



MANUFACTURING
GROWTH

SEO, GEO & DIGITAL
ADVERTISING
STRATEGIES THAT
DRIVE LEADS

// YOUR PRESENTERS



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// WHAT WE WILL COVER TODAY...

- + What Generative Engine Optimization (GEO) is and how it differs from traditional SEO.
- + How user search behavior is shifting with the rise of generative AI tools.
- + Practical GEO strategies to future-proof website content for AI visibility, without abandoning proven SEO fundamentals.
- + How businesses can maintain trust and authority in a search environment where visibility may come without clicks.
- + Why human-centered, helpful content still wins, even in an AI-first world.
- + How digital advertising can be leveraged to build awareness and leads.



**// HAVE YOU USED AI TO ANSWER A
QUESTION IN THE LAST 6 MONTHS?**

A vertical bar on the left side of the slide with a gradient from light green at the top to orange at the bottom.

**// DID YOU CLICK THROUGH TO A
WEBSITE FOR YOUR ANSWER?**

// SHIFTING SEARCH BEHAVIOR



- + Rise of zero-click searches
- + The game has changed to be about visibility in AI answers – not just ranking in the search results.

// ZERO-CLICK SEARCHES

- + A zero-click search happens when a user gets the information they need directly in search results or an AI-generated response without visiting a website.
- + AI search condenses this step by synthesizing a complete answer from a few trusted sources.
- + This means fewer opportunities to capture website visits and a greater need to ensure your information appears directly in these AI-generated results.



// REVIEW: SEO FOR MANUFACTURERS

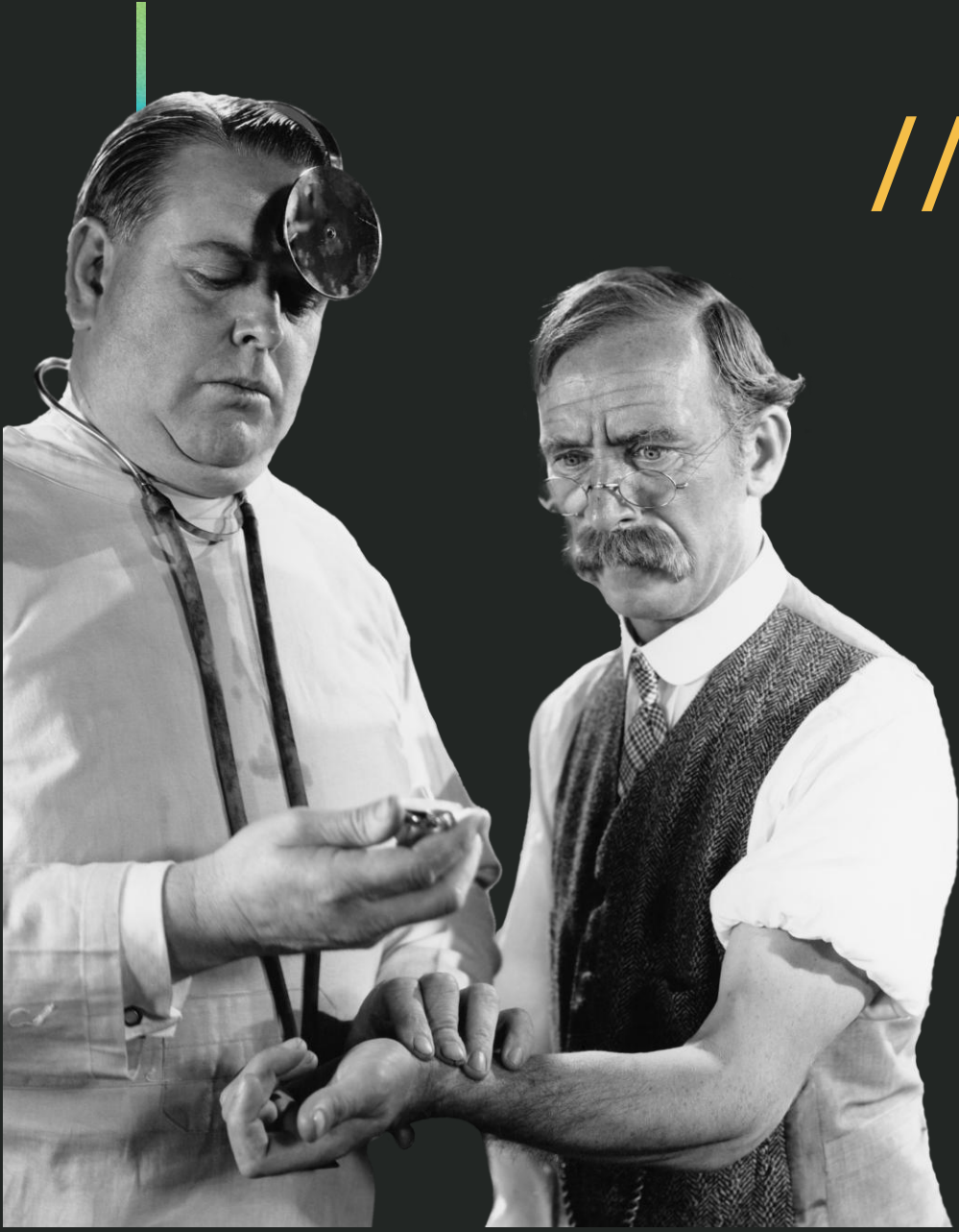
- + SEO is the work of optimizing a website's organic visibility in search engines like Google.
- + For manufacturers, this means tailoring your website and content so that it appears in specific searches made by engineers, procurement managers, and other stakeholders.
- + Focusing on both content and technical performance helps make your site more likely to be indexed, which makes it possible for your products and services to be highlighted by Google.

// WHAT IS GEO?

GEO stands for Generative Engine Optimization and refers to the practice of optimizing your content to be visible, authoritative and useful enough to be included in an AI-generated response.

