

OUTSOURCED MARKETING FOR MANUFACTURERS

**YOUR OUTSOURCED
MARKETING
DEPARTMENT.**

*"We're spending money on marketing
but it's not generating pipeline."*

Sound familiar?

Three problems every manufacturer faces.



Stretched too thin

Your small internal marketing team is doing their best — but they can't cover strategy, SEO, PPC, HubSpot, content, and creative simultaneously. Campaigns suffer. Pipeline stalls.

"Our team is overwhelmed and things are falling through the cracks."



Generalists who don't get it

You've tried agencies before. They ran social media, wrote blogs, and reported on follower counts. They didn't understand RFQ journeys, specification-led selling, or technical B2B buyers.

"The last agency just didn't understand our industry."



Marketing not driving sales

Your marketing activity isn't showing up on the sales dashboard. Campaigns exist but qualified enquiries don't follow. The gap between marketing spend and commercial outcomes is growing.

"We're spending money on marketing but it's not generating pipeline."

There is a better way. And it doesn't require building a full in-house team.

THE SOLUTION

WHAT IS OUTSOURCED MARKETING?

Building your pipeline

Not an agency. Your marketing department.

Embedded. Accountable. Specialist.

Outsourced marketing means handing your entire marketing function — or a significant part of it — to an external specialist team who works as if they are your own. Unlike a traditional agency, WilsonCooke takes strategic ownership, embeds in your business, and is measured on commercial outcomes.

Strategic ownership

We own your marketing strategy, not just the to-do list.

Embedded in your team

We attend your meetings, align with sales, report to leadership.

Commercial accountability

Measured on SQLs, pipeline, and revenue — not impressions.

Senior resource

Consistent leadership without full-time employment costs.

Full specialist coverage

Every discipline from strategy to execution, one team.

GENERALIST AGENCY vs **WILSONCOOKE**

Executes tasks	Owns the strategy
Reports on activity	Reports on pipeline
Generalist knowledge	20+ yrs manufacturing
External & transactional	Embedded in your team
Sells hours	Sells outcomes
Doesn't know your buyer	Speaks their language

Everything your marketing function needs.

One team. Every discipline. Zero gaps.



Strategy & Planning

- Marketing strategy aligned to your sales process
- Go-to-market planning by sector, product or region
- Competitive & market research
- Messaging for technical buyers & C-suite



Brand & Creative

- Brand strategy, positioning & visual identity
- Campaign creative & sales enablement assets
- Product literature & technical content
- Content that connects with engineering buyers



Digital Marketing

- SEO — technical, on-page & content-led
- PPC — high-intent paid search & remarketing
- LinkedIn — targeted to your buying committee
- Email marketing & lead nurture automation



Digital transformation

- Ongoing website optimisation & CRO
- Landing pages for campaigns & ABM
- HubSpot management & automation
- Lifecycle reporting & RevOps support



Performance Reporting

- Pipeline-connected reporting (SQLs, conversion)
- Monthly dashboards your sales director will use
- Quarterly commercial reviews
- Cost per SQL, pipeline velocity, revenue influenced

01

Manufacturing Growth. Intentionally.

We are a specialist growth partner for manufacturers and engineering businesses — not a generalist agency. Every service we deliver is built around one outcome: qualified pipeline your sales team can convert through our **Enquiry to sale system**

20+ years
manufacturing expertise

What sets us apart



Sector Specialists

20+ years in aerospace, automotive, precision engineering, food & beverage and industrial services. We know your buyers, language, and sales cycles.



A Full Team Behind You

One senior lead. A full group of specialists — strategy, SEO, PPC, HubSpot, CRO, creative, and content — all working on your account.



Pipeline-Connected ROI

We report on SQLs, pipeline velocity, and revenue — not followers or impressions. Your MD and Sales Director will see it on their dashboards.



Ready Now — No Lag

No recruitment. No onboarding curve. We start within days and bring sector knowledge from day one.



Scalable & Flexible

Foundation, Growth, or Scale — flex your resource as your business grows. From always-on management to a complete outsourced marketing department.

How We Add Value to Your Manufacturing Organisation

Manufacturing Growth. Intentionally.



The enquiry to sale systems

We start with a full review —so we know where the sales and marketing gaps are — so we can make every pound works harder.



Strategy Built for Spec Sales

We build go-to-market strategies around specification-led selling, RFQ journeys, and multi-stakeholder buying — not generic B2B funnels.



Demand Generation

SEO, PPC, LinkedIn, email nurture, and content — all coordinated around your ideal customer profile and sales process.



CRM Alignment

Clean data, lifecycle stages, and automation that connects marketing directly to your sales pipeline — giving your team visibility and velocity.



Enquiry-to-Sale Framework

Our signature system — Evaluate → Design → Build → Activate → Optimise — drives qualified enquiries all the way through to closed deals.



