

The background is a low-angle, upward-looking photograph of a complex industrial facility, likely a refinery or chemical plant. It features a dense network of metal pipes, walkways, and structural beams. The image is overlaid with a series of semi-transparent, overlapping geometric shapes in shades of teal, lime green, and dark blue. These shapes are arranged in a dynamic, abstract pattern, particularly concentrated in the top-left and bottom-right corners. The overall aesthetic is modern and technical.

NOWSPEED

**Digital Advertising
Competitive Insight
for Manufacturing
Companies**

Introduction

The top manufacturing companies have learned how to win in digital advertising. Newspeed has uncovered the secrets to their success as presented in this detailed report.

Newspeed conducted extensive research on the AdWords campaigns of the top manufacturing companies in all 50 states in the USA and identified:

- The best keywords used to get traffic and leads
- The maximum you should spend on keywords in your state
- The actual cost/click of Google Ad campaigns
- The most effective ad copy and key messages

This report is a must-read for any manufacturing company who is using, or plans to use, Google AdWords to drive new business, and the [associated interactive website](#) provides detailed data for your state.

Read the full report to get started on the path to digital advertising success.

Summary: Digital Advertising Analysis of Top Manufacturing Companies

- Top manufacturing companies are promoting their brand on Google AdWords.
- Sitelinks are used to promote multiple landing pages in a single ad.
- Landing pages display manufactured products with interactive imagery.
- Callouts emphasize manufacturer quality (Driving Innovation, Advancing Technology).

Top Keywords in the Manufacturing Industry

An effective Google AdWords campaign starts with detailed keyword research. When structuring your campaigns, it is vital to focus on keywords that are highly relevant and searched often. Below you will find the industry keywords that have the highest monthly search volume. By targeting these keywords that are searched the most, you have an opportunity to serve your ads to many users who are actively searching about your industry on Google.

The manufacturing keywords with the highest search volume are “building supplies”, “material design”, and “building materials”, which are searched between 27,100 and 33,100 times monthly. These specific keywords and variations of these keywords should be included in your AdWords campaign to generate the most traffic & visibility for your ads. Since users are searching on these terms, it makes sense to structure your ads and landing pages to target their search queries.

It is important to not only bid on these keywords, but to include them in your Google AdWords ad copy as well. When you include the keywords that you are bidding on in your ad copy, you are more likely to attain a favorable Quality Score. Google’s Quality Score is a ranking system that determines the best ads to show with each search. Ads with a strong Quality Score will be shown more often, in higher positions, and at a lower cost. Including the keywords you bid on in your landing pages, as well as in your ad copy, will also help to increase your Quality Score. By focusing on these top keywords in your industry, and including them in your bidding, ad copy, and landing page strategies, you will have a strong foundation for a successful AdWords campaign.

