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Content Marketing for Technical and Manufacturing Companies

Rick Novy

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Content Marketing for Technical and Manufacturing Companies Rick Novy
In an increasingly complicated and competitive world, technology and manufacturing businesses need any edge they can get. Why, then, do so many of these companies leave their internet presence at a minimum? Marketing to engineers tasked with making a recommendation to the person with the checkbook can be especially difficult. This book is written from the perspective of the challenging task of marketing to those engineers, the very people who can kill a sale before the decision-maker even learns your name. In this book, Rick Novy, a writer with two decades of engineering experience, teams up with Steven Groves, a top-notch internet marketing expert. Learn why your business should be online, what content marketing is, ways to reach those engineers, and how it can help bring in new leads.

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