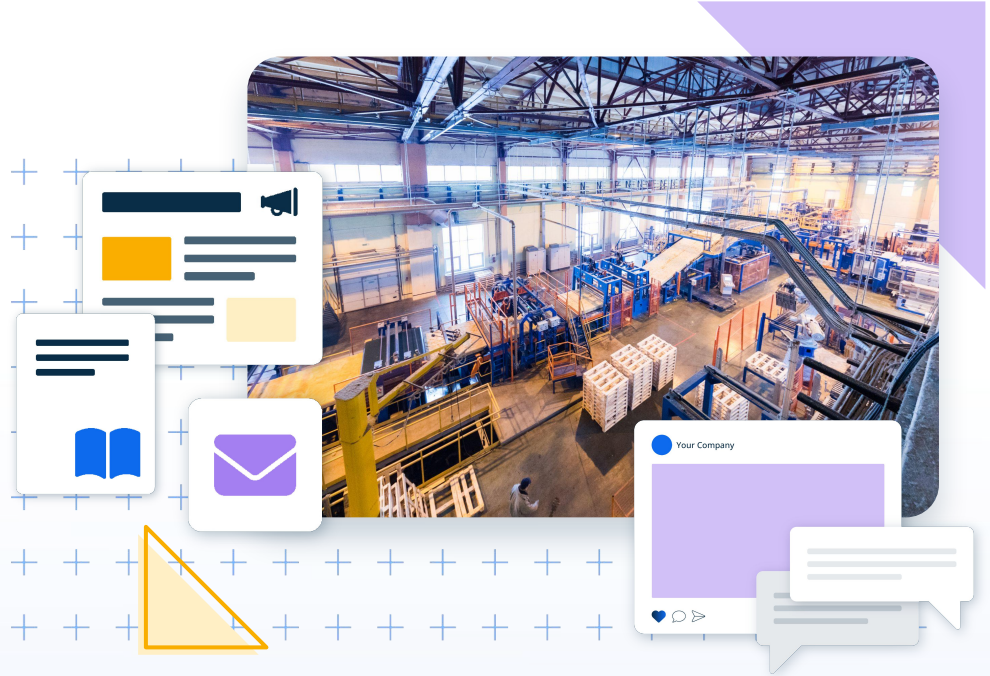
Example: Newsletter Advertising

- Over 285,000+ engaged industrial specific subscribers
- Build credibility, showcase expertise, and connect with potential buyers
- Product updates



Why This Matters Now

- Shifts in the industrial marketing landscape
- Supply chain volatility, tariffs, and reshoring
- Buyers are re-evaluating their supplier networks
- Manufacturing is modernizing



