

5 QUICK CONTENT IDEAS FOR MANUFACTURING COMPANIES

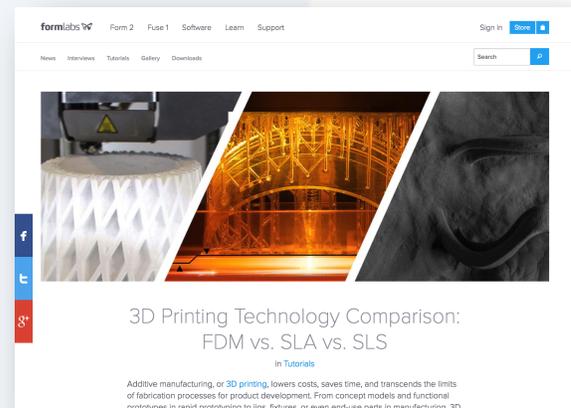
Creating engaging content for manufacturing can be a challenge. When your industry isn't necessarily "sexy" or "exciting," it can be hard to think of ways to attract visitors and engage them on your website. The key thing to keep in mind is that your potential customers need information to do their jobs. If you can educate them and help them to be more effective, you win. Here are some ideas for types of content you can create and some relevant examples.

IDEA #1 – DO A TECHNOLOGY COMPARISON

When it comes to manufacturing services, there are always a number of options for customers to consider. You can help them weigh the options by creating a neutral content piece highlighting the pros and cons of each option.

Formlabs (a 3D printer manufacturer) produced a blog article on the difference between three types of 3D printing technology. FDM, SLA, and SLS. Read it... <http://bit.ly/formlabs3dprint>

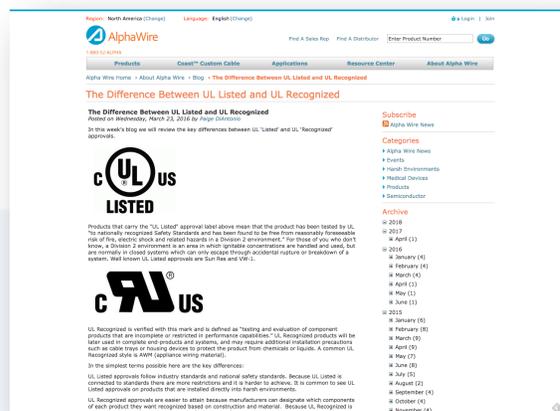
It goes without saying that there are an endless number of acronyms in the world. Explaining the different technologies available in your space and how to make the most appropriate choice can be very helpful to your potential future customers.



IDEA #2 - EXPLAIN INDUSTRY STANDARDS

Aside from the different manufacturing technologies available, every industry has standards and regulations that can be important to understand. You can help your potential customers make sense of these standards, so they can be more confident moving forward.

AlphaWire (a maker of cables and wires) posted an article on their site about the difference between products that are UL Listed and UL Recognized. Read it... <http://bit.ly/alphawireul>



By helping your audience understand regulations and standards, you're helping to move them closer toward making a purchase decision. They'll be more likely to remember you and consider you for their shortlist.

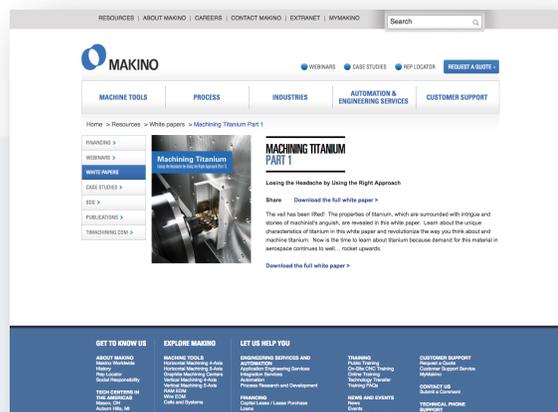
IDEA #3 - ADDRESS MANUFACTURING CHALLENGES

Working with new materials or manufacturing methods presents challenges that can be difficult to solve. If you can give your target customer a detailed guide to solving these challenges, they'll be better-prepared to manufacture their product.

