NEW WAY GROWTH

DOC **NWG-CRC-31** SECTOR **MANUFACTURING** SHEETS **10** STATUS **RELEASED**

31

PRODUCTION-READY CONTENT IDEAS

That keep your manufacturing brand *visible* — without taking a single machine off the job.

Thirty-one ideas built for people who make things for a living. Each one comes with the format, the channel, the effort it takes and a line you can actually post. No strategy workshop required. Start at operation one.

SIX STATIONS — THIRTY-ONE OPERATIONS — ONE PHONE

PREPARED BY	WRITTEN FOR	TIME TO FIRST POST	KIT REQUIRED
New Way Growth newwaygrowth.com	Manufacturing MDs & marketing leads	Under 30 minutes	One phone

CONTENT ROUTE CARD · REV 01 · ISSUE 2026

HOW TO RUN THIS

Ideas are cheap. A rhythm is what actually keeps you visible.

Most manufacturers post in bursts: three weeks of activity after an exhibition, then silence until the next one. Buyers notice the silence more than the burst. What follows is built to be worked through in order, one operation at a time, by someone who has a day job.

3×

A WEEK IS PLENTY

Three posts a week keeps you in front of a buying committee that checks LinkedIn on a Monday and forgets you by Thursday. Thirty-one ideas covers ten weeks at that pace.

60/30/10

THE MIX THAT WORKS

Sixty per cent proof and process, thirty per cent teaching, ten per cent asking for something. Get the ratio wrong and the feed reads like a brochure nobody requested.

10 min

CAPTURE, THEN DECIDE

Ten minutes walking the floor with a phone on a Friday gives you a month of raw material. Film first. Work out the caption later, at a desk, with a coffee.

THE SIX STATIONS

01	SHOP FLOOR PROOF	Ideas 01–06 · Sheet 03
02	TECHNICAL AUTHORITY	Ideas 07–12 · Sheet 04
03	PROOF THAT CONVERTS	Ideas 13–18 · Sheet 05
04	THE PEOPLE ON THE FLOOR	Ideas 19–23 · Sheet 06
05	POINT OF VIEW	Ideas 24–28 · Sheet 07
06	MAKE IT GO FURTHER	Ideas 29–31 · Sheet 08

BEFORE YOU POST ANYTHING

Agree once, in writing, what can and cannot leave the building: customer names, tooling, drawings, faces on the shop floor. One page signed off by the MD saves you asking permission every single Friday — and it is the reason most manufacturing content dies before it is posted.

01 SHOP FLOOR PROOF

Your buyer will never get a site visit. Show them the floor instead.

IDEAS 01–06

OP 01 — THE ONE-CYCLE FILM

Film a single machine cycle from start to finish. No music, no voiceover, no cuts.

> One cycle. 41 seconds. Six thousand of these leave here every week.

VERTICAL VIDEO · 30–60S LINKEDIN EFFORT ● ○ ○

OP 02 — FIRST-OFF INSPECTION

Film the first-off check: the gauge going on, the reading, the sign-off.

> This is the check that happens before we make the other 4,999.

VIDEO · 45S LINKEDIN + SITE EFFORT ● ● ○

OP 03 — RAW TO READY

One frame, two halves. Billet, coil or blank on the left. Finished part on the right.

> Left: 14kg of billet. Right: a 2.3kg part. The rest went in the bin, on purpose.

SINGLE IMAGE LINKEDIN + INSTAGRAM EFFORT ● ○ ○

OP 04 — THE CHANGEOVER

Time a tool change and talk through what makes it slow, and what you did about it.

> We took this changeover from 90 minutes to 22. Here's what we stopped doing.

VIDEO + CAPTION LINKEDIN EFFORT ● ● ○

OP 05 — SOUND OF THE FLOOR

Post 20 seconds of audio from a process and ask people to name it.

> Sound on. Guess the process. Wrong answers strongly encouraged.

VIDEO · 20S LINKEDIN EFFORT ● ○ ○

OP 06 — SIX PHOTOS, ONE SHIFT

First machine on to last pallet out. Six images, six one-line captions.

> 05:58. The first machine goes on before the kettle does.