No matter what you call it, the name of the game is about having your content appear in AI answers rather than getting your website to appear at the top of the search results.





// WHY GEO MATTERS NOW

- + AI-driven search changes the rules for content discovery and attribution.
- + Generative AI tools often deliver answers instantly, bypassing the need for users to visit multiple sites.
- + For manufacturers, the stakes are high: if AI presents inaccurate or incomplete information, customer and business decisions could be impacted.

// INDUSTRIAL SEO/GEO VS CONSUMER-FOCUSED SEO/GEO

- + B2B SEO/GEO is dealing with a very unique buying process.
- + Consumers typically want quick answers to find the best deal to make a transaction.
 - + *“What running shoes should I get?”*
- + B2B buyers are typically more technical, asking to make sure a product meets specific requirements.
 - + *“strip till units with a dual opener”*

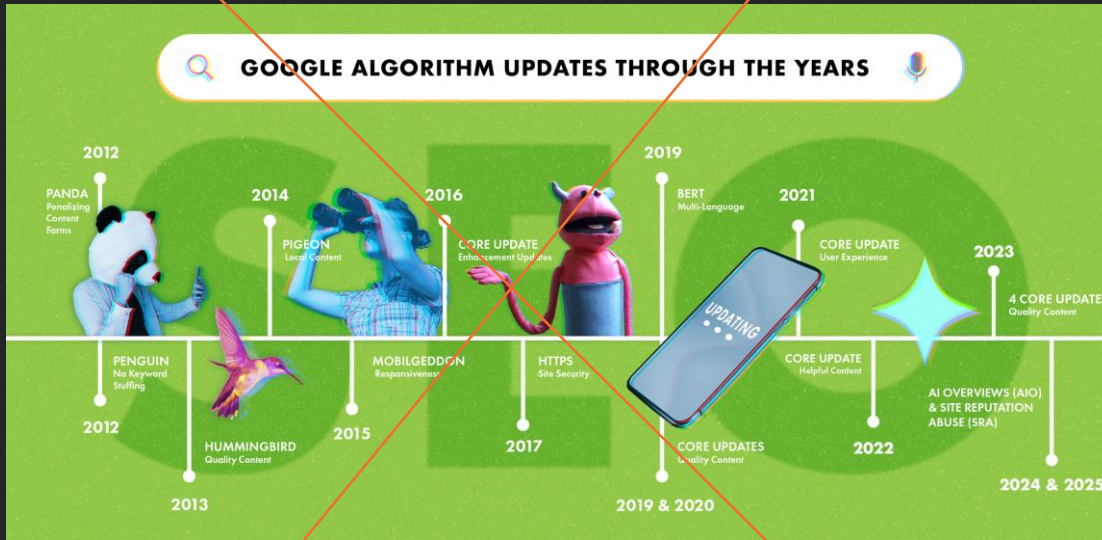




// TRADITIONAL SEO VS GEO

While there are optimization strategies that work better for AI vs traditional SEO, most of the SEO best practices remain the same. The biggest difference is how people interact with search.

- Traditional SEO optimizes for search engines to drive traffic via rankings and clicks.
- GEO optimizes for AI systems to ensure visibility and proper citation in generated answers.
- Both require high-quality, trustworthy content, but GEO places greater emphasis on structure, clarity, and answerability.
- For GEO, content is KING!



AN UPDATE...ON GOOGLE'S CORE UPDATES

Google has made it clear that it will not roll out big algorithm updates anymore. Instead, the focus will be on small, consistent changes to the search environment, with the ultimate goal of summarizing and synthesizing web content as much as possible.

- + Blue links to featured snippets to AI Overviews
- + Accelerated “answers without clicks”
- + Optimize for AI crawlers AND search engines
- + Emphasis on human-crafted content
 - + AI and search engine responses do not prioritize AI-created content

// A NEW KIND OF ANSWER ENGINE

Unlike traditional search engines, LLMS generate content-based responses.

When you ask ChatGPT or another AI chat a question, it scans vast swaths of the internet to construct an answer. It's as if you have done thousands of Google searches all at once. Your content won't just be one snippet option in the search results; it will be part of the answer itself.



AI Overview



// FINDING SOURCES IN AI ANSWERS

- + AI tools often include citations, but they are not always easy to find. Sometimes they are embedded in text, small footnotes, or expandable sections.
- + Many users do not click through to verify these sources, relying entirely on the AI summary.

What should I look for in a custom metal fabrication company?

AI Mode All Shopping Short videos Images Forums Videos More Tools

AI Overview

When choosing a custom metal fabrication company, you should look for one that offers complete in-house manufacturing capabilities, relevant project experience, certified quality standards, and transparent communication. You can read more details in [The Complete Guide to Custom Metal Fabrication](#). All Metals Fabrication

Key Factors to Evaluate

- **In-House Capabilities:** Look for a "one-stop shop" that handles cutting (laser, plasma, or waterjet), CNC machining, bending, welding, and finishing under one roof to avoid delays and miscommunication. www.tmcinc.com +2
- **Experience and Materials:** Verify that the shop has worked with the specific metals your project needs, such as aluminum, stainless steel, or carbon steel. Atscott Mfg. Inc. +1
- **Certifications and Quality:** Check for industry standards and quality systems like ISO 9001, AWS (American Welding Society), or ASME depending on your sector. Atscott Mfg. Inc. +2
- **Communication:** Choose a responsive partner that provides clear project management, realistic timelines, and regular progress updates. JR Metal Works +1

If you'd like to narrow this down, tell me:

- What **type of project or product** you are building
- Which **metals** you plan to use (aluminum, steel, etc.)

I can give you more specific questions to ask your fabricator.

Die Co., Inc.
The Top Qualities a Metal Fabrication Company Should Have
Check if it is spacious enough to meet your business requirements with no risk of production issues. Also,...