Top Manufacturing Keywords Ranked by Monthly Search Volume

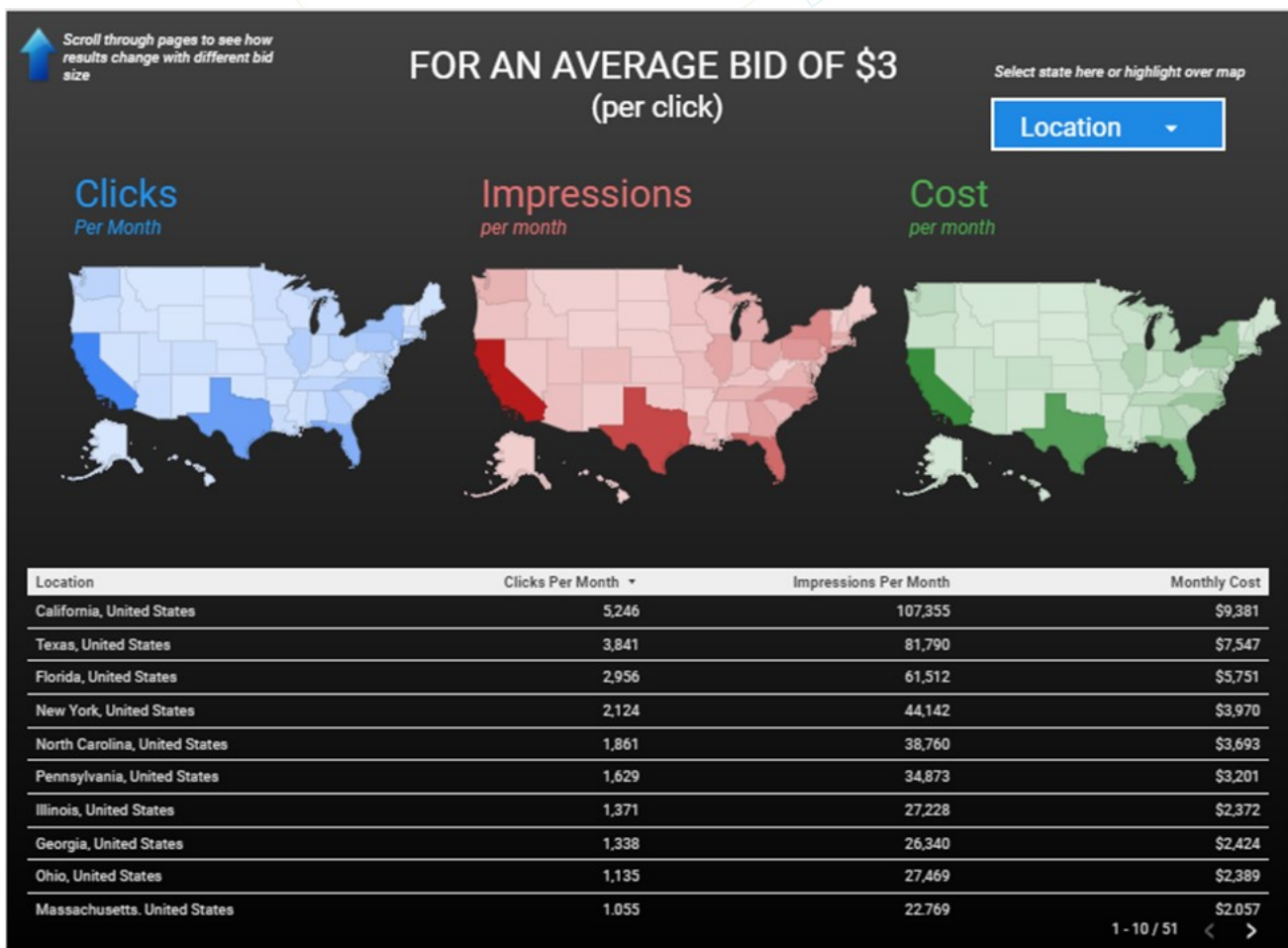
Keyword	Avg. Monthly Searches	Keyword	Avg. Monthly Searches	Keyword	Avg. Monthly Searches
building supplies	33100	construction supply near me	1300	wholesale building supplies	590
material design	27100	salvage building materials	1300	what is material design	590
building materials	27100	discount building materials	1300	contractors building supply	590
concrete suppliers	14800	hardwood store	1300	construction and building materials	480
stock building supply	9900	material design guidelines	1000	construction supply company	480
material science	8100	building materials suppliers	1000	material design table	480
material design icons	8100	cheap building materials	1000	green building materials	480
construction equipment	6600	building products	1000	sustainable building materials	480
hd supplies	6600	metal building supply	1000	metal building materials	480
construction supply	5400	design materials	880	concrete construction supply	480
contractor supply	5400	material design css	880	used construction materials	480
construction materials	4400	material design cards	880	used building supplies	480
construction tools	3600	building material auctions	880	used building materials for sale	480
discount building supplies	3600	construction material store	880	material design palette	480
material design lite	2900	builders supply company	880	list of materials	480
construction journal	2900	building material outlet	880	billings construction supply	480
concrete suppliers near me	2900	white cap construction	880	material design android	390
american building supply	2900	material design buttons	720	materials and design	390
used building materials	2400	reclaimed building materials	720	material design framework	390
surplus building materials	2400	free building materials	720	construction materials inc	390
building construction	2400	contractor supply near me	720	material design shadow	390
concrete construction	2400	surplus building supplies	720	construction materials near me	390
pipe supply	2400	material design google	720	wholesale electronics	3600
building supply stores	1900	construction equipment supplier	720	pcb manufacturing	2400
building materials supplier	1900	material design bootstrap	720	electronics parts	2400
discount lumber	1900	modern building supply	720	pcb design	2400
building materials outlet	1900	builder supply outlet	720	electronic shop	2400
recycled building materials	1600	material design website	590	advanced manufacturing	2400
building materials store	1600	material design examples	590	power electronics	2400
hd supply locations	1600	material design template	590	electronics manufacturer	1900
bootstrap material design	1600	material design form	590	electronic distributors	1600
android material design	1300	home building supplies	590	manufacturing process	1300
building material calculator	590	wholesale building materials	590	material framework	170

