



Industrial Marketing Specialists Confirms Continued Role as a Dedicated Industrial Marketing Agency

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Industrial Marketing Specialists (IMS), a Wisconsin-based full-service marketing firm, announced today that it plans to continue to operate solely as an industrial marketing agency, serving manufacturers and industrial companies across North America. The announcement reaffirms the firm's decision to stay out of consumer, retail, and general business markets and to keep its services built around the specific needs of the manufacturing sector.

The reaffirmation comes as many marketing firms widen their offerings to reach a broader range of clients. IMS has chosen to keep its client base limited to manufacturers, industrial suppliers, and related B2B organizations, citing the long sales cycles, technical buying committees, and complex products that set industrial marketing apart from other disciplines.

"Manufacturers need a marketing partner that already understands how their buyers make decisions," said Suzanne O'Connell, CEO of Industrial Marketing Specialists. "An engineer evaluating a component supplier or a plant manager comparing automation equipment is not moving through the same process as a consumer shopping online. Staying focused on industry lets our team spend its time learning those buying journeys

instead of starting over with every new client."

IMS provides fractional CMO engagements, B2B lead generation, search engine optimization, AIO and GEO services, content marketing, web design and development, brand and graphic design, pay-per-click advertising, and social media marketing for industrial companies. The firm also offers technology services covering marketing automation, data analytics, and the implementation of artificial intelligence and machine learning tools.

The agency applies Six Sigma's DMAIC methodology, which stands for Define, Measure, Analyze, Improve, and Control, to its marketing programs. The framework is familiar to many manufacturing leaders from quality management and continuous improvement initiatives on the plant floor, and IMS uses it to measure campaign performance and refine strategy based on data.

The firm's technology work draws on partnerships with platforms including HubSpot, Salesforce, Amazon Web Services, and OpenAI. These integrations allow industrial clients to connect their websites, customer relationship management systems, and sales pipelines, giving leadership teams clearer visibility into how digital marketing contributes to qualified leads and revenue.

IMS works with manufacturers throughout North America, where many established producers are updating their go-to-market strategies. For these companies, a digital presence that accurately explains technical capabilities, certifications, and production capacity has become a baseline expectation among procurement teams and distributors.

"Many of the manufacturers we meet have strong products and decades of engineering expertise, but their marketing hasn't kept pace with how their customers now research suppliers," said O'Connell. "Being a dedicated industrial marketing agency means we can bring proven approaches for technical content, trade audiences, and lead qualification to each engagement from day one."

B2B buyers in the industrial sector now complete much of their supplier research online before contacting a sales representative. That shift has placed greater weight on search visibility, detailed product information, and educational content that addresses engineering and operational questions. IMS positions its specialization as a response to that trend, pairing industrial market knowledge with digital marketing execution.

The fractional CMO offering reflects another need common among small and mid-sized manufacturers. Many of these companies do not employ a full-time chief marketing officer, and the IMS model provides senior-level strategic direction without the cost of an executive hire while coordinating with internal sales and engineering teams.

By restating its industrial-only focus, IMS aims to give current and prospective clients clarity about the kind of partner it intends to remain. The firm has indicated that future investments in staff training, technology partnerships, and service development will continue to be directed toward manufacturing and industrial markets.

For more information about IMS and the services they provide, visit <https://industrialmarketingspecialists.com/>.

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Industrial Marketing Specialists

Industrial Marketing Specialists (IMS) has a over a century of combined marketing experience in the manufacturing space. This expertise allows you to focus on prioritizing customer needs while IMS manages your marketing efforts.

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