Atscott Mfg. Inc.
How to Choose the Right Metal Fabrication Partner for Your Project
Look for a metal fabrication partner that aligns with the specific needs of your job...

JR Metal Works
How to Choose the Right Metal Fabrication Partner
Sep 10, 2020 — Communication. When it comes to your project's execution and...

www.tmcinc.com
Hiring a Metal Fabricator: 5 Things Procurement Teams Miss
Dec 16, 2025 — 2. In-House Capabilities and Technology. Not all fabrication shop...

All Metals Fabrication
Show less

// VISIBILITY VS. SOURCES

- + Visibility means having your business mentioned in an AI response.
- + Being a source means that the AI tool is using your content in its response and citing your website as a source.
- + The most effective GEO strategies aim for both—ensuring you are part of the conversation while also receiving proper attribution.



// LONG, COMPLEX BUYING CYCLES

- + At baseline, the buying process in industrial sales can last weeks or months and usually involve many search queries. Prospects run multiple technical searches, reading documentation and comparing suppliers.
- + This process is further lengthened with AI as much of that initial product research is now done through AI chats. Prospects will eventually land on your website, but only if they consistently see you cited in AI responses.

// CRAFTING CONTENT FOR AI OPTIMIZATION

- + Writing with the user's exact queries in mind
- + Providing specific, concise answers
- + Structuring content with headings, lists, and tables
- + Leveraging schema markup to improve machine readability
- + Formatting pages to maximize AI citation potential



// ACCESSIBILITY IN CONTENT CREATION

Keep web accessibility in mind

- + Ensure that every aspect of the content is accessible to readers, no matter their ability.
- + Essential for a blog's SEO and for AI crawlers to be able to trust and access the information.





// WRITE WITH QUERIES IN MIND

- + Craft content to directly answer the exact questions your audience is asking.
- + Do prompt research to familiarize yourself with not only what people are asking but how they ask.
- + For manufacturers, utilizing technical language proves expertise and reflects the precise way that potential customers research and search.



// ANSWER SPECIFICALLY

- + Each section or page should answer one primary question clearly and directly.
- + AI favors short, fact-rich responses that are easy to lift into its answers.
- + Avoid burying key answers deep within long paragraphs or unrelated content.