Google Budget Estimates: Ad Spend by State

Google's Budget Estimate tool provides data to help you anticipate the costs of your campaigns. You will be able to spend different amounts depending on how much you bid per click on each keyword. The interactive model below will show you the monthly cost of targeting the top industry keywords at different bid levels in each state. A higher keyword bid will cost you more per click, but your ads will show at a higher position on the search results page, providing better visibility. See how much you could be spending on the top keywords in your industry below.

[View the interactive data model here](#)


Use the interactive Data Studio model to project the maximum cost of targeting the top industry keywords in each state.



Digital Advertising Analysis of Top Manufacturing Companies

Exxon Mobil

ExxonMobil Energy - Official Site

 energyfactor.exxonmobil.com/ ▼

Forging New Paths in Technology And Science. Learn More.

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Exxon Mobile is running a search advertising campaign that directs users to their “Energy Factor” page. The campaign is focused around technology and innovation. The ad copy is loaded with relevant and high-volume keywords including the keywords: “technology”, “innovation” and “energy”.

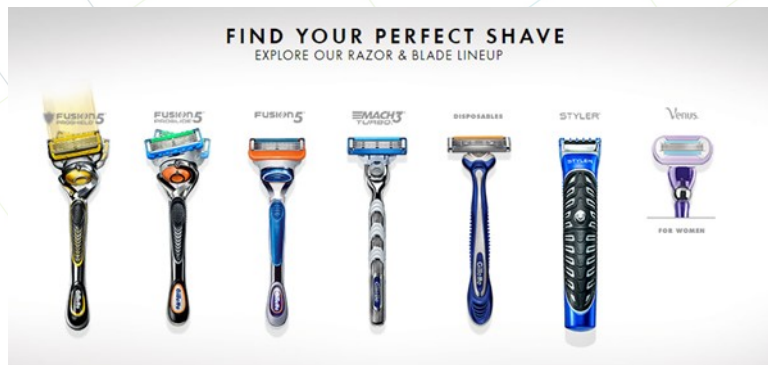
Exxon Mobile uses sitelinks to give potential customers shortcuts to different pages on their site. This improves the value and relevance of the ad. The landing page linked to the advertisement is image heavy and easy on the eyes. The purpose of this advertisement is not to drive any kind of action. They are continuing to grow as a brand and maintain relevance in a competitive industry.

Gillette

Gillette Razors - Proven Shaving Performance

Ad www.gillette.com/

Find The Razor That Meets Your Needs. Explore Our Impressive Men's Razor Lineup!



Gillette is running a search advertising campaign to promote their diverse razor and blade selections. After a user clicks the advertisement they are directed to an interactive razor technology page. The page is filled with interactive images of their razor lineup and allows the user to explore the benefits of each blade. This campaign is focused around the keyword “razor”. According to Google Keyword Planner, the search term “razor” is searched 110,000 times a month, and the phrase “razor blade” is searched 27,100 times per month.

Coca-Cola

Share A Coke®

www.shareacoke.com/

Order Custom **Coke** Bottles Today! Free Shipping On Orders Over \$60.

Personalized Coke Bottles - Share A Coke®

buy.shareacoke.com/

Get Cool **Coke** Bottles With Your Name On It. Buy Today!

Summer & Coca-Cola® - The Perfect Match - coca-cola.com

us.coca-cola.com/

Grab An Ice Cold Coca-Cola & Refresh Yourself This Summer.

Coke Zero™ · Coca-Cola® · Coke Life®

[Buy Coca-Cola®](#) · [Better With Friends](#) · [Coca-Cola® Verizon® Offer](#) · [Follow Us On Twitter](#)

Refresh Yourself This Summer - With An Ice Cold Coca-Cola®

coca-cola.com/

An Ice Cold **Coke** is the Perfect Refreshment On A Hot Summer Day. Grab One Now!

