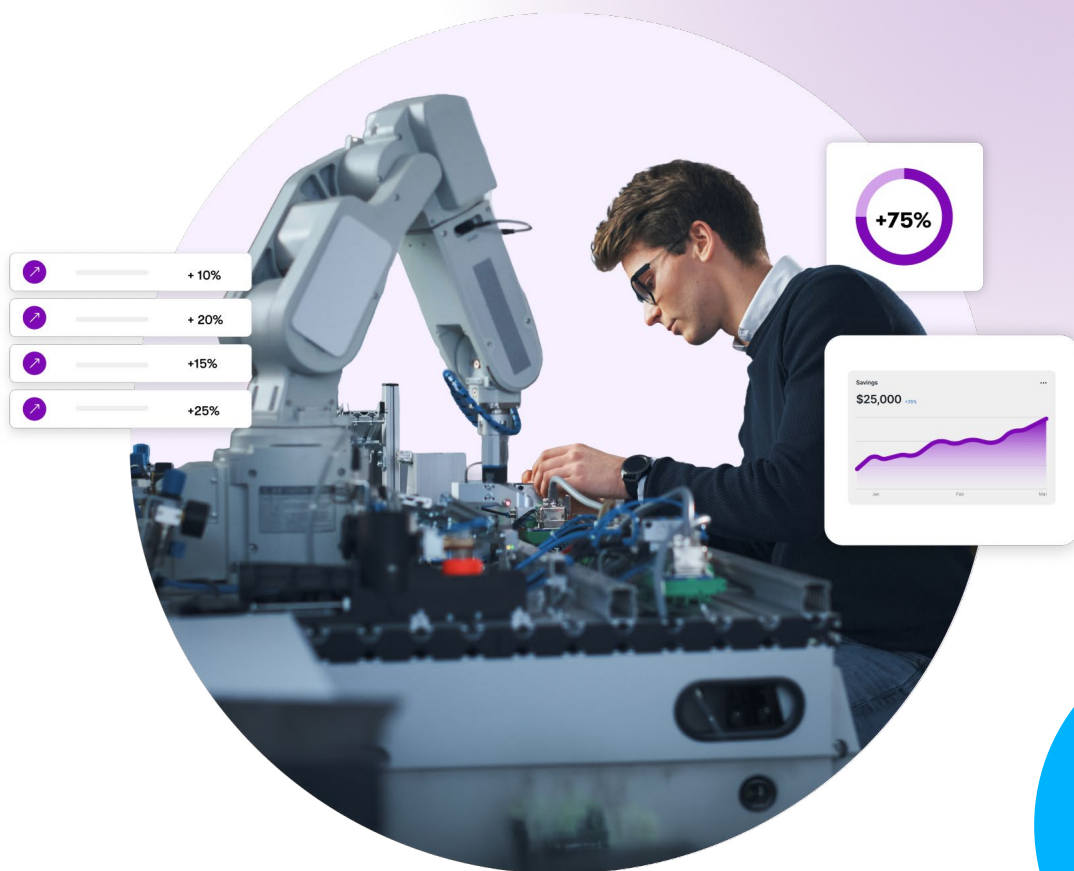




PLAYBOOK

The Manufacturer's Digital Growth Playbook.

Eight plays for turning your product knowledge into pipeline

kentico.com

What's Inside.

You digitized the factory.

Now digitize to improve the customer experience. 3

Play 1 Model your product content once, publish it everywhere...... 5

Play 2 Give dealers a portal, not a phone number...... 6

Play 3 Get found by humans and by machines...... 8

Play 4 Run every brand, market and language from one place...... 9

**Play 5 Turn your technical documentation
into your best salesperson.**..... 10

Play 6 Route the lead before it goes cold...... 11

Play 7 Put an agent on the accounts you can't cover...... 12

Play 8 Close the loop, or none of the above counts...... 13

Where to start...... 15

About Kentico...... 16

You digitized the factory. Now digitize to improve the customer experience.