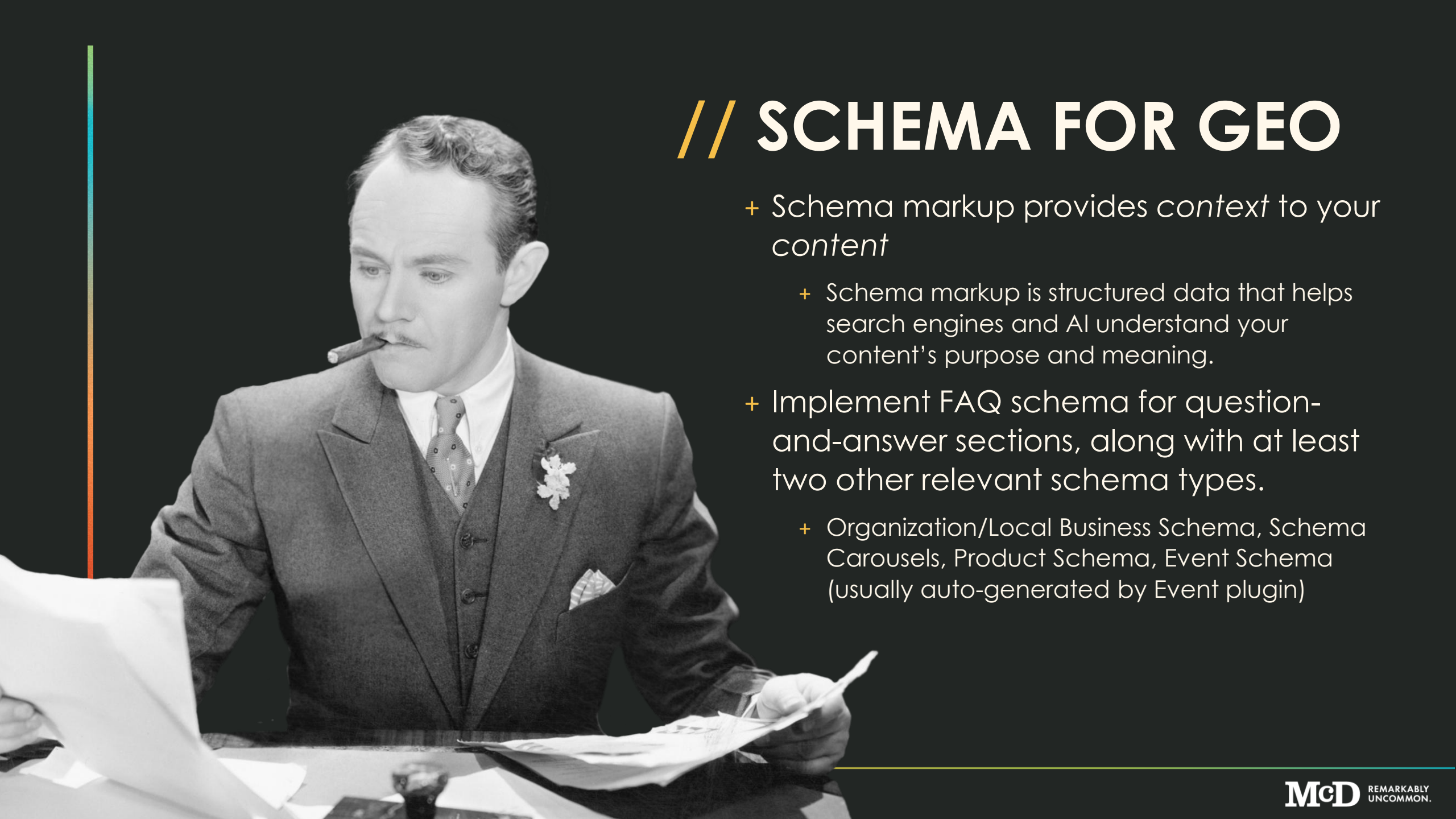
// PAGE STRUCTURE FOR AI CITATION

- + Use a clear heading hierarchy (H1, H2, H3) so AI can easily identify topic sections.
- + Bullet lists and tables help make your content scannable and machine-readable.
- + The more organized your content, the easier it is for AI to interpret and cite.
- + Place a short, well-written summary or answer at the top of the page to immediately address the main question.
- + Ensure pages have only one H1 tag.
- + Include a clearly labeled Q&A/FAQ section that mirrors the way prospects research products.
 - + Keep individual answers brief—ideally under 50 words—to make them easy for AI tools to extract without altering your intended meaning.

// CONTENT TYPES TO PRIORITIZE

- + Technical FAQ sections that mirror the way that prospects research product information.
- + Clear, technical spec tables that are easy to scan/read.
- + Demo videos
 - + Google is taking big steps to prioritize video content in it's LLM environment





// SCHEMA FOR GEO

- + Schema markup provides *context* to your content
 - + Schema markup is structured data that helps search engines and AI understand your content's purpose and meaning.
- + Implement FAQ schema for question-and-answer sections, along with at least two other relevant schema types.
 - + Organization/Local Business Schema, Schema Carousels, Product Schema, Event Schema (usually auto-generated by Event plugin)

// EXAMPLE OF A GEO-READY PAGE

5000 Stalk Devastator



VIDEOS GROWER INSIGHTS PROTECTED TIRES ACCELERATED RESIDUE BREAKDOWN HOW IT WORKS DATA & ROI DEVASTATOR ADVANTAGE CORN HEAD FIT CONTACT & RESOURCES

The Yetter Stalk Devastator is a field-proven stalk roller designed to protect tracks and tires during harvest and speed up stalk residue breakdown. Unlike stomper-style attachments, these stalk rollers use flat steel bars that knock over and crimp stalks. This allows water and air to enter stalks, facilitating faster decomposition.



[MORE PHOTOS](#)

WATCH THE YETTER 5000
STALK DEVASTATOR
HIGHLIGHT REEL



THE STALK DEVASTATOR IN 30 SECONDS



// DON'T DROP SEO FUNDAMENTALS

Traditional SEO tactics still matter in the GEO era – core optimization continue alongside AI-focused strategies.

- + **Remember E-E-A-T** – Experience, Expertise, Authoritativeness, and Trust
 - + Including author bios, credentials, and clear references to your organization's expertise.
- + Meta descriptions, internal linking, structured data
 - + Internal links help AI and search engines understand the relationship between pages and the depth of your expertise.



// HUMAN-CENTERED CONTENT

Always write for people first:

- + Write content that is clear, informative, and authoritative. You know your audience, write to them.

Human-in-the-loop:

- + Always make sure you have a human involved in crafting your content, even when using AI tools to craft it.

Ensure accurate information where necessary:

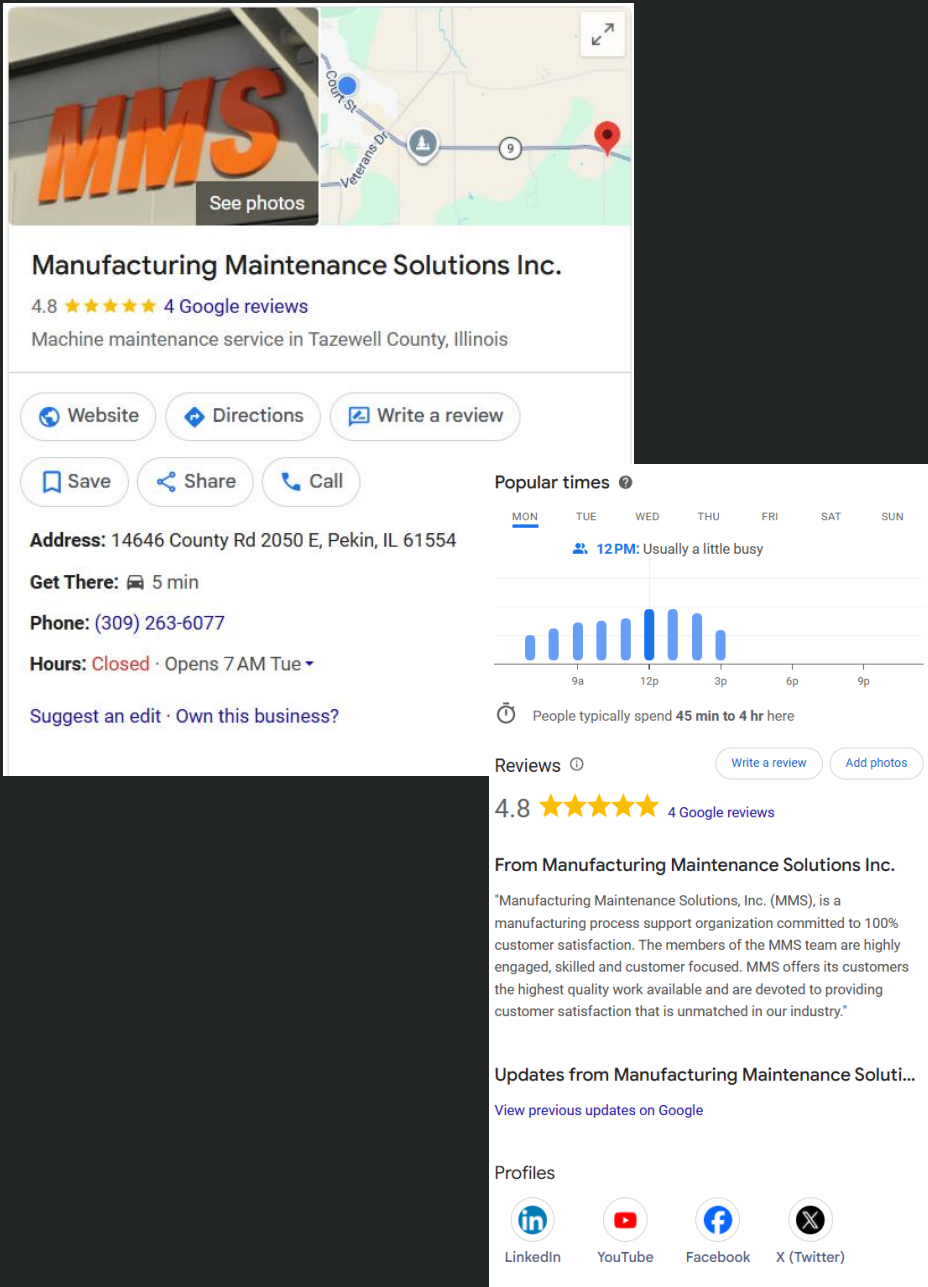
- + Back your content with credible sources, studies, and expert opinions to establish authority. People will return to sources they trust.



