

Web **FX**



Manufacturing

State of the Industry

Digital marketing insights

2025

State of the Industry: 2025

1

\$6.42 trillion in revenue

Market size for the U.S. manuf. industry in 2024

2

3.16% expected growth

For the U.S. manuf. industry in 2024, in terms of value

3

Biggest challenge for 2025

Is acquiring and retaining talent, according to nearly 75% of manufacturers

[Jump to recommendations](#)

4

Comprehensive AI policy

Missing for 64% of manufacturing companies

[Jump to recommendations](#)

Insights from Manufacturers

Marketing Trends

By the numbers



1-3% of business revenue

manufacturing companies spend on marketing



56% of B2B companies

outsource their marketing and keep an in-house team



64% of manufacturing companies

feel neck-in-neck or behind their competitors in digital marketing

Key Trends and Recommendations to Scale Your Strategy

Biggest marketing challenges facing manufacturers

"One of the biggest challenges we see when working with manufacturing clients is lack of tracking and reporting."

Logan Torrey, Manufacturing subject-matter expert at WebFX



Lead tracking & tech adoption

Takeaway

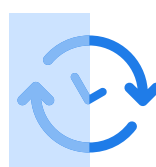
Implement robust site- and lead-tracking tools to improve close rates and better attribute your marketing ROI.



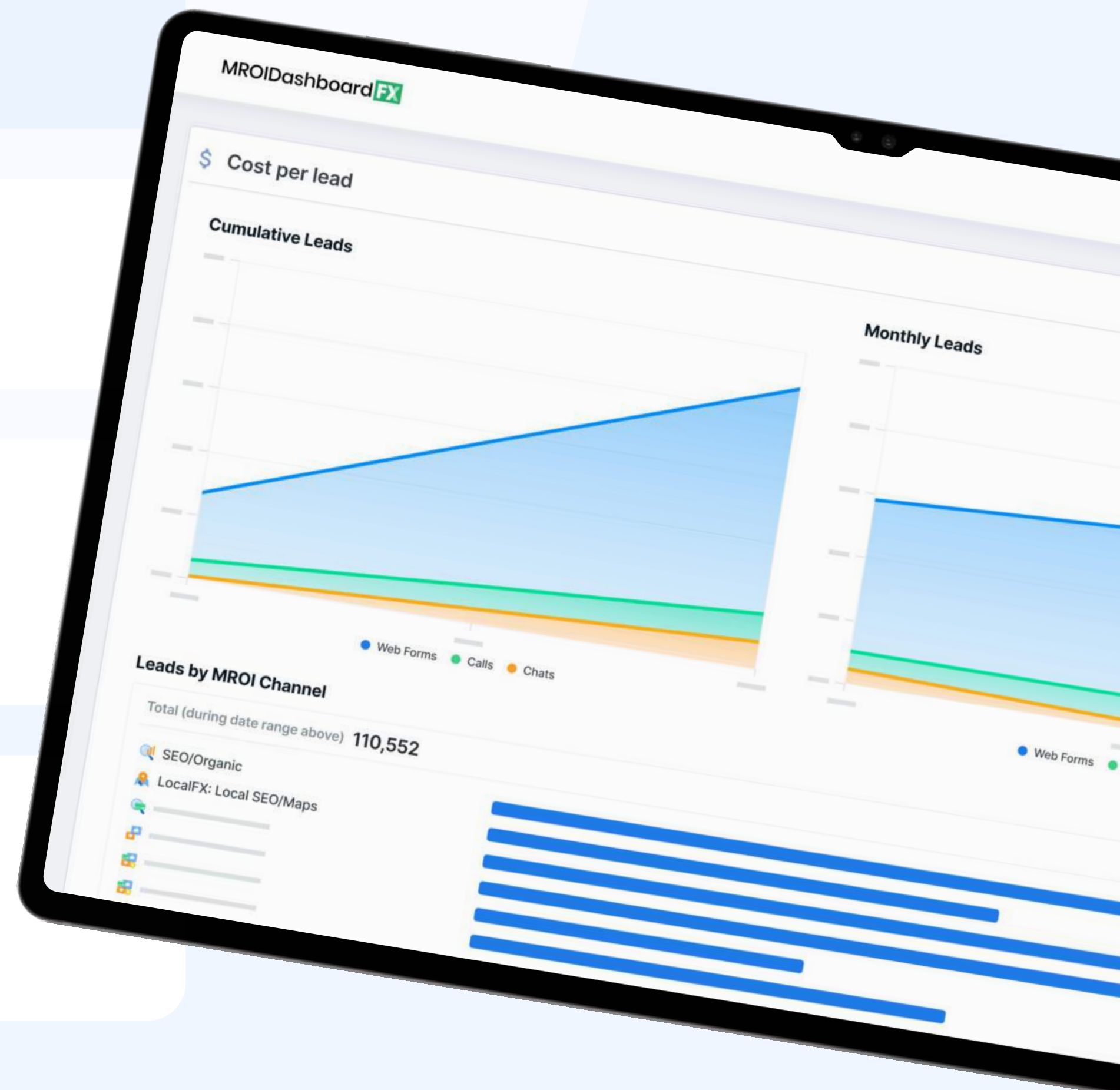
Tracking how many site visitors become leads or customers is a problem for **38%** of manufacturers.