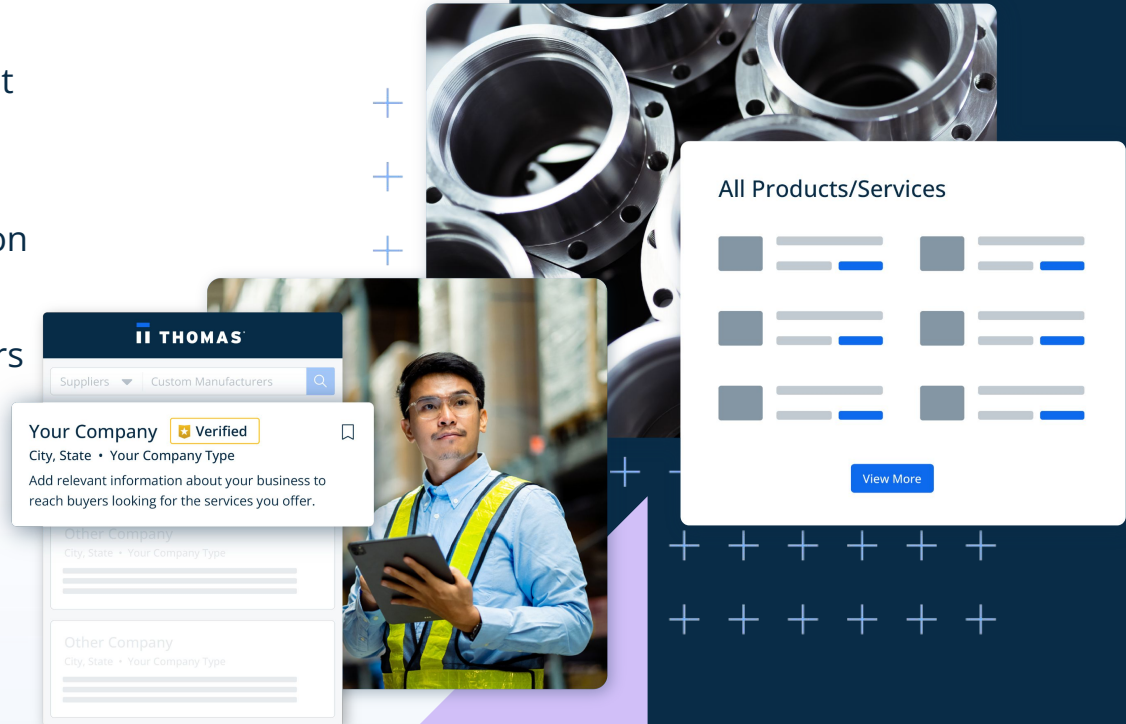
Tariffs as a Marketing Advantage

- [Promote U.S.-made or non-tariff-sourced goods](#)
- Phrases that attract tariff-weary buyers:
 - “Tariff-proof sourcing”
 - “Domestic manufacturing – no import fees”
- Thomas has created a free tariff toolkit
- Tariffs shift buying behavior
Industrial buyers are looking for:
 - Predictable pricing
 - No surprise costs
 - Shorter logistics timelines

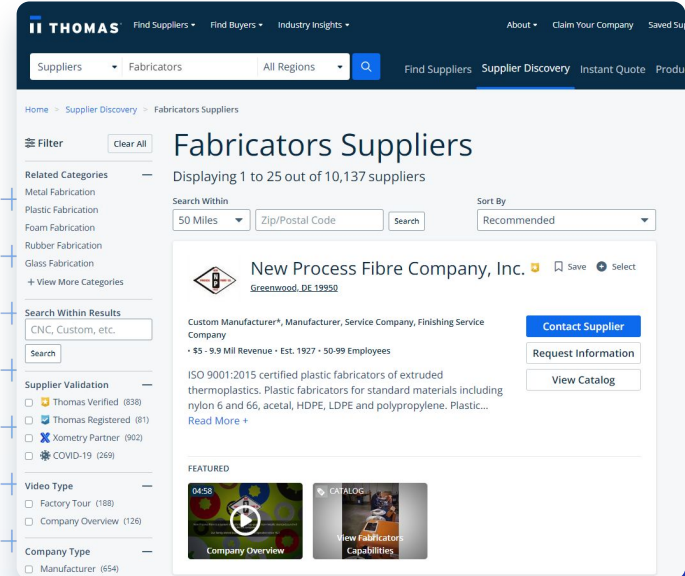
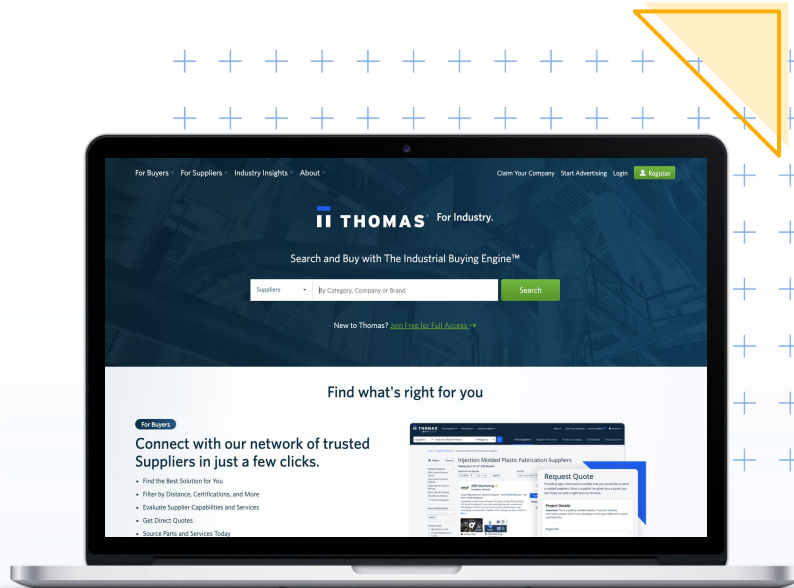