Walk any modern plant floor and you'll find sensors on the line, predictive maintenance on the presses, and a dashboard that knows the unit count before lunch. Manufacturing did the hard part: it industrialized its own intelligence.

Then walk into the marketing department. You'll probably find a folder called Datasheets_FINAL_v4_USE_THIS_ONE and a distributor in Poland emailing to ask whether the 2023 spec sheet is still current, because the PDF on your website has a different torque rating than the one his rep gave him.

It isn't a technology gap. It's a location gap. The intelligence went into the operation and stopped at the loading dock.

That was survivable when buyers phoned a rep. Three things changed:

1.

Your buyer researched you first.

By the time a specifier makes contact, they've already sized you up against two competitors. Back in 2024, 66% of manufacturers planned to invest in customer portals that year, up from 50% the year before (Voice of Digital Leaders in Manufacturing, 2024). The intent is there; execution is where it stalls.

2.

Channels got more complicated, not less.

Direct-to-consumer didn't replace the dealer network.. You now run both, plus distributors, specifiers who never buy but decide, and an aftermarket that out-earns the lot. You now have five audiences and one marketing team.

3.

Search options expanded.

A growing share of buyers ask an AI assistant before they ask Google, and an assistant doesn't scan a page, it parses it. It can't read the torque rating baked into your product image. A decade of SEO work is now necessary, no longer sufficient.

How to use this guide.

Eight plays, one page each: the problem, the play, what to do, what to measure. Ordered so each makes the next easier, but you can independently choose to run three this quarter and leave the rest.



Two honest notes.

This is not a rip-and-replace argument: your ERP still works, and if you have a PIM, it stays the source of truth for product data. Almost everything here is about the customer-facing layer, and connecting it to systems you've already paid for.

The advice is also platform-neutral: every play works on whatever stack you run. We make a digital experience platform, so each play ends with a note on where ours fits; skip those and the playbook still stands.



PLAY 1

Model your product content once, publish it everywhere.

The problem

Your product data has a home. Your product content doesn't. Dimensions and SKUs live in the ERP or PIM; descriptions, application notes, images and translations live in a CMS, a shared drive, or someone's laptop. Change a product requires updates in six places (realistically four), but you forget two. That's how the Polish distributor got a different torque rating.

The play

Differentiate product data and product content, then give content a single location with structure so every channel pulls from one source.

Stays in your PIM / ERP

- SKUs, variants, attributes, price books, stock
- Product master data governance
- The truth about what the product is

Belongs in your content layer

- Descriptions, application notes, published specifications
- Images, video, downloadable assets
- Translations and market variants

Do this

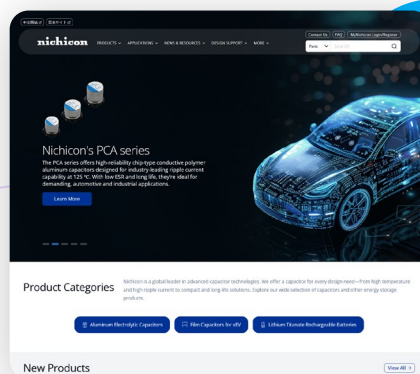
Count where your ten highest-revenue product descriptions exist (usually four to nine; that's your business case), design the content model first, write the integration boundary down with one line per field, then migrate one product family at a time and measure reuse, not just volume.

Where Kentico fits

In Xperience by Kentico this is Content Hub plus structured content types: product content modelled once, reused across sites, portals, emails and apps. It's headless-ready with full API support, so it connects to your PIM and ERP. AIRA, our built-in AI, handles repetitive tasks like tagging, categorization and multilingual variants.

Example

Nichicon (electronic components, partner EE Tech Group, Site of the Month, August 2025) consolidated multiple sites and integrated DigiKey and Mouser distributor feeds.



PLAY 2

Give dealers a portal, not a phone number.

The problem

Your dealer network is your sales force, supported by an email address and a rep who answers between meetings. So the dealer phones about stock, phones again about pricing, emails for a brochure and gets the wrong version. Every one of these tasks a database could handle at 2am on a Sunday.

