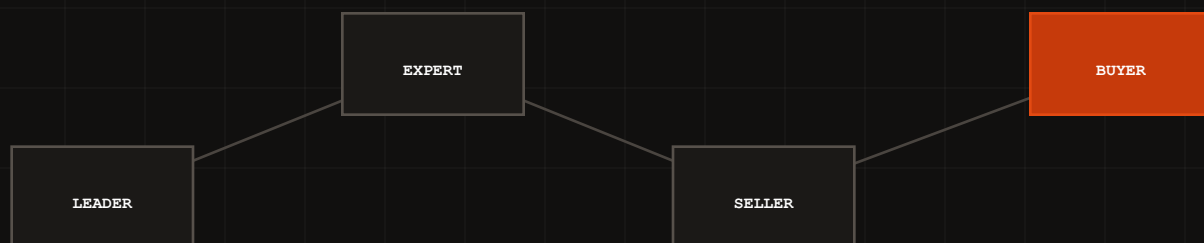




THE MANUFACTURING LINKEDIN PLAYBOOK

12 practical plays for manufacturing leaders, subject-matter experts, and sellers, plus a 30-day activation plan for the marketing team that supports them.





THE SHORTLIST STARTS EARLY

BE KNOWN BEFORE BUYERS NEED YOU.

Manufacturing buyers often enter active evaluation with a small field of familiar vendors. The practical opportunity is to make your company's judgment visible before that moment, through credible people who can teach, explain, and engage.

55%

struggle to distinguish manufacturing vendors.

45%

shortlisted fewer than four vendors in their latest purchase.

59%

of surveyed manufacturing buyers are active on LinkedIn daily.

78%

report more complex buying cycles, larger groups, and greater seniority.

THE OPERATING THESIS

EXPERTISE BUILDS FAMILIARITY.

Familiarity makes the next article, event, referral, sales call, product launch, and buyer conversation work harder.

Source: LinkedIn and GWI, The Innovation Imperative for Manufacturing Marketers, 2025 survey of 1,767 global manufacturing buyers. Platform-sponsored research should be read directionally. business.linkedin.com/advertise/resources/the-innovation-imperative-for-manufacturing-marketers



LEADERSHIP PLAYS

MAKE DIRECTION VISIBLE

Leaders do not need to post every day. They need a clear market point of view, selective visibility, and a rhythm the organization can support.

PLAY 01

STATE A MARKET POINT OF VIEW

Use this when buyers need to understand how your company reads a market shift, customer pressure, or category change.

BUILD IT

1. Name the change you see.
2. Explain why it matters now.
3. Add one observation from the field.
4. State the choice you believe companies should make.

STARTER

"Most companies in our market are reacting to ____.
The more important change is ____ because ____."

GUARDRAIL

Offer a useful perspective, not an unsupported prediction.

PLAY 02

EXPLAIN THE STRATEGIC CHOICE

Use this to make a product, market, channel, investment, or operating decision more meaningful than a press release.

BUILD IT

1. Name the decision in plain language.
2. Share the customer or market reason.
3. Explain the tradeoff you accepted.
4. Connect the choice to what happens next.

STARTER

"We chose to invest in ____ instead of _____. The decision came down to _____."

GUARDRAIL

Do not disclose confidential financials, customer details, or forward-looking claims.



LEADERSHIP PLAYS

MAKE THE WORK MEANINGFUL

Leadership content becomes more credible when it shows how the company learns, decides, recognizes others, and connects daily work to a larger direction.

PLAY 03

SHARE WHAT THE TEAM IS LEARNING

Use this after a site visit, launch, customer discussion, internal review, or industry event with a repeatable lesson.

BUILD IT

1. Describe the business context.
2. Name one pattern the team noticed.
3. Explain what changed in your thinking.
4. Give the reader one question to consider.

STARTER

"After several conversations about ____, one pattern keeps showing up: ____."

GUARDRAIL

Generalize the lesson and remove identifiable customer or employee details.

PLAY 04

GIVE CREDIT WITH CONTEXT

Use this to recognize a team, partner, customer, or employee while showing why the work matters to the market.

BUILD IT

1. Name the contribution.
2. Explain the hard part of the work.
3. Connect it to a buyer or business outcome.
4. Recognize specific behavior, not vague excellence.

STARTER

"The part of this work most people will not see is _____. Our _____ team handled it by _____."

