

PMMI MEDIA GROUP

# MARKETING BEST PRACTICES AND TRENDS

Insights for industrial marketers  
targeting packaging and processing  
buyers

Fall 2023



# OUR BRANDS

Our brands serve more than 235,000 packaging and processing professionals and 600+ advertisers.

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Digital Transformation In Packaged Goods Manufacturing

## 2023 ACTIVITY

PMMI Media Group serves content to CPG packaging and processing professionals across email, digital, and print.

**31M** emails  
sent

**1M** website  
visitors

**600K** magazines  
mailed

# Our Research

PMMI Media Group surveyed the advertising community across Packaging World, ProFood World and Healthcare Packaging in the summer of 2022. The survey was distributed via email and 108 professionals participated. These respondents represent suppliers with revenues of under \$1M to over \$250M.



**PMMI MEDIA GROUP**

**Packaging Supplier Marketing Trends and Best Practices**

Fall 2022

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**DOWNLOAD THE REPORT**





# Marketing Best Practices



# Best Practices

Insights from executing campaigns for more than 600 advertisers in 2023 across 3,400+ campaigns.

01

## Email

Getting noticed in the inbox

02

## Digital Advertising

Optimizing ads for LinkedIn

03

## Print Advertising

When to leverage print and why

04

## Video

Getting started and making the most of it

05

## Content

Creating the right messaging for your audience



**EMAIL**

**01.**



# Email Best Practices Subject lines

We analyzed more than 2,500 email subject lines and open rates to determine what elements top performers had in common.



## Limit to 6–8 words

- Save money using pallet bands instead of shrink wrap (54%)
- Milo's Tea Company ramps up production with Fogg Filler (39%)
- New Robotic Pick & Place teams up with Cartoner to pack breakfast! (41%)



## Speak to a unique solution

- For you: the equipment you need delivered in one week (50%)
- Custom-engineered medical form fill seal machines to meet your specs (55%)
- Leveraging Flexibility For Your Unique Palletizing Needs (53%)



## Pose a question

- Do you know what makes a floor drain food safe? (39%)
- Tired of high-maintenance printers & labelers? (38%)
- Need a labeler that's easy to integrate? (36%)



## Include a benefit or stat

- Save 70% on energy with a central vacuum system (36%)
- Reduce labor costs for your ready to eat operations (37%)
- Max your safety with alternating tread stairs (38%)

# Email Best Practices Design

Keep design simple and clean for optimal results and minimal hassle.

## DOS



- Design for mobile and dark mode
- Ensure plenty of white space
- Develop consistent branding and templates

## DONTS



- Discount plain-text email
- Hide CTAs at the bottom
- Don't use too many fonts or colors





# Email Best Practices

## Strategy and technology

### Don't buy lists

Use third-party senders for contacting new recipients to maintain your deliverability rate.

### Track auto-click activity

Weed out spam-filtering auto-clicks which can skew metrics and incorrectly trigger automated follow up.

### Cut unengaged subscribers

Boost email deliverability by removing contacts not engaged for 12 months.