The play

Give channel partners an authenticated self-service portal, with access governed by who they are: tiered pricing by agreement, region-specific documentation, co-brandable assets, order history, warranty and returns. Two rules: use credentials they already have, and keep data live.

Do this

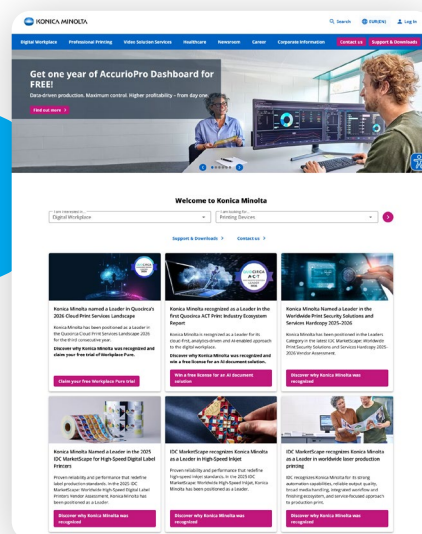
Ask ten dealers what they phone you about, in order of frequency, to prioritize. Map roles before features, ship the top three self-service actions first (usually current pricing, stock or lead time, and the right documentation version), budget for real-time integration as engineering work, and instrument failed searches to show what partners are missing.

Where Kentico fits

Xperience by Kentico supports secure portals with SSO and third-party authentication, so partners sign in with credentials they already have, and role-based permissions mean distributors see the correct pricing for their region. Assets flow from the Content Hub, so dealers can localize independently.

Example

Konica Minolta's European store (headless channel with Xperience by Kentico, partner PUXdesign, pricing localized per market) delivered a 70% reduction in running costs, 150+ locations supported, and 80% of business-related errors eliminated in seven months. The prior purchase process took up to 30 minutes.





**It gave us more
flexibility and
adaptability to
the local market.”**



Jiří Mocek.

Konica Minolta Business Solutions Europe GmbH



PLAY 3

Get found by humans and by machines.

The problem

On your site, search matches strings, not intent: a buyer searching “stainless fitting 3/4 inch” gets nothing because your catalogue says “19mm” and “AISI 316.” Off your site, buyers ask AI assistants to compare specifications and shortlist suppliers, and those systems can’t read a spec locked in a gated PDF or burned into an image, making your best content invisible.

The play

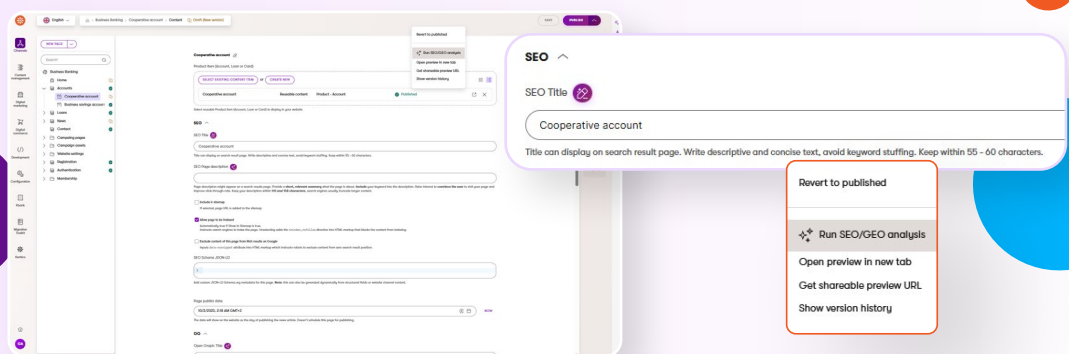
Treat traditional and AI search optimization as one job, because they share a root cause: content a machine can parse is content your site search can index and your buyers can filter. Optimizing for Generative Engine Optimization (GEO) matters because your product data is exactly the precise, comparison-ready material AI surfaces. In practice, GEO rewards what good technical writing already values: logical structure, semantic clarity, and factual precision.

