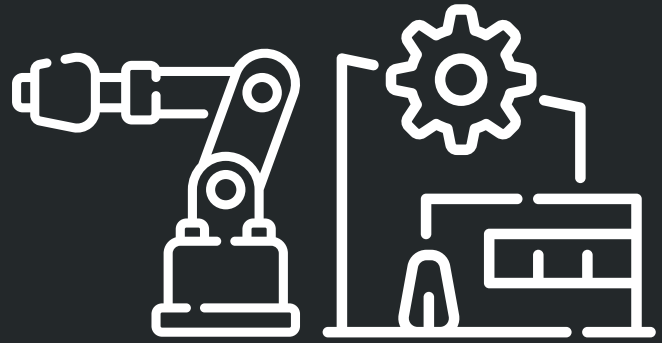


# Industry Snapshot: Manufacturing



**The manufacturing sector has been slow to adopt digital marketing. For both large and small brands, this sluggish rate of change is giving savvy manufacturing companies a competitive edge.**

**“We don’t have a leisure item, so for us it is about making sure that the brand goes through a strategic change every three to four years to keep us fresh – but as long as people are driving cars, they are going to need batteries,”**

says Dylan Peters, Product Manager at Century Batteries. With Century Batteries approaching its 90th anniversary, the brand has a lot of equity that it leverages through traditional channels and some digital marketing. Largely, however, that brand equity is translated into sales by large business development and sales teams.

In contrast, Dylan operates in a lean team of marketers, which poses issues in terms of capacity, particularly around larger branding projects. “We don’t have the ability to scale up and scale down as quickly as we can put a tender out and find an agency to quickly get that job done,” he says. Financially for Century Batteries, the cost of outsourcing for

branding and design projects is, on average, half the cost of hiring the full-time human resource required to manage large projects.

A younger manufacturing brand, Hyne Timber is one of Australia’s largest producers of sawn timber products. Marketing Manager Jeremy Mead admits that Hyne Timber’s use of digital marketing gives them an advantage, however face-to-face relationship building is still a key priority for the business.

**“Our industry is very, very under-evolved from a marketing perspective, so some of the very basic things are a huge opportunity,”**

Jeremy explains about digital marketing. Similar to Century Batteries, Hyne Timber operates with a lean marketing team of four and they outsource larger projects that the team cannot handle.

**“We can’t have amazing skillsets across the board within those four people,” says Jeremy. “The benefit is that you can give big projects to third parties and you know they are going to do a high-quality job for you.”**