GUARDRAIL

Secure permission before naming customers, partners, people, or project specifics.



EXPERT PLAYS

MAKE KNOWLEDGE USEFUL

Experts build authority by making difficult choices easier to understand. The content should feel like helpful field guidance, not a product brochure.

PLAY 05

ANSWER THE RECURRING QUESTION

Use this when customers, distributors, salespeople, or new employees repeatedly ask the same practical question.

BUILD IT

1. Write the question exactly as people ask it.
2. Give the short answer first.
3. Explain what changes the answer.
4. Add one practical next step.

STARTER

"A question I hear every week is _____. The short answer is _____. What changes the answer is _____."

GUARDRAIL

Separate general education from project-specific engineering or regulated advice.

PLAY 06

EXPLAIN A TRADEOFF

Use this when the right choice depends on priorities such as cost, speed, reliability, serviceability, safety, or performance.

BUILD IT

1. Name the two options.
2. Explain what each optimizes.
3. Identify the condition that changes the choice.
4. Give buyers a decision question.

STARTER

"The choice between _____ and _____ is not about which is best. It is about which constraint matters most."

GUARDRAIL

Avoid absolute claims. State assumptions and the conditions that affect the decision.



EXPERT PLAYS

TEACH FROM THE REAL WORK

The best expert ideas are already inside troubleshooting, reviews, demonstrations, customer questions, quality checks, and the tradeoffs behind everyday decisions.

PLAY 07

TEACH FROM A FAILURE PATTERN

Use this when your expertise can help readers prevent rework, downtime, quality escapes, poor adoption, or avoidable cost.

BUILD IT

1. Name the symptom, not the customer.
2. Explain the overlooked cause.
3. Show how to detect it earlier.
4. Offer a prevention step.

STARTER

"When ____ fails, the visible problem is often ____.
The issue usually starts earlier with ____."

GUARDRAIL

Do not turn an isolated incident into a universal claim or expose customer information.

PLAY 08

TRANSLATE A TECHNICAL CHANGE

Use this for standards, technology shifts, material changes, new capabilities, regulations, or process improvements.

BUILD IT

1. State what changed.
2. Translate the technical detail into business impact.
3. Name who should pay attention.
4. Give one practical preparation step.

STARTER

"The technical change is _____. For _____ teams, the practical consequence is _____."

GUARDRAIL

Use approved sources and route legal, safety, or compliance claims through review.



SELLER PLAYS

EARN CONTEXT BEFORE OUTREACH

Seller visibility works when it improves relevance and timing. The objective is not to pitch publicly. It is to become a useful, familiar participant in the market.

PLAY 09

BUILD THE RIGHT NETWORK FIRST

Use this before outreach to establish a deliberate network across target accounts, buying roles, partners, and market influencers.

BUILD IT

1. Select ten priority accounts.
2. Map four to six relevant roles per account.
3. Follow useful company and expert voices.
4. Add context to connection requests only when real context exists.

STARTER

"I have been following your work on _____. Your perspective on _____ was useful because _____."

GUARDRAIL

A smaller relevant network is more valuable than a large random audience.

PLAY 10

COMMENT WHERE BUYERS LEARN

Use this to become visible inside relevant conversations without forcing a new post or immediately asking for a meeting.

BUILD IT

1. Choose a post relevant to your buyers.
2. Name the point you are responding to.
3. Add one example, nuance, or question.
4. Keep the comment useful without a pitch.

STARTER

"The point about _____ matters. In our work, we also see _____ when _____."

GUARDRAIL

Do not hijack the original post or redirect the conversation to your product.



SELLER PLAYS

TURN MOMENTS INTO SEQUENCES

Manufacturing teams already create market moments through events, launches, visits, webinars, and customer learning. A simple sequence gives each moment a longer useful life.

PLAY 11

EXTEND THE EVENT

Use this around trade shows, customer days, webinars, plant tours, conferences, launches, and distributor meetings.

BUILD IT

1. Before: state the question you want to explore.
2. During: capture themes, not confidential details.
3. After: share one useful pattern.
4. Follow up with people using the real conversation context.

STARTER

"One question I am taking into ____ is _____. If you are working through the same issue, I would value your perspective."

GUARDRAIL

Avoid empty attendance posts. Give the market a reason to care before and after the event.