Do this

Get specifications out of PDFs and images and into structured fields. This one simple change does more for SEO and GEO than anything else. Audit your twenty highest-intent product pages first, build search facets from your buyers’ language, mine zero-result searches monthly, set target keywords per language, and start reporting AI-assistant referrals now since you can’t backfill the trend line later.

Where Kentico fits

Xperience by Kentico includes an SEO & GEO Specialist, one of four AI specialists in the AIRA Agentic Marketing Suite. It reviews pages for SEO and generative engine optimization, scores ten dimensions of AI-parsability, and flags each as High Priority, Medium Priority or Quick Win, with an SEO Optimization Level and an AI Readability Level (Poor, Fair, Good or Excellent). Keyword Memory tracks target keywords per page and language.



PLAY 4

Run every brand, market and language from one place.

The problem

Growth by acquisition increases complexity: four brands, three platforms, two agencies, one tired marketing manager. A launch means the same announcement built for each market, published when possible. Brand consistency and regional compliance becomes increasingly difficult. In regulated markets, neither are optional.

The play

Consolidate your platform. What you want is one operational layer: shared content modelled once, local variation where it's needed, and governance that lets each market team move fast independently. Don't skip setting permissions by role and region on day one; retrofitting governance is a special kind of misery. And find a reviewer per language. AI translation is can draft at catalogue scale, which makes accountability and review for safety content more important.

Do this

Draw the real map of brands, sites, markets, languages and owners. Model shared content once (boilerplate, certifications, safety and sustainability claims, wherever compliance risk concentrates), decide what must vary by market and why, migrate the smallest brand first, and track time-to-launch per market.

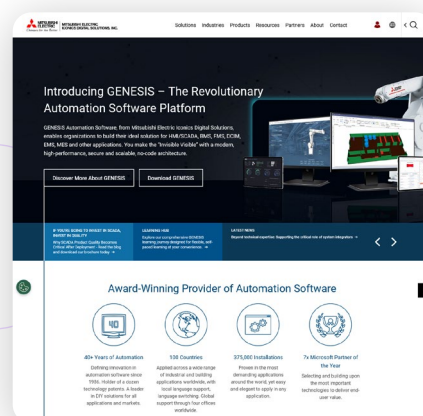
Where Kentico fits

Xperience by Kentico is built for multi-site, multi-region operation: manage many brands and languages from one admin interface, set permissions by role and region, and use an approval workflow for the audit trail. AIRA drafts translations and localization variants for review across specification pages in six languages, making it all possible at launch. Deployment stays your choice: SaaS or on-premises.

Example

Mitsubishi Electric ICONICS Digital Solutions (industrial automation software, partner BizStream, Site of the Month, March 2026) runs six languages and audiences across the Americas, Europe and Asia Pacific.

Konica Minolta localizes content and pricing per European market from one interface.



PLAY 5

Turn your technical documentation into your best salesperson.

The problem

You have thousands of pages of the most valuable content in your industry (manuals, spec sheets, application notes, troubleshooting guides, certifications), and you treat it as a cost centre: behind a form, in PDFs, unindexed, un-versioned. It's also the most-requested resource on your site and the strongest evidence of expertise. But it stays a mess because refreshing four thousand documents is an endless project.

The play

Treat technical content like a product. Structure it, publish it as pages rather than downloads, and version it visibly. Use AI for drafting, reformatting, alt text and tagging across diagrams, translation, and consistency checks across your library. And then, ungate your technical content. Gating specs hides your best content from the AI assistants in Play 3. Keep gating for configurators, ROI tools, design services.

Do this

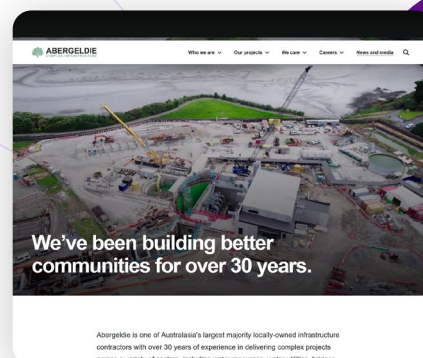
Rank what you have by downloads and by searches with no returns; a top twenty will do most of the work. Move those from PDF to structured page, put a visible revision date on every document (it earns trust, and fixes Play 1's torque-rating problem), ungate specifications, manuals and safety documentation, and translate the top twenty pages.