# **DIGITAL ADVERTISING**



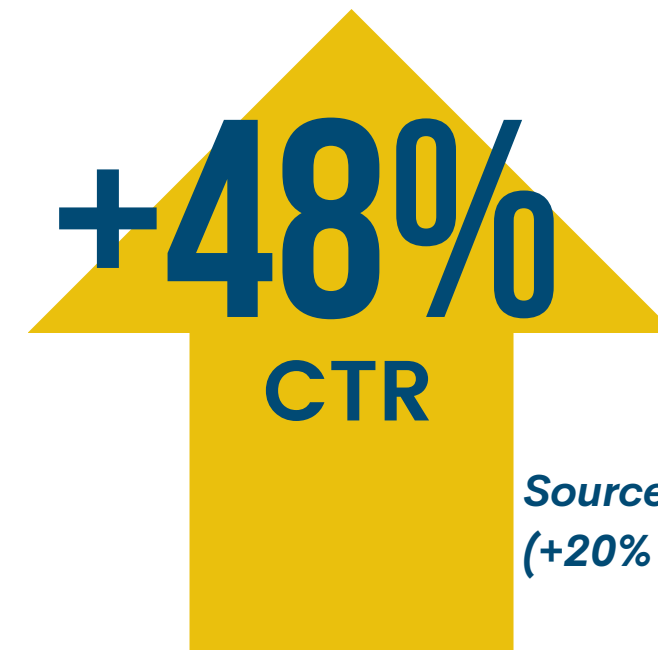
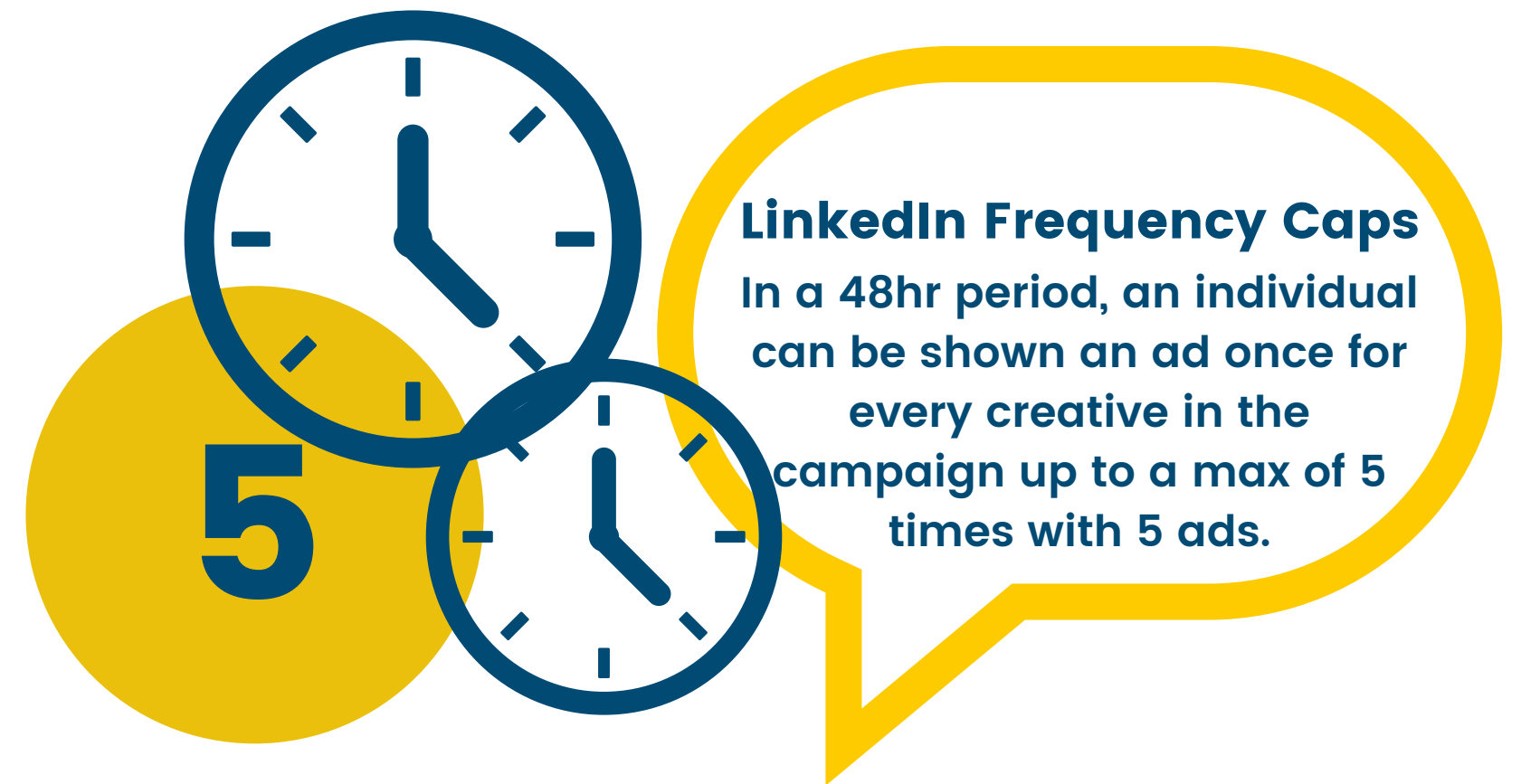
02.




# Digital Advertising Best Practices

## LinkedIn ad creative

Utilize up to 5 sets of creative to extend your reach and optimize your spend. Variations can be subtle and include changes to text and/or images.



*Source: PMMI Media Group  
(+20% CTR reported by LinkedIn)*



# Digital advertising Best Practices Imagery and video

Make the most of your digital campaigns with visuals that grab...and hold viewers attention.



## Highlight products with images

PMMI Media Group research shows campaigns with simple, direct images of equipment perform best.



## Limit video length

Video campaigns drive high engagement, however, view time drops quickly. Aim for 30 seconds to 1 minute and grab viewers attention within the first 10 seconds.