One distinguishing factor between fast-growing and slow-growing B2B companies is how effectively they use digital tools to support their sales teams.



When responding to information requests, a response time of just one minute can hurt the chances of qualifying the lead by 150%.



Omnichannel marketing



Takeaway

Build an omnichannel strategy to meet your target buyers where they're at, and provide a unified experience across all channels.

Omnichannel strategies rival or surpass traditional strategies in terms of effectiveness, according to **80%** of B2B decision makers.

The top 3 lead generation channels for manufacturers are:

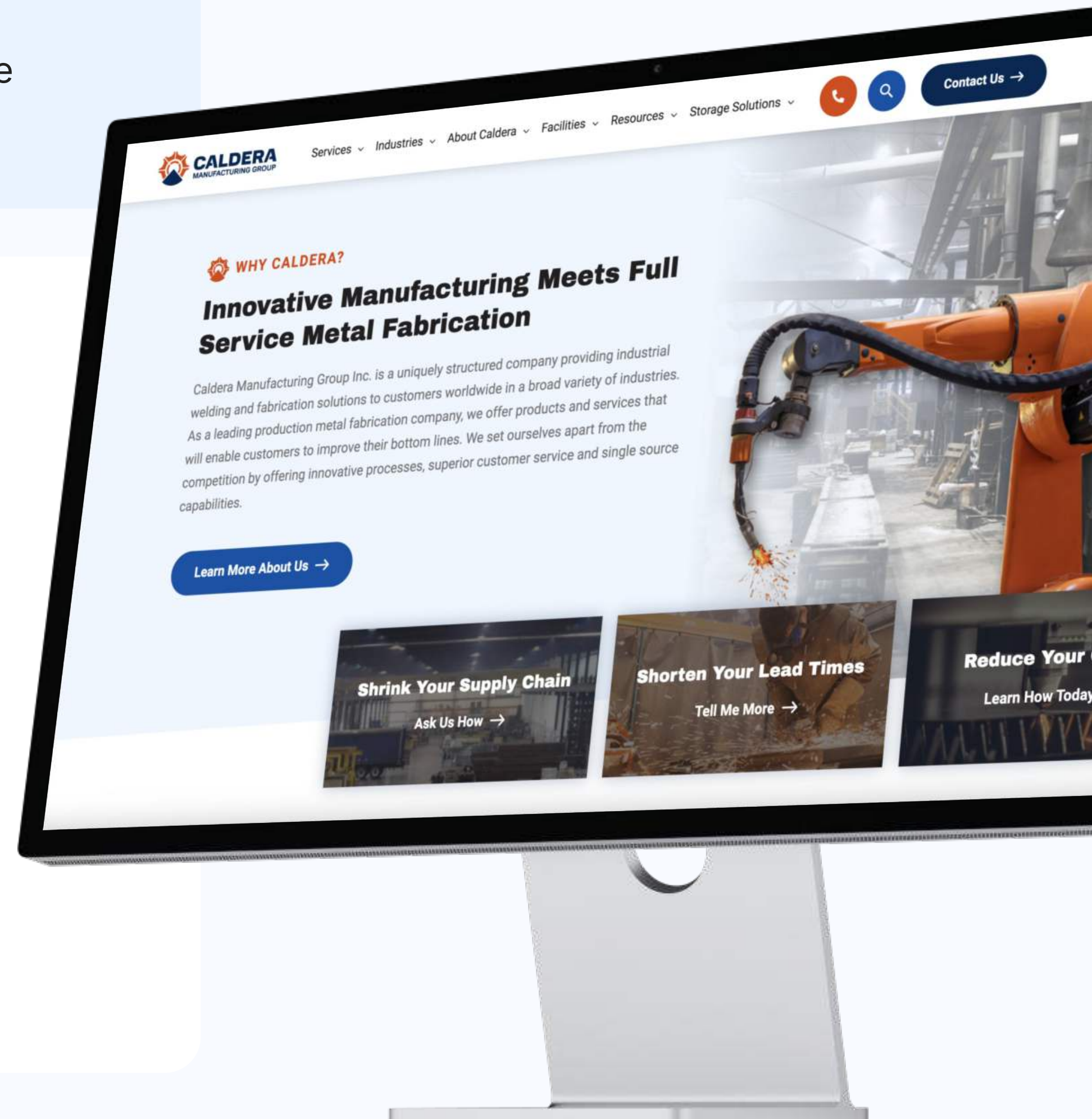
- SEO (used by 69% of manuf.)
- Social media (used by 60% of manuf.)
- PPC (used by 43% of manuf.)