Where Kentico fits

AIRA covers the repetitive load inside Xperience by Kentico: text refinement, content transformation, image management (alt text and tagging at catalogue scale), and translation. The Content Strategist agent audits pages for tone, voice, structure, taxonomy and brand compliance, flags findings as Critical, Major, Minor or Suggestion, and produces reusable guidance.

Example

Abergeldie Complex Infrastructure (infrastructure contractor, Australia, partner Devotion, WordPress migration, June 2024) rebuilt its content operation on Content Hub, Form Builder and Algolia: 100% increase in average engagement time, 56% increase in career-initiated sessions, 25% increase in overall engagement rate.



PLAY 6

Route the lead before it goes cold.

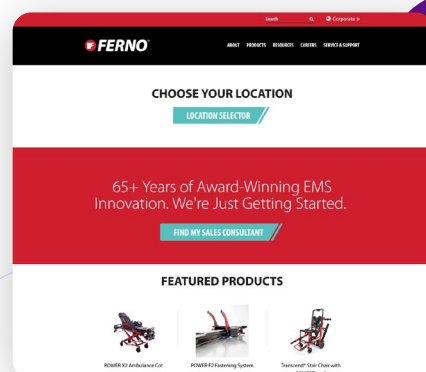
The problem A specifier submits your form at 4pm Thursday. It lands in a shared inbox. Monday, someone forwards it to a regional manager, who forwards it to the dealer they think covers that postcode. Wednesday, the dealer calls; your competitor has already spoken to them twice. Or the other failure: it goes to the wrong dealer, the right one never hears, and two months later someone asks why the network doesn't trust head-office leads. Same root cause: nobody designed the routing.

The play Design it explicitly, automate it, instrument it. Score and route enquiries by territory, product line, dealer capability and customer type, in minutes rather than days, with the context the dealer needs attached. Then close the loop: did they respond, and what happened? Three things make or break this. Define "qualified" with your sales team. Attach behaviour, not just form fields. Someone who read three spec sheets isn't someone who grabbed a brochure; the dealer who opens with the right question wins the call. Require outcome feedback, one field; without it, Play 8 is impossible.

Do this Measure the real median from submission to dealer contact. Write the routing rules down and decide tiebreaks, enforce a visible SLA with auto-escalation at 24 hours, make the outcome field mandatory: won, lost, unqualified, no contact.

Where Kentico fits Segmentation, marketing automation and workflow are built into Xperience by Kentico rather than bolted on, so scoring, routing, nurture and escalation run against the same contact data as your content and forms, and the handoff lands in the Play 2 portal.

Example **FERNO** (pre-hospital emergency care equipment, partner BizStream) consolidated six websites onto one Kentico site with HubSpot, SharpSpring and Zoho CRM integrations: **62% increase in sales leads, 75% increase** in new visitors in the first month, **22% decrease in bounce rate**. The lift came from consolidation and CRM integration.



PLAY 7

Put an agent on the accounts you can't cover.

The problem Named accounts get attention. Top dealers get attention. But smaller accounts, dormant specifiers, and one-time distributors aren't nurtured though they bring revenue. So you tried marketing automation, but discovered automation without content is only a scheduling tool.

The play Know the distinction between generative and agentic AI. Generative AI produces content. Agentic AI understands context, retains memory, and takes action by executing defined tasks. For a team with ideas and limited capacity, agentic AI is a great resource. Two capabilities do the work on the long tail. Institutional memory: campaigns judged against a brief and history, so the same lesson isn't repeated. And diagnose rather than describe: use AI tools that describe why a journey drops off instead of just showing a funnel with a gap in it.

Before adopting agentic AI, demand human review before publishing; role-based permissions; a real audit trail; the ability to switch capabilities off; visible usage reporting to get clear answers on what the agent is doing and how your data is handled.

