

HOW TO UTILIZE SUPPLIER DIGITAL CONTENT MARKETING

ELLEN GIRARD, OEM MARKETING MANAGER, LUBRIPLATE LUBRICANTS COMPANY

Since the onset of the COVID-19 pandemic, our industry has been plagued with a variety of challenges, most notably, lack of face-to-face interaction between distributors and manufacturers. Because of this, many manufacturers have had to shift their marketing strategies into the digital world and online content creation.

As a manufacturer, we understand that our distributors require real-time, digital product information that will help boost sales. Additionally, distributors benefit from digital content which goes beyond just pricing and highlights the value-added services offered by a manufacturer.

As industrial distributors, here are some examples of effective digital content that manufacturers offer:

- Video tutorials highlighting the features and benefits of new products and long-time best-sellers; let the product experts from the manufacturer provide the need-to-know



information to your customers.

- Electronic documents such as technical data sheets, safety data sheets, catalogs, white papers, etc.

- Digital cross-reference guides to locate equivalent products.

- Descriptions of the various services offered by the manufacturer which add value to customers both before and after the sale.

When partnering with a manufacturer, be sure to inquire about their digital content marketing strategies to see how they can align with yours. It will help establish and differentiate your brand from the competition while earning the trust of your customers and selling more product.



GIRARD

LISTENING TO THE CUSTOMER

LIZA KLEIN, CHIEF MARKETING OFFICER, KANO LABORATORIES

Brand marketers and sales executives do a lot of talking. Talking to customers, potential customers, basically to anyone whom companies believe cares about its products. Product sales and advertising highlight benefits, key attributes and solutions to problems. The question is, of those doing the talking, how many are listening?

As the marketing leader for an 82-year-old company, it is clear listening is at the heart of Kano Laboratories and the Kroil penetrating oil and lubricant brand. Our company was started in 1939 by Thomas J. O'Kane, who developed Kroil products by understanding workers' challenges and frustrations with rusted, corroded metal, frozen metal parts and knuckles getting scraped.

Kano is now a leading producer of industrial strength penetrating oils and lubricants, offering high-quality, premium products to some of the world's leading businesses in all 50 states and internationally.

Across industries, maintenance, repair and operations/overhaul (MROs), professional specialty trades, and consumers tell us consistently, the Kroil brand is synonymous with dependability, excellence and results. And then they tell others.

Word of mouth from trusted co-workers is what propelled the brand and created a passionately loyal customer base. Our core customers say Kroil Original Penetrant and Kroil Penetrant with Silicone help them tackle tough jobs – the right way.

What are some of the benefits of listening to the customer?

- Improving products and services
- Spotlighting problems and issues
- Helping customers feel valued
- Building rapport

We drive sales by listening. When customers told us they were having trouble finding our product, we listened and expanded our distribution network to meet demand. Kroil is accelerating growth through regional and national distributors. It pays to listen.



KLEIN

▶ HOW LPS IS EVOLVING

GREG BRUCE, SENIOR TECHNICAL MARKETING MANAGER, ITW PRO BRANDS



For decades, the ITW Pro Brands line of LPS products has been the industry standard for maintenance repair and operations chemicals (MRO). LPS 1 Greaseless Lubricant, LPS 2 Heavy-Duty Lubricant and KB 88 Ultimate Penetrant are among the most applied MRO products in the industry.

But times are changing with new demands for products and performance. Now, MRO applications find the industry's critical eye focused on increased performance, safety and regulatory/environmental compliance. In response to these demands, LPS is evolving. ITW Pro Brands is proud to announce the next generation of

products with LPS MAX; a new line of MRO lubricants, degreasers and electronic cleaners that are safe, efficient and sustainable.

The LPS MAX products focus on meeting the needs of heavy industry through increased product performance, packaging improvements, regulatory/environmental compliance and sustainability. The 10 products within the LPS MAX line feature a slip resistant aerosol can topped with a flip straw actuator that allows the operator the choice of focused precision to broad sweep product application.

Once the vanguard of the brand, LPS 1 has undergone a performance

boost. LPS MAX 1 provides increased penetration and water displacement over the original LPS 1 formulation. LPS MAX 2 features an upgrade to its lubrication, penetration, and metal protection capabilities. And LPS MAX KB 88 penetrates and displaces moisture faster; drying out fasteners and allowing for a smoother release with less mess.

For more information regarding the entire LPS MAX product line, check out www.itwprobrands.com/brands/lps-max.



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