## Include subtitles

Both Facebook and LinkedIn will auto-generate subtitles, however, we recommend adding your own or at the very least, reviewing and editing.



# Digital Advertising Best Practices Facebook

In our 2022 PMMI Media Group survey, only 15% of respondents used paid Facebook campaigns versus 32% using LinkedIn. But don't overlook Facebook ads, especially on the PMMI Audience Network. Here's why.

1

## Greater access

Compared to LinkedIn, Facebook campaigns provide more reach, impressions, and frequency

2

## Different audience

Some of PMMI Media Group's targeted database will match to Facebook and not LinkedIn

3

## More cost effective

Compared to LinkedIn, Facebook ads are cheaper to run directly or through PMMI Media Group



**PRINT**

**03.**

# Print Best Practices

## Why and when

The majority of PMMI Media Group customers incorporate a mix of digital and print in their media mix with 74% running print in 2023.

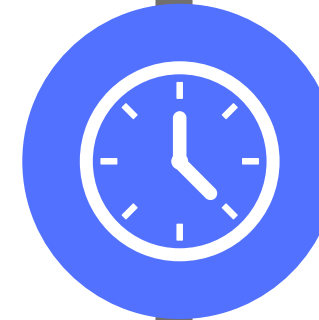


On average, PMMI Media Group advertisers run in 4 issues per year



### WHY

Compared to digital, print has a 67% higher recall rate, making it an ideal fit for building brand awareness.



### WHEN

Utilize print when you need to build awareness to:

- Challenge an incumbent leader
- Combat a challenger to your leading brand
- Launch a new product
- Introduce a newly merged or acquired company



# Print Best Practices Reader feedback

The PMMI Media Group 2023 advertising effectiveness study gathered insights from 225 Packaging World readers including which ads they remembered seeing, found interesting, and planned to take action on.





# Remembered seeing

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**VIDEO**

**04.**

# Video Best Practices Getting started

77% of marketers are already investing in or plan to invest in video and 72% currently utilize YouTube video.

*Source: PMMI Media Group Packaging Supplier Marketing Trends and Best Practices, 2022*



## Be human

- Production doesn't need to be perfect—pick up your phone and start filming
- Showcase people too, not just machines
- Don't be discouraged—building an audience takes time



## Be brief

- Aim to keep most videos under 1 minute
- Avoid lengthy intros
- Use simple, concise language
- Leverage an AI editing tool such as Descript to easily remove the unwanted “um”, “uh”, and “like”



## Be everywhere

- Don't just post to one channel
- But be sure to format accordingly (length, orientation)
- Not ready for Instagram or TikTok? Try YouTube Shorts





# CONTENT



05.



# **Content Insights**

## **Trending topics**

Take a closer look at what industry topics covered in Packaging World are most popular.

### **MOST POPULAR**



- **Sustainability**
- **Cannabis**
- **Design**
- **Regulation**

### **ON THE RISE**



- **Warehouse automation**
- **Logistics / supply chain**

# Content Best Practices Using content effectively

46% of the Packaging World online audience are Millennials...or younger. This growing buying audience seeks to gather more information on their own and engages directly with sales later in the process.



## Early stage content Education

- Provide perspective, context, and guidance
- Create guides and lists



## Late stage content Credibility

- Highlight service and certifications
- Demonstrate ROI through total cost ownership

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# Marketing Trends

## TREND

# The Continued Rise of Artificial Intelligence

77% of businesses have already  
adopted AI or have an adoption plan

*Source: IBM*



01

## AI Growth Rate

The expected AI annual growth rate is 38% through 2030.

Sources: Grand View Research, PwC



Microtrend: Increased use of emoji in email and social content. 😊

## Getting started with AI

### USE CASES

- Copywriting
- Research
- Analytics

### TO DO

If you haven't done so already, create an AI policy to define rules for use including access to customer data.





# 02

## TREND

# Martech Stack Simplification

On average, companies utilize 42% of  
their martech stack

*Source: Gartner*

**24% of marketers surveyed have fully implemented and are utilizing marketing automation. Only 12% who have implemented marketing automation are satisfied.**

*Source: PMMI Media Group Packaging Supplier Marketing  
Trends and Best Practices, 2022*

TREND

# Hybrid Selling and Sales Enablement

67% of the buyer's journey is completed  
before contacting sales.

03

**17% of the buyers journey is spend directly with Sales. Spread across multiple vendors, this could mean on 5% of the journey is spend with YOUR Sales team.**

*Source: Gartner*



## **TRENDS TO WATCH**

**Podcasts**

**Chatbots**

**Influencers**



# Connect with us

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