Commercial Reporting

Monthly dashboards showing SQLs, pipeline contribution, cost per enquiry, and revenue influenced — the numbers your board actually cares about.

OUR APPROACH TO DRIVING YOUR PIPELINE

THE ENQUIRY- TO-SALE SYSTEM.

How we build your commercial engine. Not just campaigns — a full pipeline system.

Everything we do is built around one principle: driving qualified enquiries through to closed sales. We don't just run campaigns — we build the entire commercial engine for your manufacturing business.

01



Evaluate

Full audit of your current position — channels, messaging, pipeline gaps, competitive landscape, and where budget is being wasted.

02



Design

Strategy, messaging architecture, and offer design built around your ICP, sales process, and sector buying behaviours.

03



Build

Platforms, campaigns, landing pages, HubSpot configuration, and content created to perform — not just to look good.

04



Activate

Demand generation programmes launched across SEO, PPC, LinkedIn, email, and content — all aligned to your sales pipeline.

05



Optimise

Continuous improvement tracked against SQLs, pipeline velocity, and revenue. Monthly dashboards your board will actually read.

Sector specialists. Not generalists.

We've done this before. Many times.

20+

Years manufacturing marketing experience

35+

In-house specialists on your account

£0

Learning curve. We know your sector.

100%

Focused on pipeline & revenue



Manufacturing Specialists

We are not a generalist agency with a manufacturing vertical. Manufacturing, engineering and industrial businesses are our primary focus — across aerospace, automotive, precision engineering, food & beverage, oil & gas, electronics, biopharma, and



A Full Group Behind You

You don't get one person. You get access to our entire group of specialists — strategists, digital experts, creative leads, HubSpot practitioners, CRO specialists, and content writers — all working in your direction.



Connected to Your Sales Process

Everything we do connects to enquiries, pipeline, deals, and margin. We align our activity to your CRM, your ICP, and your sales team's definition of a qualified lead — not our own vanity metrics.



Ready Now — Zero Lag

No recruitment. No bedding-in. We speak your language — RFQs, specification-led selling, distributor channels, multi-stakeholder buying committees — before we walk through the door.



AI-Enhanced Performance

We use AI and technology to enhance our specialists' performance — not replace their expertise. This means faster insights, better targeting, and more effective campaigns for your specific sector.

THE COMMERCIAL CASE

THE COST OF DOING NOTHING.

One team. Every discipline. Three models to fit your business.

In-house team cost:
£250k–£500k+ salaries
£250k–£500k+ Marketing spend

All models include a dedicated senior marketing lead, full Group specialist access, and monthly commercial reporting tied to pipeline and revenue — not vanity metrics.

FOUNDATION

Always-on marketing management

- SEO — technical, on-page & content-led
- Email marketing & lead nurture automation
- LinkedIn & social media management
- Monthly pipeline reporting dashboard
- Dedicated senior marketing lead
- Full Group specialist access

Best for: 1–3 in marketing, steady pipeline growth

GROWTH

Full-funnel demand generation

- **Everything in Foundation, plus:**
- PPC — high-intent paid search & remarketing
- Content marketing & technical assets
- HubSpot management & CRO
- Landing page development & ABM
- Quarterly strategy & commercial review

Best for: Growth phase, serious about lead generation

SCALE

Complete outsourced marketing dept.

- **Everything in Growth, plus:**
- Brand strategy & creative direction
- Full ABM & account-based campaigns
- Full RevOps & HubSpot automation
- Board-level commercial reporting
- New market & sector entry planning

Best for: No / small team, maximum growth ambition

Built for manufacturers ready to grow. **Not for everyone. Exactly right for you.**

Who this is for

- UK manufacturers and engineering businesses with £10m–£150m turnover
- Businesses with a small or no internal marketing team (1–5 people)
- MDs, Sales Directors, and CEOs who know their marketing isn't working as hard as it should
- Businesses who want to grow — new markets, new sectors, more qualified pipeline
- Manufacturers who have been let down by generalist agencies who didn't understand their sector

What you get from day one

- A senior marketing lead embedded in your business
- Full specialist team: strategy, digital, creative, HubSpot, CRO
- 20+ years of manufacturing sector knowledge from day one
- No recruitment, no onboarding lag, no generalists
- Monthly commercial reporting tied to pipeline and revenue

SECTORS WE SERVE

Aerospace	Automotive	Precision Engineering	Food & Beverage	Oil & Gas
Industrial Services	Electronics	Biopharma	Marine	OEM & Distributors

NEXT STEPS

LET'S BUILD YOUR PIPELINE.

-  **Book a Free 30-Minute Discovery Call**
-  **Get Your Free Manufacturing Marketing Audit**
-  **Talk to a Manufacturing Marketing Specialist**

WilsonCooke

Book a free

30-minute Discovery Call

No obligation.
No generalists.
Just results.

wilsoncooke.agency

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