How Thomas Can Help You Grow

- The number one platform that buyers use to search for American suppliers
- Monthly audience of 1.4 million buyers
- Generate leads, identify buyers



Getting Started on Thomas



Case Study

Zooby Promotional

The Business

Zooby Promotional, based in Dallas, Texas, has specialized in providing customers with quality branded products since 2006.

The Problem

While Zooby has a proven track record with its long-time customers, bringing in new business presents a challenge for a company that offers many different products to customers in a limitless range of industries. Zooby offers thousands of promotional products, from shirts and cellphone accessories to custom-branded puzzles and cowboy hats.



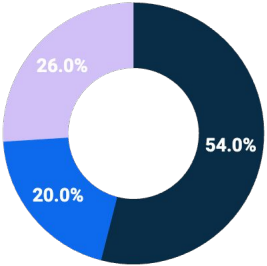
The Solution

Thomas manages all of Zooby's advertising. Zooby is a Thomas Verified Supplier, and its Thomasnet profile features a product catalog and company overview video. The company is listed in more than 2,500 Thomasnet categories, which means that when customers come to Thomas to search for suppliers in categories from machining to metal fabrication, they see Zooby's name. Opting for the Premium Vertical Sponsorship package ensures that Zooby will show up at the top of those search results.

Our 1.4M Audience at a Glance

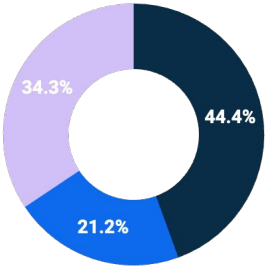
By Company Size (Revenue)

- <\$50M Small Business
- \$50M-\$1B Midsize Business
- >\$1B Large Business



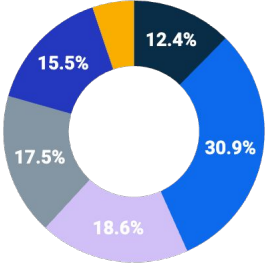
By Company Size (Employees)

- Under 100 Small Business
- 100-999 Midsize Business
- 1000+ Large Business



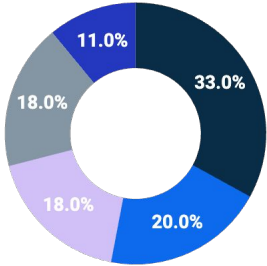
By Age Range

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



By Job Function

- Manufacturing (Business)
- General Management
- Supply Chain/Procurement/Logistics
- Engineering/Design
- Maintenance/Repair/Operations



1.5M+

Sessions Monthly

1.4M

Registered Buyers

20,000

New Users Monthly

80,000+

Industrial Categories

Thomasnet Supports Industries

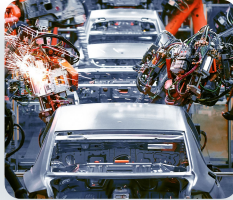
Aerospace &
Defense



Agriculture



Automotive



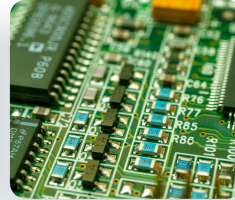
Chemical



Construction



Electronics



Food & Beverage



Government &
Military



Medical &
Health



Metals



Oil & Gas



Plastics &
Rubber



Telecom



Textiles &
Apparel



Wrapping Up

- Define your value proposition
- Build your buyer personas
- Campaign launch planner
- Get started with newsletter advertising
- Download the Tariff Toolkit
- [Claim your company](#)



Thank You



Thomas Programs

Resources