

CAPABILITY STATEMENT



SPECIALIST MARKETING FOR INDUSTRIALS

Are you an industrial brand looking to amplify your impact, drive growth, and transform your marketing strategy?

At Industrial Ideas, we're dedicated to helping industrial companies like yours reach new heights. From fabrication and construction to manufacturing and mining, we specialise in creating powerful marketing solutions tailored to your industry.

Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts. We've partnered with leaders across Australia to elevate their brands and drive measurable results. Let's harness your brand's full potential together.

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- innovate and achieve business transformation
- activate and build brands
- increase sales force capability and effectiveness
- generate sales leads and acquire new customers
- increase share of wallet from existing customers
- improve customer experience and build on customer loyalty

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hardhitting marketing communications.

OUR VALUED CLIENTS



OUR CORE CAPABILITIES



B2B MARKETING RESEARCH



INDUSTRIAL BRANDING



B2B MARKETING STRATEGY



B2B MARKETING CAMPAIGNS



SALES ENABLEMENT



MARKETING RETAINERS

B2B Marketing Research uncovers key insights to assist with strategy and campaign execution. We offer the following quantitative and qualitative research studies: Customer Experience, Satisfaction, Brand Positioning, Market Dynamics, and Competitor Research.

B2B Marketing Strategy involves questioning everything to create a winning marketing action plan for your business. We offer the following targeted strategic services: Strategy Formation, Marketing Plans, Creative Briefs, Business Blueprints, and Strategic Roadmaps.

Sales Enablement engages your sales team, providing the tools and support they need to reach more qualified leads and close more deals. We support with sales strategies, sales management processes, aligning sales structures, capturing customer and market information, measuring and improving.

Industrial Branding involves communicating with distinct messages with the most effective mediums at the right time. We support your brand with purpose, awareness and activation. Communications such as company brochures, fact sheets, capability statements, and brand videos are crafted to tell your story.

B2B Marketing Campaigns involve communicating your message with intent and a call to action in the most effective way to increase share of wallet from your existing customers and acquire new business. We help you design and execute purpose-led marketing campaigns to deliver real profitable results with lead generation activities to acquire new customers and grow share of wallet from existing customers.

Marketing Retainers involves our team becoming an extension of your business working with you to support your ongoing marketing efforts. From 10, 20 and 30 hour monthly retainer options we aim to deliver on your objectives. Our retainers include project management, client liaison and meetings, copywriting, graphic design and creative execution to provide your with a diverse range of deliverables from E-Newsletters, Brochures, Data Sheets and Case Studies to Social Media and website content development. Our team works alongside you to create marketing that delivers real business value.

At Industrial Ideas, our expertise in B2B Marketing research, Strategy, Sales Enablement, Branding, and Campaign Execution is designed to help industrial businesses unlock new growth opportunities and drive measurable results. Partner with us to sharpen your competitive edge, enhance your brand presence, and generate meaningful leads that convert into long-term success.

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR POINT OF DIFFERENCE

MARKETING SUPPORT TEAM

Under the direction of Peter Zafiris, Industrial Ideas has been developing hard-hitting marketing work since 2016.

Our team of researchers, graphic designers, creatives, photographers, videographers, telemarketers, and copywriters – aim to help you improve your bottom line with our distinct approach to industrial marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands.

That's what we stand for as a marketing consulting agency dedicated to industrials.



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