// EVERGREEN VS FRESH CONTENT

- + Evergreen content remains valuable for long-term SEO and general, industry-specific education. However, AI often favors content that is recent, timely, and specific to current trends or news.
- + Keep evergreen pages updated with new data and insights to increase the chances of AI citation.





// UTILIZE YOUR GOOGLE BUSINESS PROFILE

- + Business listings are one of the primary sources for AI tools, not just as a source of information but to get an idea on sentiment and authority.
- + AI is more likely to show information from a business website if they can tell from the GBP that real people trust your company.
- + It is vital to ensure your business profile is accurate, up-to-date.
- + ALWAYS respond to reviews!

// OTHER COMMON AI SOURCES

- + AI likes to pull information from public, forum-based websites like Reddit, Quora, and Wikipedia.
- + While manipulating anything on these sites can prove difficult, if you are a service-based business, it can be a good idea to engage with these sites in order to be a source of general information.





// AUTHORITY & TRUST WITHOUT TRAFFIC

- + **Citations matter** — Being cited in AI answers builds brand recognition and authority, even when users don't visit your website.
- + **Visibility influences people's decisions and referrals in subtle but powerful ways.**
 - Redefining success means valuing influence and credibility alongside traditional traffic numbers.

// PROMOTING YOUR CONTENT

Utilizing Social Media Channels:

- + Share your blog posts or new landing pages on platforms like Facebook, X, and LinkedIn to increase visibility.

Engaging with the Online Community:

- + Participate in forums and groups relevant to your niche to share insights and promote your content.

Collaborating with each other:

- + Guest blogging and cross-promotion with peers can widen your reach and attract new readers.

// RETHINKING SUCCESS METRICS

Clicks and pageviews are no longer the only indicators of success:

- + Track brand mentions, AI citations, and ranked keywords that trigger AI responses.

Traffic drops are normal, but it doesn't mean your audience is less engaged:

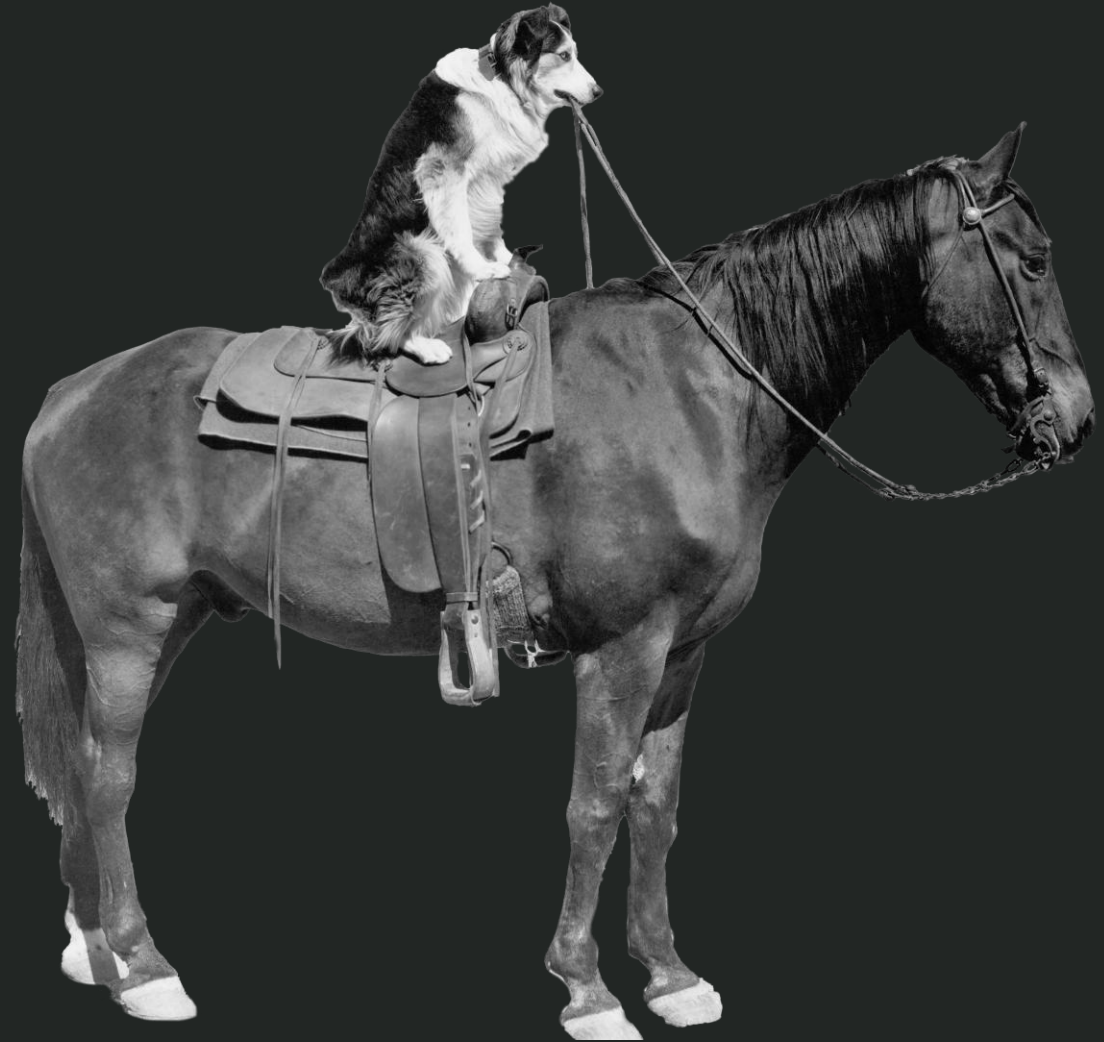
- + You may see dips in traffic numbers and reporting. Don't worry, this is happening across the board.
- + Continue to focus on creating the human-first content only your business can provide.