CAROUSEL · 6 SLIDES LINKEDIN EFFORT ● ● ○

STATION NOTE

Nothing here needs a film crew. A phone held still, in landscape, with the machine guard closed and no one walking through the shot will out-perform a £4,000 corporate video every time.

02 TECHNICAL AUTHORITY

IDEAS 07–12

Teach your buyer something they can repeat in their next internal meeting.

OP 07

DRAWING DECODED

Take one callout from a technical drawing and explain what it commits both sides to.

> This one symbol on your drawing added three weeks to the lead time.

ANNOTATED IMAGE · LINKEDIN + NEWSLETTER · EFFORT ● ● ○

OP 08

WHAT TOLERANCE COSTS

Same feature, two tolerances, two prices. Show the number, not the principle.

> ±0.5mm or ±0.05mm. Same part. Not the same invoice.

IMAGE + SHORT POST · LINKEDIN · EFFORT ● ● ○

OP 09

MATERIAL SWAP

When to move up or down a grade, what it saves, and when it's a false economy.

> Nine times out of ten you don't need 316. This post is about the tenth.

TEXT POST · LINKEDIN + NEWSLETTER · EFFORT ● ○ ○

OP 10

FIVE QUESTIONS BEFORE WE QUOTE

Publish your actual qualifying questions. It filters buyers and speeds up quoting.

> Answer these five and we can quote in 24 hours instead of ten days.

CAROUSEL · 5 SLIDES · LINKEDIN + SITE · EFFORT ● ● ○

OP 11

THREE HABITS THAT ADD COST

Design-for-manufacture fixes: drawing habits that cost money and do nothing for the part.

> Three things on your drawing that cost you money and do nothing for the part.

CAROUSEL · 4 SLIDES · LINKEDIN · EFFORT ● ● ○

OP 12

WHERE THE LEAD TIME GOES

Break a quoted lead time into its real blocks. Buyers assume it is all machining.

> Eight weeks: one machining, five waiting on material, two finishing and test.

SIMPLE BAR GRAPHIC · LINKEDIN + SITE · EFFORT ● ● ●

STATION NOTE

Teaching posts feel like giving away the shop. They aren't. Buyers who understand what drives your price argue about it less, and they arrive at the first call already halfway sold.

03 PROOF THAT CONVERTS

IDEAS 13–18

Buyers discount adjectives. They do not discount numbers with a name attached.

OP 13

THE ONE-NUMBER CASE STUDY

One customer, one metric, one photo, four sentences. Nothing else.

> Scrap rate: 6.1% to 0.4%. Same part, same customer, one fixture change.

IMAGE + SHORT POST · LINKEDIN + SITE · EFFORT ● ● ○

OP 14

THE RESCUE JOB

A part another supplier couldn't hold, couldn't deliver, or couldn't quote.

> It reached us after two suppliers and a missed launch. It shipped in eleven days.

TEXT + PHOTO · LINKEDIN · EFFORT ● ● ○

OP 15

THE CUSTOMER, IN THEIR WORDS

Forty seconds of your customer on camera. Phone footage is fine. Unpolished is better.

> We asked what nearly stopped them working with us. This was the answer.

VIDEO · 40S · LINKEDIN + SITE · EFFORT ● ● ●

OP 16

THE COST-DOWN

How you took money out of a part without taking quality out of it.

> £1.84 a unit. Forty thousand units a year. That's the whole post.

TEXT POST · LINKEDIN · EFFORT ● ○ ○

OP 17

WHAT THE CERTIFICATE BUYS THEM

Translate your accreditation out of audit language and into buyer language.

> ISO 9001 doesn't mean we're never wrong. It means you hear it from us first.

TEXT + PHOTO · LINKEDIN + SITE · EFFORT ● ○ ○

OP 18

THE JOB THAT WENT WRONG

A failure, its root cause, and the control that exists today because of it.

> We shipped 200 parts out of spec in March. Here's the check that exists now.

TEXT POST · LINKEDIN · EFFORT ● ● ○

STATION NOTE

One named customer beats ten anonymous ones. If approval is slow, describe the sector and the problem instead — "a tier-one automotive customer" still carries weight, "a leading client" does not.

04 THE PEOPLE ON THE FLOOR

IDEAS 19–23

Trust and recruitment come from the same content. Post once, solve twice.