User-first selling

Takeaway

Make your website a user-centric repository of knowledge, where your buyers can learn about solutions to their unique problems.

- "Solution selling" effectively is a distinguishing factor between fast-growing and slow-growing B2B companies.
- **57%** of industrial buyers make purchase decisions before ever interacting directly with a manufacturing company.
- However, the top challenges for content marketers are:
 - Creating valuable content instead of sales-oriented content (51% of responses)
 - Overcoming traditional marketing and sales mindset (51% of responses)
 - Accessing subject-matter experts to create content (50% of responses)



Recommendations for Manufacturers

Marketing and Talent Acquisition

How to attract more top talent



Strengthening your brand can help you attract **50%** more qualified applicants

- Create a strong visual presence through your logo, brand colors, and typography
- Communicate your company's values & work culture on your website & social media

Social media marketing can help you reach the **86%** of job seekers using social media to find jobs

- Share job openings on LinkedIn and other social platforms

Recommendations for Manufacturers

Manufacturing and AI

Using AI for Manufacturing

Opportunities

- **Inventory management**

AI can understand how your stock changes and predict what needs to be updated.

- **Enhanced safety**

AI can synthesize large amounts of data about workplace conditions and predict potential safety issues.

- **Agility and scalability**

AI can help you identify and predict market changes faster, so you can respond quickly.

Challenges

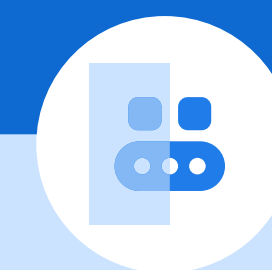
- **Data bias**

Because AI is consensus-based, biases can emerge. This makes it critical for manufacturers to have a quality-control and fact-checking system in place.



Revenue Marketing Agency

Who Is WebFX?



237,500+ hours
of experience working with
manufacturers

Meet WebFX

\$3 billion

In revenue generated for manuf. clients

400+

Subject-matter experts in the manuf. industry

8 million

Leads generated for manuf. clients

25+

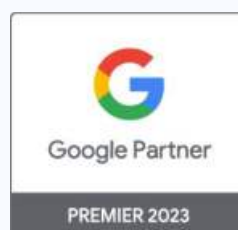
Proprietary AI-powered products

320+

Clients in the manuf. industry

28

Years in business



Manufacturing case studies

HYDROWORX

131%

Increase in organic contact form submissions

PSI
POLYMER SOLUTIONS INTERNATIONAL

126%

YoY increase in paid search quote requests

CEMB
BALANCING MACHINES

130%

Increase in total ranking keywords

SPC

270%

Increase in organic traffic

CALHOUN

54%

Increase in organic sessions

MIKROS
technologies

30%

Increase in ROI from SEM



Ready to **dominate your competition?**

Get in touch with our team at webfx.com to see how we can help!

"I have 16 years of industry experience, and WebFX is the best agency I've ever worked with."



"The most impressive thing about WebFX is their marketing platform that is custom to their business."



"The breadth and knowledge of WebFX's team are impressive."



Sources:

- <https://www.webfx.com/industries/industrial/manufacturing/statistics/>
- <https://www.statista.com/outlook/io/manufacturing/united-states>
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- <https://www.webfx.com/industries/industrial/manufacturing/ai-tools/>
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Further Reading:

- <https://www.webfx.com/industries/industrial/manufacturing/branding-tips-for-manufacturers/>
- <https://www.webfx.com/blog/social-media/social-media-recruiting-benefits/>