Use reports for direction on what to optimize:

- + Traffic numbers still matter, use what you learn on reports to know where to focus your GEO energies.

// WHERE TO START WITH GEO ON YOUR WEBSITE

- + Start with FAQs, as they naturally align with the question-and-answer format AI tools prefer.
- + Update your Google Business Profile and start responding to reviews.
- + Ensure service and/or product pages provide concise, accurate summaries before detailed explanations.
- + Start a regular blogging strategy.





WHAT DOES GEO CONTENT LOOK LIKE?



what is the best way to maximize seed to soil contact

// FAQ SECTIONS

According to Yetter's agronomic advice and product literature, maximizing seed-to-soil contact requires a holistic look at the entire row unit, not just the closing wheels:

1. Level the Planter Frame First

In their *Planter Adjustment Guide*, [Yetter](#) notes that an improperly adjusted planter frame is the leading cause of uneven seed depth and poor seed-to-soil contact. Before touching the row units, operators must ensure the planter toolbar is completely level and operating at the manufacturer's recommended height. If the toolbar or parallel arms are slanted, the row units cannot follow the ground terrain accurately.  Yetter Farm Equipment +1

2. Replace Worn Double-Disc Openers

Yetter warns that if the double-disc openers are worn down, they cannot cut a proper "V" trench. If the openers are worn, the seed will sit on the bottom where the seed hangs up in mid-air. Yetter explicitly advises inspecting the double-disc openers and replacing them if they are worn. A clean trench base.  Yetter Farm Equipment

3. Clear Residue to Prevent "Hairpinning"

Yetter heavily emphasizes residue management as a prerequisite for seed-to-soil contact. If crop residue (like corn stalks or wheat straw) is left in the row, the opening discs will

Ask anything



 Yetter Farm Equipment

Twister Closing Wheel - Yetter Farm Equipment & Manufacturing

The Twister Difference: How it Works *
Crumbles and firms soil simultaneously...



 Yetter Farm Equipment

Yetter Introduces New 2966 Row Cleaner Model Controlled by Air ...

"This effective and versatile residue management tool helps producers get over hurdles they face during..."

 Cover Crop Strategies

Yetter Farm Equipment Row - Cover Crop Strategies

Sep 5, 2022 — You get one chance to get your crop up for even emergence...

Show all

FAQS

[Home](#) / [Customer Support](#) / [FAQs](#)

Below are answers to some of the questions most commonly asked by Yetter customers. If you have a question that is not addressed here, please submit it using our [online contact form](#) or call a Yetter customer service representative at **800-447-5777**.

Category - **General**

GO

How can I improve seed germination?

How can I improve seed-to-soil contact?

Categories: [General](#) | [Show All Categories](#)

If the planter unit and/or frame-mounted coulters are running too deep, properly adjust coulters and ensure that in operation the planter hitch is set to the correct height (consult the planter's operator manual). If the double disc openers are excessively worn, replace the openers. If the soil is too wet, allow the soil time to dry.

// PRODUCT SPECS

PARTS OF THE FURROW MAX TWO-STAGE SYSTEM

1. Pivot points for the two-stage independent closing system
2. Adjustable down pressure T handles for the closing discs and firming wheel
3. Adjustment holes for the 8" concave closing discs that merge soil in the center of the seed furrow
4. 6.5" wide, chevron-patterned firming wheel presses soil to eliminate air pockets and conserve moisture
5. Mud scraper to keep firming wheel clear of debris that might interfere with successful seed furrow closure
6. Chevron-style wheel can be replaced with V closing wheel attachment
7. Optional liquid fertilizer kit



// VIDEOS

BEYOND TIRE PROTECTION: ACCELERATE RESIDUE BREAKDOWN



On top of saving tracks and tires from stalk damage, the Devastator is a residue management tool that improves field conditions for the next planting season.

Not only does the Devastator roll down cornstalks, it also crimps them—something stomper-style attachments don't do. This allows air and water to enter stalks. Nutrients from the broken stalks are released into the ground, jump-starting faster microbial activity.

Growers with conventional corn heads who harvest with the Devastator installed get the benefits of faster residue breakdown without switching to more expensive, higher-horsepower chopping corn heads. And stalk breakdown saves you from making vertical tillage and stalk-chopping passes, increasing your profitability and ROI.

// Reaching B2B Buyers Across their Journey

+ How Google Search, Demand Gen, and LinkedIn fit into manufacturing lead generation.