PLAY 12

FOLLOW UP FROM A REAL SIGNAL

Use this when a buyer views, comments, downloads, attends, changes roles, or engages with a relevant topic.

BUILD IT

1. Identify the real signal.
2. Connect it to a relevant issue.
3. Offer one useful resource or question.
4. Let the buyer choose whether to continue.

STARTER

"I noticed your team is working on _____. We recently shared _____ because it helps teams think through _____."

GUARDRAIL

A signal is context, not consent to launch an automated sales sequence.



ONE MONTH TO A REPEATABLE FIRST RHYTHM

THE 30-DAY ACTIVATION PLAN

Start with a small cross-functional cohort. Marketing enables the system, while leaders, experts, and sellers contribute the experience and judgment.

WEEK 01

ALIGN + PREP

- Choose 6 to 12 participants from the teams involved.
- Define audiences, boundaries, and success signals.
- Tune profiles for buyer relevance.
- Capture each person's first three ideas.

WEEK 02

PUBLISH + ENGAGE

- Publish one leadership or expert post.
- Complete ten useful comments across the cohort.
- Build a first target-account network list.
- Hold a 20-minute working review.

WEEK 03

REPEAT + CONNECT

- Publish the next useful idea.
- Turn one event or customer learning into a sequence.
- Use one real signal for contextual follow-up.
- Record friction, approvals, and support needs.

WEEK 04

REVIEW + DECIDE

- Review behavior and buyer relevance.
- Identify voices and plays worth repeating.
- Fix governance or workflow bottlenecks.
- Choose the next 30-day cohort rhythm.

THE MONTH-END DECISION

Stop, repeat with the same cohort, or scale with evidence instead of assumptions.



USEFUL WITHOUT BECOMING UNSAFE

THE MANUFACTURING-SAFE FILTER

Use this filter before a person publishes. It creates a practical pause without turning every post into a multi-week approval process.

01

PERMISSION

Do we have permission to name the customer, partner, employee, event, project, or location?

02

CONFIDENTIALITY

Could the detail expose customer IP, pricing, capacity, drawings, process information, or nonpublic strategy?

03

CLAIMS

Can we support the product, performance, safety, sustainability, regulatory, or market claim we are making?

04

CONTEXT

Have we stated assumptions and conditions so readers do not mistake a situational answer for a universal rule?

05

IMAGERY

Does the image show correct PPE, safe machine interaction, clean screens, and no confidential documents or labels?

06

ESCALATION

Does this topic need legal, quality, compliance, HR, customer, or executive review before publication?

SIMPLE DECISION RULE

If a detail creates doubt, teach the general decision principle and remove the sensitive specifics.



MEASURE BEHAVIOR BEFORE REVENUE CATCHES UP

THE USEFUL VISIBILITY SCORECARD

Track the behaviors the program can influence quickly, then connect them to conversations, opportunities, and revenue on the timetable of your actual sales cycle.

MEASURE	BASE	W1	W2	W3	W4
PROFILE Profiles tuned for buyer relevance	#	#	#	#	#
NETWORK Relevant target-account connections added	#	#	#	#	#
CONTENT Useful posts or expert contributions	#	#	#	#	#
ENGAGEMENT Substantive comments in market conversations	#	#	#	#	#
RELEVANCE Engagement from buyers, partners, and priority roles	#	#	#	#	#
CONVERSATION Contextual follow-ups or useful replies	#	#	#	#	#
COMMERCIAL Meetings, opportunities, or deal influence	\$ / #	\$ / #	\$ / #	\$ / #	\$ / #

WEEK 4 REVIEW QUESTIONS

- Which roles and people found a sustainable rhythm?
- Which topics produced buyer-relevant attention?
- Where did workflow, approval, or confidence break down?
- What should the team stop, repeat, or scale next month?



YOUR FIRST WORKING SESSION

PUT THE FIRST 30 DAYS ON PAPER.

Complete this sheet with the sponsor, marketing owner, and first cohort. A useful pilot is specific enough to run and small enough to learn from.

01 Business or market moment we want to support

02 First cohort: leaders, experts, sellers, and marketing owner

03 Three buyer audiences or target-account roles

04 Three topics we can teach safely and credibly

05 Behaviors we will track for four weeks

06 Date and owner for the week 4 stop, repeat, or scale review

NEED HELP TRAINING THE TEAM?

Explore the Workshop, Team Sprint, and Enablement Program at linkedinformanufacturing.com