OP 19

TWENTY YEARS, ONE MACHINE

Profile the operator with the longest run on a single machine. Use their name.

> Dave has been on this grinder since 2004. He hears a problem before the gauge sees it.

PHOTO + TEXT LINKEDIN EFFORT ● ● ○

OP 20

APPRENTICE DIARY

A short monthly update written by your apprentice, in their own words. Don't edit the voice out.

> Month three: I've stopped being scared of the mill. Month one, I definitely was.

TEXT + PHOTO · MONTHLY LINKEDIN EFFORT ● ○ ○

OP 21

THE JOB AD THAT ISN'T A JOB AD

Show the work, the shift and the kind of person who is good at it. Link at the end.

> We're not looking for experience. We're looking for someone who notices things.

VIDEO OR PHOTO SET LINKEDIN + INDEED EFFORT ● ● ○

OP 22

HANDOVER

The same job seen by two shifts. Nights and days, side by side.

> Nights left a note for days. This is what was on it.

PHOTO + TEXT LINKEDIN EFFORT ● ○ ○

OP 23

THE MILESTONE

Long service, first sign-off, first solo setup. Name the person and say what it took.

> Rob signed off his first solo setup today. Two years ago he was stacking shelves.

PHOTO + TEXT LINKEDIN EFFORT ● ○ ○

STATION NOTE

Get written sign-off once, not every time. One page covering photography, first names and filming on the floor saves you asking a shift supervisor every Friday.

05 POINT OF VIEW

A supplier with an opinion gets remembered. A supplier without one gets compared on price.

IDEAS 24–28

OP 24 — REPLY TO THE NEWS

Take an industry headline this week and answer it from your own order book.

> The report says reshoring is up 14%. Here's what that looks like from our floor.

TEXT POST · LINKEDIN · EFFORT ● ○ ○

OP 25 — THE INPUT COST EXPLAINER

Show how energy, steel or freight actually moves a quote. Buyers rarely see this.

> Electricity is 19% of the cost of this part. That's why quotes expire in 30 days.

TEXT + SIMPLE CHART · LINKEDIN + NEWSLETTER · EFFORT ● ● ●

OP 26 — THE SHOW TRIO

Three posts around one exhibition: what you're bringing, what you saw, what you'll change.

> Three things I heard on the stand that we'll be acting on by Friday.

3 POSTS · BEFORE, DURING, AFTER · LINKEDIN · EFFORT ● ● ○

OP 27 — MYTH, BUSTED

Take the objection you hear most often and answer it with landed cost, not opinion.

> 'UK manufacturing is too expensive.' Compare landed cost, not unit price.

TEXT POST · LINKEDIN · EFFORT ● ● ○

OP 28 — WHAT CHANGED THIS YEAR

Your honest read on the sector from where you stand, not from a market report.

> Three things that were true about our market in January and aren't true now.

TEXT POST · QUARTERLY · LINKEDIN + NEWSLETTER · EFFORT ● ● ○

STATION NOTE

Opinion posts carry risk, which is exactly why they travel. Pick a position you can defend with something on your own shop floor and you'll never be caught out.

06 MAKE IT GO FURTHER

IDEAS 29–31

Most manufacturers don't have a content problem. They have a distribution problem.

OP 29

THE SALES EMAIL, PUBLISHED

The answer you typed to a customer this week is already the post. Strip the name and publish it.

> A customer asked this yesterday. The answer is useful enough to give away.

TEXT POST · LINKEDIN + NEWSLETTER · EFFORT ● ○ ○

OP 30

ONE FILM, FIVE POSTS

Cut a single site visit into five assets before you shoot anything new.

> Wide shot. Close-up. The operator talking. The finished part. The bit we got wrong.

5 ASSETS FROM 1 SHOOT · ALL CHANNELS · EFFORT ● ● ○

OP 31

THE QUARTERLY ROUND-UP

Everything shipped, hired, installed or certified in ninety days. One post, one email.

> Q3: two new machines, four new customers, one apprentice, zero missed deliveries.