SEARCH

Capture Demand

DEMAND GEN

Build & Influence

LINKEDIN

Reach Decision-Makers

// Google Search: Capture Existing Demand

- + Google Search uses keyword targeting to reach buyers actively searching for your products, services, capabilities or solutions.

Potential searches

“custom metal fabrication”

“CNC machining services”

“industrial automation”



// Google Search: Turning Searches Into Qualified Leads



High-intent keywords

Focus on searches tied to capabilities.

Search-term monitoring

Use negatives and query data to improve traffic quality.

Relevant Message + Landing Page

Align the ad and landing page with buyer intent.

Conversion Tracking

Optimize toward business actions.

CONVERSIONS

 Quote Requests

 Contact Forms

 Calls

 Product Inquiries

// Google Search in Play



The Players Edge

www.theplayersedgeusa.com/

Modular Outdoor Courts - Build a Backyard Court

Make your house the place to be with a backyard multicourt from The Players Edge. Make memories over the love of the game this summer with The Players Edge - get a quote. Mu...



Get a Quote

Photo Gallery

Shop Accessories



The Players Edge

www.theplayersedgeusa.com/

Custom Court Layouts - Outdoor Sports Flooring

Make memories over the love of the game this summer with The Players Edge - get a quote. Customize your very own outdoor game court with a variety of colors and logos - call today. Types: Full-Court Basketball, Half-Court Basketball, Pickleball, Multi-Game Courts,...

Photo Gallery

Multi-Game Court

Shop Our A



Call (309) 525-1410



// Google Demand Gen: Build & Influence Demand

SEARCH

**They are looking
for your capabilities.**

Capture existing demand.

DEMAND GEN

**You are getting
in front of them.**

Build awareness, re-engage
buyers and stay visible during
longer B2B sales cycles.



- + Demand Gen uses visual ads across Google to build awareness and interest throughout the buyer journey.



// Google Demand Gen: Reach Relevant Audiences

TARGETING OPTIONS

INTERESTS & INTENT

Reach audiences using relevant interests and buying signals.

CUSTOM SEGMENTS

Build audiences around relevant searches, websites and interests.

LOOKALIKE AUDIENCES

Use first-party data to find new people like your existing customers or audiences.

REMARKETING

Reconnect with people who previously interacted with your business.



CREATIVE OPTIONS



IMAGE ADS

Show products, equipment and capabilities visually.



VIDEO ADS

Demonstrate products, processes and expertise.



MULTI-ASSET

Combine imagery, headlines, and messaging across formats.

PLACEMENT OPTIONS



YouTube • Discover • Gmail • Display

// Google Demand Gen in Season



YouTube



Yetter
MANUFACTURING COMPANY

[Learn more](#)

Y Family-Owned Since 1930
Manufacturing farm equipment solutions for more than 90 years in West-Central, IL.
Sponsored • Yetter Farm Equipment

Google

Search

Y Yetter Farm Equipment
Sponsored



Yetter
FARM EQUIPMENT

Family-Owned Since 1930.
Manufacturing farm equipment solutions for more than 90 years in...

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Y Yetter Farm Equipment
to me



Yetter
MANUFACTURING COMPANY

Family-Owned Since 1930

Manufacturing farm equipment solutions for more than 90 years in West-Central, IL.

[Learn more](#)

// LinkedIn: Reach B2B Decision-Makers

- + LinkedIn's professional-focused platform allows manufacturers to reach audiences based on their industry, company, and professional role.

PROFESSIONAL CONTEXT

Reach buyers while they're engaging with business and industry content.



CONTENT & CONNECTION

Build familiarity through targeted ads and ongoing organic content.



LONG-TERM TRUST

Repeated relevant exposure helps build familiarity and credibility over time.





// LinkedIn: Reach the Companies & Professionals

TARGETING OPTIONS

INDUSTRY

Manufacturing and relevant industrial sectors.

COMPANY SIZE

Focus on organizations that fit your ideal customer profile.

JOB FUNCTION

Engineering & Operations
Purchasing

SENIORITY

Manager • Director • VP

SKILLS

Reach professionals based on relevant expertise.

GEOGRAPHY

Target locally, regionally, or nationally based on the markets you serve.

// LinkedIn: IMEC Campaign Example



**IMEC Illinois**
8,568 followers
Promoted

Now's the time for manufacturers to think about their supply chains and explore new supplier partnerships that boost resilience, agility, and growth. IMEC is here to help provide Illinois-based manufacturers with the additional knowledge and services they need to achieve their goals. In this video, you'll see how we worked with FosterWorks, a sheet metal fabrication shop, to help them develop strategic plans and become ISO certified. FosterWorks can now pursue more customers, new markets and grow its revenue stream. Contact us today if you need support streamlining or expanding your business.

**Creating Resilient Supply Chains for Illinois Manufacturers**
FosterWorks
Chicago, Illinois

IMEC is an Organization That Provides Supply Chain Management Solutions, Helping Manufacturers in Illinois Reach Their Goals & Compete Internationally

[Learn more](#)

**IMEC Illinois**
8,568 followers
Promoted

Are you an Illinois-based manufacturer who could use a partner experienced in developing and delivering practical solutions that enhance productivity, innovation, and growth? IMEC is just that type of organization. This video showcases how we helped Parr Instruments upgrade its Enterprise Resource Planning (ERP) software to integrate and streamline core business processes such as procurement, inventory, and sales tax administration. Parr can now manage all facets of their business from a single source, enabling them to ship their instruments to over 80 countries efficiently.



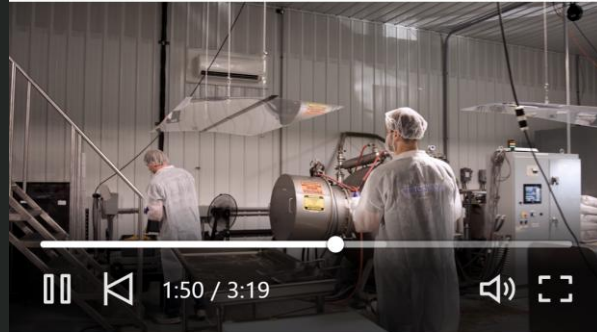
1:59 / 3:24

IMEC is an Organization That Provides Supply Chain Management Solutions, Helping Manufacturers in Illinois Reach Their Goals and Compete Internationally.