Makino (an engineering services company) offers a gated white paper that provides guidelines for machining with titanium.

Read it... <http://bit.ly/makinotitanium>

If you can confidently help your potential customer resolve their manufacturing challenges, they'll have a high opinion of your company. They'll also have a downloaded white paper on their desktop with your contact information.



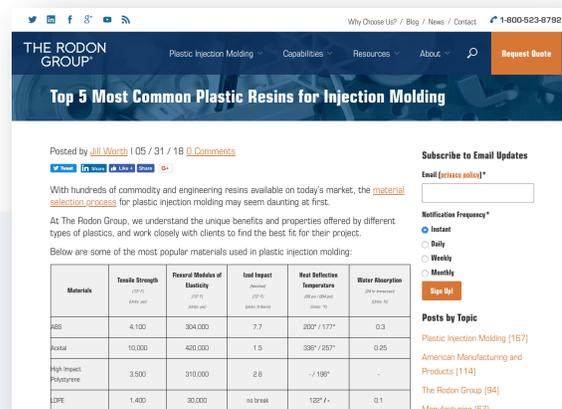
#4 - CREATE A MATERIAL SELECTION GUIDE

Material selection is an important consideration when designing a new product. So, creating a material selection guide can help your target customer make the best decision for their particular situation.

The Rodon Group (a custom plastic injection molder) posted a blog about the most common plastic resins for injection molding.

Read it... <http://bit.ly/rodongroupresin>

Helping a design engineer to understand the properties and characteristics of different materials will help them move their product toward completion. Design engineers have an important amount of influence on buying decisions, so winning their favor is valuable.



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Top 5 Most Common Plastic Resins for Injection Molding

Posted by [Jill Worth](#) | 05 / 31 / 18 | [0 Comments](#)

With hundreds of commodity and engineering resins available on today's market, the [material selection process](#) for plastic injection molding may seem daunting at first.

At The Rodon Group, we understand the unique benefits and properties offered by different types of plastics, and work closely with clients to find the best fit for their project.

Below are some of the most popular materials used in plastic injection molding:

Materials	Tensile Strength (200° F)	Flexural Modulus of Elasticity (200° F)	Load Impact (200° F)	Heat Deflection Temperature (200° F)	Water Absorption (240° F)
ABS	4,100	304,000	7.7	200° / 177°	0.3
Acetal	10,000	400,000	1.5	338° / 257°	0.25
High Impact Polystyrene	3,500	210,000	2.6	- / 198°	-
LDPE	1,400	30,000	no break	152° / 1	0.1

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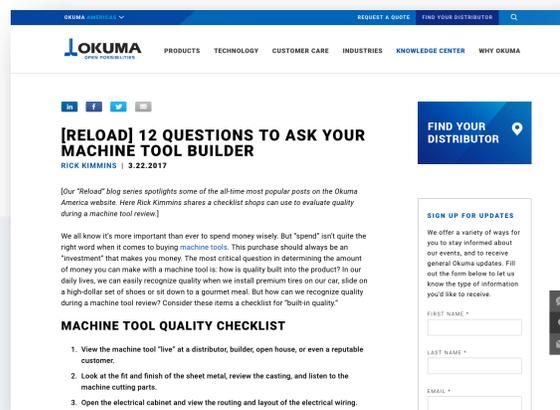
Posts by Topic
[Plastic Injection Molding \(167\)](#)
[American Manufacturing and Products \(114\)](#)
[The Rodon Group \(54\)](#)
[Manufacturing \(67\)](#)

#5 - PROVIDE SUPPLIER SELECTION CRITERIA

It's no secret that you want your prospects to choose you over other companies. That's why giving them your perspective on how to choose the right supplier is useful. It gives you an opportunity to point out things you do well without seeming pushy.

Okuma (a developer of CNC machining technology) provides a list of questions to ask a machine tool builder during the supplier selection process.

Read it... <http://bit.ly/okumamachine>



By creating a piece like this, you are putting yourself in front of the buyer when they are closer to making a purchase decision. You are also giving yourself the opportunity to help influence their decision in your favor. Just try to be as objective as possible when creating this type of content.