Do this Segment into groups you can maintain: start with one segment and one goal, define the brief up front so the report has something to measure against, feed it content from Plays 1 and 5, and fix the leak in your best journey before building new ones.

Where Kentico fits The AIRA Agentic Marketing Suite embeds four specialists in Xperience by Kentico: Content Strategist (tone, structure, taxonomy, brand compliance; Standard and Advanced), Customer Journey Optimization Specialist (flags drop-offs and explains why; Advanced only), SEO & GEO Specialist (Play 3; Standard and Advanced), and Campaign Manager (builds the brief, tracks and reports against it and past campaigns; Advanced only).

To work with this checklist, agents propose, marketers review, approve and launch. Role-based permissions, a transparent audit trail, per-agent control (including the ability to disable any agent globally), and a transparent credit system for usage visibility. AIRA runs in Microsoft Azure across SaaS and private cloud, supporting GDPR, CCPA and ISO standards with full auditability.

Pricing is credit-based rather than per-seat, and every licence includes 200,000 complimentary credits a year, so you can test before you budget.

PLAY 8

Close the loop, or none of the above counts.

The problem

This is the play that decides your budget. A dealer closes a large order; somewhere at the start, someone downloaded a spec sheet, but nobody can prove the connection. So marketing presents traffic at the budget review, finance asks about revenue, and the conversation ends inconclusively. In indirect channels this is challenging, since the sale completes in a different system.

The play

Aim for defensible attribution, not perfect. The front half you already own: which content, which campaign, which journey. The back half comes from Play 6's outcome feedback. The middle is judgement, and it works only when you state its limits. So pick a model and publish its limits: first-touch, last-touch or multi-touch, say which, and say what it misses. Then report in the language of the business: pipeline, cost per qualified lead, dealer conversion, and revenue influenced.

Do this

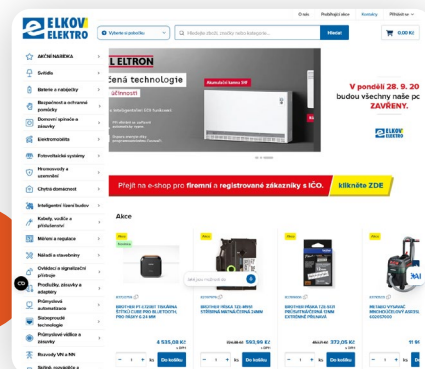
Agree the metrics with sales and finance before anything. Get outcome data back from dealers; run journey analysis quarterly, build one dashboard for the board, one for the team, and report the misses, since that's what credibility is built on.

Where Kentico fits

Analytics, customer journey tracking and marketing automation are built into Xperience by Kentico, so the front half of the loop doesn't need assembling. The Customer Journey Optimization Specialist explains where journeys stall; the Campaign Manager compares each campaign against its brief and past history, so reporting compounds into knowledge instead of resetting every quarter.

Example

Elkov Elektro (electrical distribution, Czech Republic, partner Bluesoft, Site of the Month, December 2025) integrates its ERP via myWAC and Azure Service Bus, with REST APIs for products, orders and logistics. That's the pipe this play needs.



The KPI dashboard.

Print this. Fill in your baselines before you start anything.
The empty middle column is the most important part of this book.

Play	Headline metric	Your baseline	Target
1. Product content	Places a product description exists		1
2. Dealer portal	Active dealers ÷ total dealers		> 60%
3. Findability	On-site search success rate		> 70%
4. Multi-brand scale	Time to launch in a new market		Weeks → days
5. Technical content	Organic entries via technical content		Top-three entry point
6. Lead routing	Median submission → dealer contact		< 1 hour
7. Agentic nurture	Accounts under active nurture		Up sharply
8. Closed loop	Revenue influenced by digital		Defensible figure

Baseline before you build, retro-fitting a starting point is guesswork and everyone knows it. One headline metric per play for the board, the rest for the team. Review quarterly; most of these move on a slower clock than a marketing dashboard suggests.

Where to start.

Eight plays is a two-year program, not a quarter. Nobody runs them all at once, and the manufacturers who try tend to finish none of them. Pick your entry point by what's broken.

