

# 7

## **Common sales and marketing mistakes**

...and how to fix them!

**Contract  
Manufacturers,  
follow our steps  
to avoid an  
unsustainable  
pipeline and  
disappointing  
revenue growth.**

## Equinet champions the makers behind the brands - the unsung heroes of manufacturing responsible for building OEMs IP.

As a contract manufacturer, you play a vital role in an industry that powers remarkable growth and prosperity, acting as a hidden yet indispensable force in the global economy. In 2023, according to BCC, your industry expanded to \$2.7 trillion, accounting for nearly 3% of the world's GDP.

This sector is poised to become one of the most crucial drivers of economic success in the coming years, with some projections estimating that the market could double by the end of the decade.

At Equinet, we aim to establish the gold standard for growth marketing and contract manufacturers. Fueled by our passion, we are committed to delivering customised solutions for companies seeking growth in the contract manufacturing field. We take pride in blending a deep understanding of contract manufacturing markets with an innovative growth marketing spirit.

In an industry where operating inconspicuously is commonplace, maintaining visibility and value can be a daunting task. Differentiating and connecting with the right customers can be equally challenging. Thus, discovering and cultivating a reliable stream of qualified leads to drive your business growth may be complex.

Equinet has collaborated with contract manufacturers for over a decade, and in 2021, we shifted our focus exclusively to this market. This unique position enables us to offer valuable insights into how contract manufacturers can achieve sustainable growth. As a HubSpot solutions partner since 2011, we take pride in serving clients across three continents.

To accelerate [your growth journey](#) free from obstacles, we encourage you to steer clear of the seven mistakes outlined on the following page and continue unhindered by their pitfalls.

# We have identified **seven** typical sales & marketing mistakes made by contract manufacturers, and how to fix them!



## **No clear value differentiator**

A lack of clear value differentiation will make it challenging for you to stand out from competitors, which will result in an unsustainable pipeline and disappointing revenue growth.

To address this, you need to focus on creating and communicating the unique selling points that will resonate with your target audience. This will enhance your marketing and sales conversion rates, which will lead to consistent growth.



## **Wasted effort, poor growth and no dependable strategic plan**

Without a reliable strategic plan, your sales and marketing efforts will be unfocused, which will lead to wasted resources and difficulty measuring your results.

Establishing a comprehensive strategy plan will help to ensure that every action contributes to achieving your objectives, ultimately improving growth and simplifying performance evaluation.



## **Limited sales impact with outdated sales techniques**

Prioritising tactics over strategy or sticking to outdated sales techniques will limit the impact on your sales pipeline and contribute to losing market share.

Embracing a strategic approach, adopting modern sales techniques and leveraging technology will improve sales effectiveness and will keep you competitive in your industry.



## **Misaligned sales and marketing**

A lack of alignment between sales and marketing activities will result in poor lead generation and slow progress in performance improvement.

Creating a collaborative environment, sharing goals and regular communications between teams will enhance lead generation quality, streamline processes and will drive better results.



## **Not recognising the importance of branding**

Undervaluing the role of branding in lead generation and the sales process will lead to higher costs per lead, poor sales conversion rates and a lower return on investment.

Investing in a strong brand identity and leveraging it throughout all your marketing efforts will attract higher-quality leads and will improve the overall effectiveness of your sales and marketing campaigns.



## **Poor messaging**

If your brand messaging is not customer-focused, it will fail to attract and engage the right prospects, resulting in lost opportunities and missed revenue targets.

You need to develop messaging which addresses your target audience's "needs and pain points" to foster better engagement, generate interest and drive sales.



## **Not appreciating the role of marketing in modern sales**

Misunderstanding marketing's role in today's sales process can attract prospects too late in their buying cycle, leading to lower sales conversion rates and wasted time providing comparative RFQs.

You will increase conversion rates and maximise your sales opportunities by implementing a comprehensive marketing strategy that nurtures prospects during the earlier stages of their buying journey.

## Case study

# An EMS Company's path to sustained growth

JJS Manufacturing wanted a revitalised strategy to break through the £30m sales barrier, grow website traffic and leads, and find a new, more powerful way of marketing and turning leads into customers.

Working closely with the JJS team, Equinet was responsible for planning and delivery of marketing outputs, including the website, blogs, content strategy, keywords, SEO, sales literature and support, email marketing, videos and exhibition designs. This joined-up approach helped align all JJS Manufacturing stakeholders and focus attention on core day-to-day business and conversion of qualified leads and enquiries within a prioritised, considered and justified brand and content strategy.

## The results



**10x traffic increase**  
from 1k to 11k pm



**18x leads generated**  
from year one



**2x revenue growth**  
across 3 years

[Watch the interview](#)

# Do you want to build a sustainable pipeline of good-fit opportunities?

Book your FREE Growth Strategy 1:2:1

In this free 45 minute interactive strategy call, you will explore the strategies we've learnt from supporting contract manufacturers to build highly predictable pipelines of good-fit opportunities.

The Growth Strategy call is 1:1 with our founder and lead consultant, Jeremy Knight. On the call, Jeremy will share his insights to build your understanding of the strategies you can use to get recognised and trusted in the market, build a reliable and robust pipeline of good-fit opportunities, and maintain your margins.

[Book your call now](#)