[Learn more](#)

**IMEC Illinois**
8,568 followers
Promoted

If you are an Illinois-based manufacturer who could benefit from a partner experienced in developing and delivering practical solutions that enhance productivity, innovation, and growth for long-term success, then IMEC is here for you. In this video, see how we helped Umland Natural Foods improve its processes and practices, enabling it to expand its distribution to major retailers. Also, see how this success led to new customers and how our follow-up support helped them improve their facilities to keep up with demand.



1:50 / 3:19

IMEC is an Organization That Provides Supply Chain Management Solutions, Helping Manufacturers in Illinois Reach Their Goals and Compete Internationally.

[Learn more](#)

// LinkedIn: IMEC Targeting Example



Where is your target audience?

Locations (Permanent)
Illinois, United States

Exclude people in other locations

Include people who have **ANY** of the following attributes:

Job Titles (Current)
Economic Development Manager, Director Labor Relations, Director of Workforce Development, Supply Chain Director, Workforce Development Manager, Economic Development Officer, Economic Development Coordinator, Director of Industry Relations, Public Policy Manager, Workforce Development Specialist, Director Supply Chain Solutions, Lean Manufacturing Consultant, City Manager, Community Development Specialist, Business Development Manager, Economic Development Director, Manufacturing Operations Manager

OR Job Seniorities
CXO, Director, Senior, Manager, Owner, Partner, VP

AND also have **ANY** of the following attributes:

Company Industries
Appliances, Electrical, and Electronics Manufacturing, Transportation, Logistics, Supply Chain and Storage, Industrial Machinery Manufacturing, Government Relations Services, Pharmaceutical Manufacturing, Medical Equipment Manufacturing, Food and Beverage Manufacturing, Community Development and Urban Planning, Manufacturing, Motor Vehicle Manufacturing, Chemical Manufacturing, Machinery Manufacturing, Public Policy Offices, Fabricated Metal Products, Metalworking Machinery Manufacturing

// LinkedIn: Organic + Boosted Content



- + Build an organic presence, then promote select content to reach beyond existing followers

ORGANIC CONTENT

Build your presence over time.

POST IDEAS

- Industry insights
- Expertise + education
- Company + people
- Products + capabilities



BOOSTED CONTENT

Reach beyond your existing followers.

PROMOTED STRATEGY

- **Promote key content**
Support posts tied to campaigns, services, or initiatives
- **Reach your customers**
Use targeting to reach relevant companies and professionals
- **Reinforce your message**
Keep important content visible to the audiences that matter.

// LinkedIn: Posts that Drive Action



Locus Agriculture (Locus AG)

6,912 followers

Promoted **Product Callout**

Locus AG biologicals aren't just a nice-to-have. They're a VITAL contributor to your success this season. In 2022 Florida research trials, a biological program combining Locus AG's Rhizolizer® and Pantego® boosted tomato yields an incredible 3,993 lbs/acre over grower's practices. This equates to an increase of more than \$2,000/acre ROI! What are you waiting for? Experience these vital inputs today. <https://lnkd.in/gx25cGY6>

LOCUS
AGRICULTURAL SOLUTIONS

RETURN ON INVESTMENT
\$2,021 PER ACRE

✕ Pantego®
➔ Rhizolizer® Duo

Tomato
Yield Average



Assumes \$.51/lb tomato, and Locus AG product sold at \$15/acre

Locus AG Biologicals - A Vital Input for Your Operation
locusag.com



Locus Agriculture (Locus AG)

6,912 followers

Promoted **Resource Callout**

How much can farmers get paid for joining a carbon farming program? The truth is it varies greatly depending on the program. Download this free guide to better understand the different ways program payments can be structured and what you should look for in the program you select. #regenag #profitability #carbonfarming
<https://lnkd.in/gq-fSZ89>



HOW MUCH CAN
FARMERS BE PAID FOR
CARBON FARMING?



LOCUS
AGRICULTURAL SOLUTIONS



Locus Agriculture (Locus AG)

6,912 followers

Promoted **Webinar Callout**

If you have been excluded from other carbon programs because of regen ag practices, you'll want to join Travis Kraft of Locus Agricultural Solutions (Locus AG) and the editors of Strip-Till Farmer for a Free Webinar Jan. 4 to learn about CarbonNOW! Quickly becoming the preferred program in the carbon farming industry, CarbonNOW accepts new- and long-term regen ag farmers (including no/strip/minimal till, cover crops); guarantees upfront payments and no program fees; and offers performance bonuses that accrue over time for larger payouts. Learn more and signup here:
<https://lnkd.in/gKvi9KJa>



CarbonNOW
-PRESENTS-
CARBON FARMING PROGRAM
WEBINAR:

Travis Kraft

DIRECTOR OF ROW CROPS
JAN 4, 10 A.M. CST



LOCUS
AGRICULTURAL SOLUTIONS



// What's Trending in Digital

+ Each platform plays a distinct role in reaching B2B buyers.

GOOGLE SEARCH



Intent still matters.

Search experiences are evolving, but high-intent queries remain a key opportunity to capture active demand.

DEMAND GEN



More visual, audience-driven reach.

Google is creating more opportunities to reach and influence buyers beyond traditional Search through visual, audience-led advertising.

LINKEDIN



Paid + organic work together.

Targeted advertising can extend relevant content beyond existing followers while an ongoing organic presence builds familiarity.



Thank You

McD
DIGITAL
REMARKABLY UNCOMMON.

IMEC 