



# Manufacturers That Know How to **Leverage Social Media**



## Social media is here to stay— and that's great news for manufacturers.

When integrated into a thoughtful marketing program that targets the right markets and buyer personas, it has the potential to make a big impact by helping get the right information in front of the right people to increase brand recognition, boost website traffic and much, much more. With multiple studies showing a rapid increase in the usage of nearly every social media channel by nearly every user group, it's increasingly becoming an invaluable marketing tool.

So we took it upon ourselves to find out who's doing it well in the manufacturing space. We researched a wide range of manufacturers and found some interesting things that hopefully will inspire. The following are five manufacturers leveraging social media the right way.



# Jergens, Inc.

Jergens, a small manufacturing company in Cleveland, Ohio, is one of the world's largest manufacturers of tooling components, vises and other workholding equipment. The company operates under its founding philosophy of producing "standard components with the highest standards" and is focused on creating efficiencies in manufacturing processes.

Jergens has mastered the Twitterverse. With a high number of links from thirdparty websites (i.e., backlinks) driving traffic to the site, **the company has amassed a follower base of 1,336 on Twitter.** This number of followers, which is relatively large compared to other local manufacturers, is most likely the result of consistently sharing industry news, using hashtags smartly and tagging other companies.

See how Jergens is effectively using social media on a couple different channels.







## LINKEDIN

**Having trouble reaching an audience in your company's service area or headquarters?** Do what Jergens did and share posts related to your city's sports teams, such as this one about the Cleveland Indians. This is a great way to express pride in the city your company calls home. Sharing relatable posts on social media is also a simple way to grab the attention of your target audience and show that you have similar interests outside of the workplace.

## FACEBOOK

Company culture plays a huge role in influencing prospects or job-seekers looking to partner with your company. Jergens nailed this social post about its culture with a team photo taken during the Cleveland Corporate Challenge. This is a great way to show appreciation for local charities, **encourage viewers to follow by example and advocate a work-life balance.**





# National Safety Apparel, Inc.

This midsize manufacturing company is a proud U.S. manufacturer of quality safety hazard clothing and products. National Safety Apparel (NSA) is a fourth-generation family business that takes pride in supporting the Cleveland community, where the company first started.

The company has a strong overall digital presence as demonstrated by the extensive number of backlinks from third-party websites. They also **have an average of 24.5 interactions per post and a follower base of 2,443 on LinkedIn**, which, compared to other local manufacturers, is a sizable number. These significantly high numbers can be attributed to the company's frequent posting on LinkedIn, the sheer variety of posts published (about anything from company culture, employee highlights and product announcements), blog sharing and use of video.

See how NSA is using  
Twitter and LinkedIn  
the right way.





## TWITTER

Suspense is a wise social media tactic that's used to tease a new innovation or product. NSA posted this playful image with a clever caption to entice users to come back to its Twitter page for the unveiling of a new product. The company's use of an emoji and **relevant hashtags enhanced the post's effectiveness and sparked curiosity.**



## LINKEDIN

Sharing posts that showcase your company's support of local sports teams is a great way to increase audience engagement. This social message shows the pride NSA has for both its employees and Cleveland sports teams. **At 29 likes on LinkedIn, the post proved to have a much larger social reach compared to other local manufacturers' LinkedIn posts.** And that's not shocking. Typically, posts such as these generate interactions because people care about company culture, whether they're current customers, prospective customers or even future employees.





# Buckeye Fasteners Co.

This small manufacturer is a **leading supplier of fasteners** for the automotive, appliance, food equipment, metalworking, medical and furniture industries. As a division of Fastener Industries, Inc., Buckeye Fasteners has been around since 1905, when the company was originally founded as a bicycle chain manufacturer. It wasn't until a 1927 acquisition that it turned its focus to specialty nuts and bolts.

See how Buckeye Fasteners uses Twitter and Facebook to build its social media presence.



## TWITTER

What better way to share pride in your company than with a throwback photo? This awesome post reflects the company's appreciation of its staff and local history. Also notice how **relevant hashtags were included** (#fasteners, #mfg and #ohio) to reach a greater audience on Twitter.

## FACEBOOK

Sharing your achievements and demonstrating quality business practices that promote safety (or efficiency, or an innovative process, etc.) is a great way to **gain credibility and share company pride**. Buckeye delivers on this by posting a certificate of recognition it earned from the Cleveland Southwest Safety Council for having zero injuries in the workplace.