TEXT + PHOTO · QUARTERLY · LINKEDIN + NEWSLETTER · EFFORT ● ● ○

THE REPURPOSING MAP

ONE 20-MINUTE SHOOT → FIVE ASSETS

Asset 01	Asset 02	Asset 03	Asset 04	Asset 05
THE WIDE SHOT	**THE CLOSE-UP**	**THE OPERATOR**	**THE FINISHED PART**	**THE OUTTAKE**
The floor, running. Establishes scale before anything else.	Tool meeting material. This is the one people stop for.	Twenty seconds to camera on what they're making.	Clean background, good light, on a bench.	The take you'd normally delete. Post it on a Friday.

BEFORE YOU HIT PUBLISH

- ☐ Does the first line still work with the image hidden?
- ☐ Would a buyer follow it without knowing your machines?
- ☐ Is there one ask at the end, or none? Never two.
- ☐ Is there one real number in it?
- ☐ Have you named a person, a part or a customer?
- ☐ Would you be happy sending it straight to a customer?

STATION NOTE Before you commission anything new, count what you already have. Most manufacturers are sitting on a quarter of content in their camera roll and their sent folder.

WORKSHEET

The 31-day run sheet

Print this page and pin it where the kettle is. The station tag on each day keeps the 60/30/10 mix honest — write in the idea number you're using and the date it goes out. If you post three times a week rather than daily, the same sheet covers ten weeks.

01 SHOP FLOOR PROOF **02** TECHNICAL AUTHORITY **03** PROOF THAT CONVERTS **04** THE PEOPLE ON THE FLOOR **05** POINT OF VIEW **06** MAKE IT GO FURTHER

01 ST 01 IDEA NO. / DATE	02 ST 02 IDEA NO. / DATE	03 ST 03 IDEA NO. / DATE	04 ST 01 IDEA NO. / DATE
05 ST 04 IDEA NO. / DATE	06 ST 05 IDEA NO. / DATE	07 ST 06 IDEA NO. / DATE	08 ST 01 IDEA NO. / DATE
09 ST 02 IDEA NO. / DATE	10 ST 03 IDEA NO. / DATE	11 ST 01 IDEA NO. / DATE	12 ST 04 IDEA NO. / DATE
13 ST 02 IDEA NO. / DATE	14 ST 03 IDEA NO. / DATE	15 ST 01 IDEA NO. / DATE	16 ST 05 IDEA NO. / DATE
17 ST 02 IDEA NO. / DATE	18 ST 03 IDEA NO. / DATE	19 ST 04 IDEA NO. / DATE	20 ST 01 IDEA NO. / DATE
21 ST 06 IDEA NO. / DATE	22 ST 02 IDEA NO. / DATE	23 ST 03 IDEA NO. / DATE	24 ST 01 IDEA NO. / DATE
25 ST 04 IDEA NO. / DATE	26 ST 05 IDEA NO. / DATE	27 ST 02 IDEA NO. / DATE	28 ST 03 IDEA NO. / DATE
29 ST 01 IDEA NO. / DATE	30 ST 06 IDEA NO. / DATE	31 ST 05 IDEA NO. / DATE	Day 32 **REVIEW, THEN START AGAIN AT OPERATION ONE**

NEXT OPERATION

You don’t have a content problem. You have a *rhythm* problem.

Every manufacturer we work with already has the material: the machines, the people, the jobs nobody else could quote. What’s missing is a system that turns it into something buyers see every week without it landing on someone who already has a full-time role.

01

WORK THE SHEET

Take the run sheet and commit to four weeks. Four weeks is long enough to know whether the rhythm holds or whether it needs help.

02

MEASURE TWO THINGS

Inbound enquiries that mention something they saw, and applications from people who already know what you make. Ignore likes entirely.

03

THEN HAND IT OVER

When the ideas outrun the hours, that’s the point to bring in help — not before. We build and run the whole engine for manufacturers.

IF YOU ONLY EVER DO THREE OF THEM

OP 01	**THE ONE-CYCLE FILM.** Proof you exist, you make things, and the machines are running today.
OP 13	**THE ONE-NUMBER CASE STUDY.** Proof you are worth the risk of changing supplier.
OP 29	**THE SALES EMAIL, PUBLISHED.** Proof you already understand the problem they arrived with.

NEW WAY GROWTH

Marketing built for manufacturers — brand, content and demand generation for businesses that make things. Book a conversation and we’ll audit the last ninety days of your visibility, free.

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