Coca-Cola is running at least four paid search campaigns. Two are focused on the “share a coke” theme where customers can customize bottles with their name. The other two are based around the summer season and refreshments. All of Coca-Cola’s ads are verb heavy, and are focused around potential customers taking action. The words “order”, “grab”, “refresh”, “get”, “buy”, and “share” are all utilized in these campaigns.

Conclusion

Top Keywords:

- Bid on the top keywords applicable to your manufacturing industry.
- Include top keywords in your ad copy.
- Include top keywords in your landing page copy.
- Use different keyword match types to capitalize on keyword variations.

Ad Spend by State:

- Bidding \$3.00 on top keywords will yield up to 5,246 clicks with a maximum monthly cost of \$9,381 depending on state.
- Bidding \$5.00 on top keywords will yield up to 5,704 clicks with a maximum monthly cost of \$14,472 depending on state.
- Bidding \$7.00 on top keywords will yield up to 5,858 clicks with a maximum monthly cost of \$17,609 depending on state.
- Bidding \$10.00 on top keywords will yield up to 5,910 clicks with a maximum monthly cost of \$21,133 depending on state.
- Higher keyword bids result in higher average ad position on Google's search results page, resulting in higher click-through and conversion rates.
- These budgets reflect maximum potential spend. Advertisers can limit their spend to the amount suitable for their budget.

Top 100 Manufacturing Companies Reviewed for this Report

Exxon Mobil Corp.

Apple Inc.

General Motors Co.

Ford Motor Co.

Chevron Corp.

General Electric Co.

HP Inc.

Phillips 66

Boeing Co.

Microsoft Corp.

Valero Energy Corp.

IBM Corp.

Procter & Gamble Co.

Philip Morris International Inc.

Marathon Petroleum Corp.

Johnson & Johnson

Archer-Daniels-Midland Co.

PepsiCo Inc.

United Technologies Corp.

Intel Corp.

Cisco Systems Inc.

Pfizer Inc.

Dow Chemical Co.

Caterpillar Inc.

Lockheed Martin Corp.

Coca-Cola Co.

Bunge Ltd.

Tyson Foods Inc.

Merck & Co. Inc.

Honeywell International Inc.

Oracle Corp.

Johnson Controls Inc.

Energy Transfer Partners LP

General Dynamics Corp.

ConocoPhillips

Nike Inc.

3M Co.

Mondelez International Inc.

Twenty-First Century Fox Inc.

Deere & Co.

Tesoro Corp.

Enterprise Products Partners LP

Altria Group Inc.

Qualcomm Inc.

Du Pont & Co.

Northrop Grumman Corp.

Raytheon Co.

AbbVie Inc.

Alcoa Inc.

International Paper Co.

Emerson Electric Co.

Amgen Inc.

Whirlpool Corp.

Danaher Corp.

Abbott Laboratories

Eli Lilly & Co.

Top 100 Manufacturing Companies Reviewed for this Report

PACCAR Inc.

Cummins Inc.

Kimberly-Clark Corp.

Lear Corp.

Xerox Corp.

Jabil Circuit Inc.

General Mills Inc.

Thermo Fisher Scientific Inc.

Bristol-Myers Squibb Co.

Goodyear Tire & Rubber Co..

Nucor Corp.

Micron Technology Inc.

Colgate-Palmolive Co.

Freeport-McMoRan Inc.

ConAgra Foods Inc.

Baker Hughes Inc.

PPG Industries Inc.

Monsanto Co.

National Oilwell Varco Inc.

Western Digital Corp.

Ecolab Inc.

Kellogg Co.

Textron Inc.

Illinois Tool Works Inc.

HollyFrontier Corp.

Devon Energy Corp.

PBF Energy Inc.

Texas Instruments Inc.

Chesapeake Energy Corp.

Parker Hannifin Corp.

Occidental Petroleum Corp.

VF Corp.

Dominion Resources Inc.

United States Steel Corp.

WestRock Co.

Sherwin-Williams Co.

R.R. Donnelley & Sons Co.

Stanley Black & Decker Inc.

Estee Lauder Cos. Inc.

Praxair Inc.

Biogen Inc.

Reynolds American Inc.

L-3 Communications Holdings Inc.