# ACE Equipment Company

ACE Equipment Company is a fourth generation, midsize manufacturer of industrial ovens and coil winding machine equipment that serves a number of industries. With service being its specialty, **the company has created innovative equipment that helps customers** become more efficient, productive and profitable.

See the interesting ways  
ACE Equipment is using  
Facebook and Twitter.





## FACEBOOK

**Posting before-and-after images of the products your equipment helps produce or improve is highly impactful and memorable.** ACE has a great example of this on its Facebook page showing football masks before and after they were cleaned in the company's RT Burn Off Oven System. This is a creative and memorable way to clearly show the overall effectiveness of the equipment the company sells.



## TWITTER

This “Wednesday Wisdom” post gives users a glimpse into what motivates ACE in the workplace and encourages readers to find something that motivates them as well. Posts like these give viewers a taste of the company culture and also demonstrate how **content can be published as part of a repeatable theme, which makes content planning easier in the long run.**





# The Garland Company, Inc.

The Garland Company is a large, leading manufacturer of high-performance roofing and building envelope solutions. With over a century of experience, Garland has earned the reputation of being a **leader in the roofing industry** by consistently exceeding customer expectations.

See how Garland expertly leverages Twitter and LinkedIn to build relationships with its target audience.



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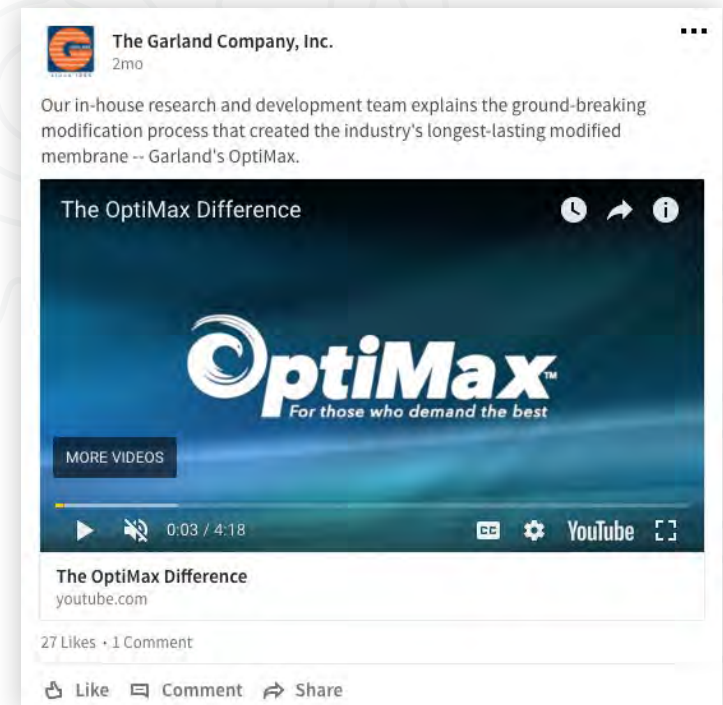
## TWITTER

**Sharing industry-related news or events on social media helps position your company as a credible leader within your industry.** For example, Garland posted this National Roofing Week photo, expressing the company's appreciation of roofers. Not only did the company use a relevant #NationalRoofingWeek hashtag in its post, but it also tagged the NRCA's (National Roofing Contractors Association) news Twitter account, which gave the post a much greater reach.



## LINKEDIN

The use of video-sharing on social media has become increasingly popular and is becoming a highly effective marketing strategy for a simple reason: People like watching video over reading. In fact, four times as many consumers would rather watch a video about a product than read about it. As a result, posts that contain video typically engage more readers.



## CONCLUSION

These five manufacturers effectively leverage social media by taking advantage of one key strategy: posting the content target audiences want to see in the format and channel they want to see it. As simple as it seems, putting your company in front of the right audience can create big results and build overall traction.

It's one thing to share a blog post with a descriptive social message that's supposed to entice users to click. It's another thing to post a wide range of content (such as videos, industry news, company achievements, etc.) often, using proven strategies to entice interactions from your follower base. Even for companies in the manufacturing industry, savvy use of social media is a great way to showcase unique product capabilities and services in a way that engages viewers, and pushes them one step closer to becoming leads.



# Still have questions about how to improve your social media strategy?

**Call us today to learn more: 440-356-1903**

1156 Linda Street, Rocky River, OH 44116

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