MANUFACTURING MARKETING BENCHMARKS

Executive summary

The State of B2B Manufacturing

Most manufacturers are not losing to a better competitor. They are losing because they are hard to find, hard to tell apart, and impossible to measure.

We audited 592 US manufacturers across 12 industrial verticals, reviewing each site individually rather than running a bulk crawl, and measured organic visibility, paid media activity, martech stack and consent behavior. We then surveyed 211 B2B marketing and sales leaders at the same kinds of companies. Most had between 25 and 500 employees.

73%

are missing **at least half the funnel.** Only 27% run organic and paid together.

55%

rank for **fewer than 500 keywords.** Below that line, a buyer who does not already know you will not find you.

81%

fire **tracking tags before consent.** Only 19% are genuinely clean.

16%

of leaders are confident in **both their strategy and their execution.**

Half the industry ranks for fewer than 500 keywords, mostly on their own brand name. That is not a content problem. That is a differentiation problem showing up in search data.

THREE THINGS THE DATA MADE OBVIOUS

Search is winner take most

The top 10% of manufacturers capture 65% of all organic traffic. The bottom half share 5% between them. The gap is not linear either. Moving from the 1,000 keyword tier to the 3,000 keyword tier is worth roughly four times the traffic.

Paid is covering for a missing foundation

Only 45% show any paid media signal at all, and just 10% run Google and LinkedIn together. More telling: 35% of the companies actively advertising sit below the organic median. They are renting every visitor they get, at a price that only goes up.

New leaders inherit a hole

Companies with a recently appointed marketing leader rank for a third fewer keywords and earn a third less traffic than companies with a tenured one. 27% of them are near invisible, against 13% for tenured teams. The first year is spent finding the hole, not filling it.

READ THE FULL REPORT

Complete methodology, all 12 vertical benchmarks, the survey instrument and the profile diagnostic.
gogreymatter.com/research/state-of-b2b-manufacturing

Scan for the full report and the vertical benchmark tables.

FIVE PROFILES

Every manufacturer we audited landed in one of five profiles.

The profile matters more than the tactic list. It tells you which half of the machine is missing, and therefore what the next quarter should be spent on. Nearly three quarters of the market is running on half a funnel.

THE FIVE PROFILES

Full funnel. At or above the organic median with live paid campaigns.	27%
Organic only. Real organic footprint, no paid activity at all.	23%
Emerging. Modest organic presence, no paid activity.	19%
Invisible. Under 100 keywords, no paid activity.	17%
Paid dependent. Live campaigns on a below median organic base.	14%

Median across the sample: 404 organic keywords and 1,100 monthly organic visits. 22% rank for fewer than 100 keywords.

WHERE THE VERTICALS STAND

Building & construction products	1,001
Other industrial	1,001
Test & measurement	758
Chemicals, coatings & materials	277
Metals & fabrication	212
Industrial automation & robotics	206

Median tracked keywords per company. Test and measurement is the most paid active vertical at 62%. Industrial automation has the highest LinkedIn adoption at 37% and the worst consent record in the study, with 91% leaking tags before consent.

53%

say their own messaging **could be stronger.** Only 29% call it highly effective.

36%

name **market differentiation** the hardest capability to build in house. It was the top answer.

38%

say their biggest frustration with agencies is **too much theory, not enough execution.**

WHAT WE WOULD DO FIRST

01 Find your profile before you pick a tactic

An invisible company and a paid dependent company need opposite things. Diagnose first.

02 Treat 500 keywords as the floor

Below it you are only found by buyers who already know your name. That is not demand. That is memory.

03 Cover both halves of the journey

Search captures the demand that already exists. LinkedIn creates the demand that does not. Ten percent run both.

04 Fix consent this quarter

It is days of work against a real legal deadline, and four out of five of your competitors have not done it.

05 Measure pipeline, not clicks

55% of leaders already judge partners on revenue impact. Build the reporting that survives that question.

06 Then give it two quarters

None of this is glamorous and none of it is instant. It is installing the half of the machine that is missing.

WHICH PROFILE ARE YOU IN?

We will run the same audit on your site and your two closest competitors, and walk you through what it says.

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