Dealers phone you for things a database could answer → Play 2.

Clearest ROI conversation, because rep hours are a number your CFO already understands.

Product content lives in six places → Play 1. Everything downstream gets easier, and every other play gets harder if you skip it.

Traffic is flat and you're not sure AI search finds you → Play 3.

Audit twenty pages this week. Costs you an afternoon.

You can't prove any of this pays → Play 8, starting with baselining.

Not glamorous. Decide your budget.

Whatever you pick, write down where you're starting from. The most common way this program fails isn't picking the wrong play, it's running the right one, improving something real, and having no number to prove it.

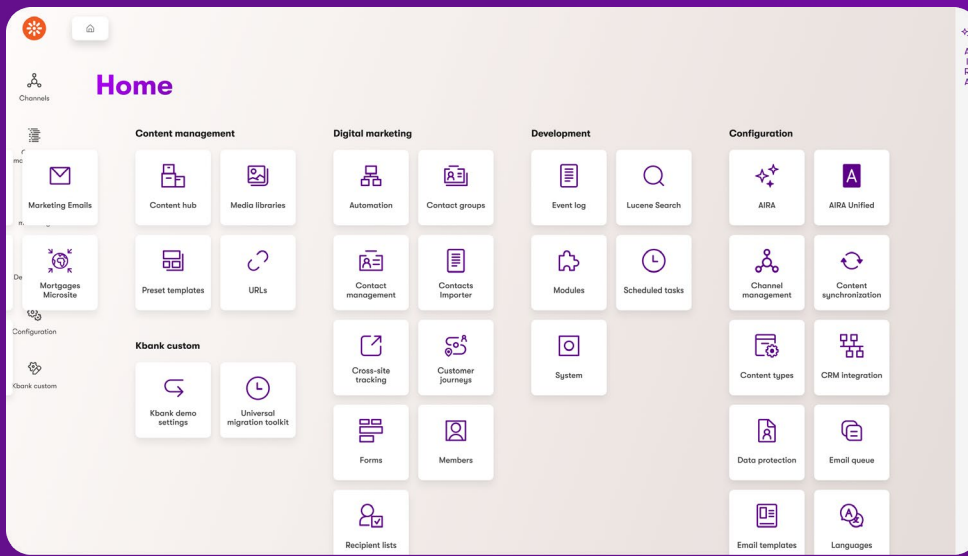
And if you want a second opinion on which of these your organization is ready for, we're happy to have that conversation.

Book a 1-on-1 conversation
with a Kentico specialist

BOOK A DEMO

About Kentico.

Kentico is a content management system with built-in digital marketing, native commerce, and AI agentic capabilities that help deliver personalized customer experiences through websites, microsites, emails, apps, digital kiosks, and other channels. It replaces multiple disconnected tools with a unified solution that reduces technology complexity and improves team productivity.



Empower your team to create engaging experiences while eliminating time-consuming tasks with a comprehensive platform that is easy to learn and use, powered by built-in AI agentic capabilities that streamline marketing workflows. Tailor content, commerce experiences, and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints—reaching your customers on their favorite channels, any time, anywhere. Kentico consolidates multichannel content management, digital marketing, and commerce capabilities in a single solution, helping your team achieve more with fewer processes and less technology.

H.Q

Kentico software s.r.o.
Nové sady 996/25
602 00 Brno
Czech Republic

CZ

Kentico software s.r.o.
FLEKSI BETA
Beta Building
Vyskocilova 1481/4
140 00 Praha 4-Michle

US

Kentico Software, LLC
15 Constitution Drive,
Suite 2C
Bedford, NH 03110
United States

UK

Kentico Software Ltd
One London Square
Cross Lanes
Guildford, Surrey,
GU1 1UN
United Kingdom

Germany

Kentico Software GmbH
c/o Schnorbus Helmhold
Wardemann PartGmbH
Kanalstraße 2
41460 Neuss

APAC

Kentico Software Pty Ltd.
83 Mount St, Level 4
North Sydney, NSW 2060
Australia



kentico.com