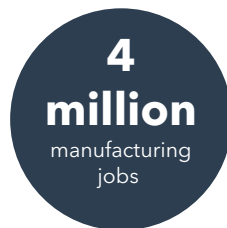


HubSpot for Manufacturing

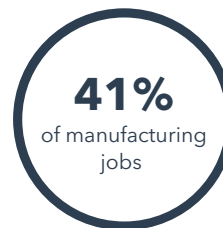
The world needs what you make.

Manufacturing is a crucial component of the global economy – as recently as 2018, the industry represented nearly 16% of the global GDP! Today, manufacturing is more critical than ever, but faces a host of new challenges. Skilled labor is hard to find and keep. Consumers are becoming harder to reach. Technology is changing, competition is getting more fierce, and growing a manufacturing business during a global crisis is incredibly difficult.

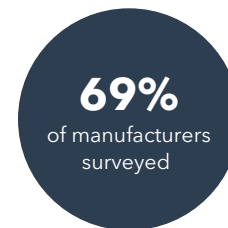
An industry under pressure:



will need to be filled by 2030.



lost in 2020 have yet to be recovered.



expect unfilled jobs will impact their ability to achieve desired customer service levels.²

Efficiency is at a premium.

For industries in a crunch, efficiency is key. You're required to do more with less in a way that serves your bottom line. Digitizing legacy sales and marketing processes has helped many manufacturers pick up the pace, but what if that's not enough? No matter how great your products are, outpacing the competition won't happen with the old way of doing things:



Siloed sales and marketing



Inefficient processes



Outdated outreach tactics



Complicated sales funnels



Resource constraints



Lack of data and analytics

The HubSpot CRM platform helps you reduce effort and ramp up results.

HubSpot is built to meet your business needs as you grow – without adding unnecessary costs or complexity. With seamless integration across marketing, sales, customer service, and more, HubSpot's all-on-one platform gives you visibility and insights into the entire customer journey, creating improved customer experiences and less work for your team by creating efficiencies in every step of the sales, marketing, and service processes.

With HubSpot, your organization can:

- ✓ Build and nurture prospect relationships
- ✓ Improve profit margins with efficiencies
- ✓ Outpace competitors with rich client data
- ✓ Customize efforts to client need easily
- ✓ Streamline process management
- ✓ Manage customer relationships effectively

1. Businesswire. (2020, April 16). Global Manufacturing Industry Report 2020: Deviations in Growth Rates Due to the COVID-19 Pandemic.

2. Deloitte. (2021). Creating Pathways for Tomorrow's Workforce Today.

Client Success Stories

See how HubSpot has helped manufacturing organizations like yours streamline workflows, simplify day-to-day tasks for sales and marketing, serve clients better, and scale business fast.

PACCAR

Industry: Manufacturing

Company size: Enterprise

Location: Australia & New Zealand

Software: Marketing

PACCAR Australia is a subsidiary of PACCAR Inc., a technology company that manufactures premium commercial vehicles sold around the world. Having been in business for 200 years in the U.S. – and for 50 years in Australia, PACCAR’s focus was on face-to-face interactions and production. It had no digital infrastructure in place – meanwhile, new competitors were making strides in the digital space.

In 2014, PACCAR’s new digital lead advocated for implementing inbound marketing with HubSpot at the core. Since then, PACCAR has saved 80% in operational costs by removing manual processes and allowing the team to focus on more value-adding tasks. They have also generated 9x more leads by using HubSpot’s tracking and nurturing capabilities.

“ The nature of our business means our sales cycle is very long. It may take up to a year to close the loop from initial online research to product delivery. Inbound marketing and HubSpot have helped us dramatically shorten the time from initial online research to dealership inquiry. We’ll never go back to outbound.”

– Santiago Vela, Digital Lead, PACCAR Inc. Australia

WyreStorm

Industry: Manufacturing

Company size: Mid-market

Location: United States

Software: Marketing, Sales, Service

WyreStorm, a leading audio-visual equipment manufacturer, had been using a legacy CRM platform for years, but costs had become so extensive that management had to choose between adapting the CRM to fit the business or expanding the sales team.

The inability to cost-effectively build out the customer-facing tools it needed was the last straw: WyreStorm decided to part ways with its previous CRM to find something flexible and affordable. HubSpot was the only platform that satisfied its need to tie together sales, marketing, and service at the right price.

Since the switch to HubSpot, the company has increased revenue by an average of \$300,000 and reduced CRM costs by 75%. And because the platform is so easy to use, adoption has risen from 30% to 95%.

“ Today, our departments work together flawlessly. A salesperson can log an opportunity in HubSpot and see that opportunity turn into an actual deal. This benefits the salesperson, the tech team, the executive team, and everyone else by breaking down information barriers”

– Don Seguin, COO, WyreStorm

Generate leads, accelerate sales, and create better customer experiences with HubSpot.

To learn more about HubSpot for Manufacturing, visit werx.me/manufacturing