

**ENTREPRENEURIAL  
ENGINEERS:  
YOU GOT PROBLEMS?  
WE GOT  
ANSWERS!**



# UNSTUCK YOUR GROWTH

Common sales and growth challenges for Entrepreneurial Engineers.  
And how to beat them.



# A GUIDE FOR ENTREPRENEURAL ENGINEERS

## There are answers to every problem

As an engineer you know this!

However, you're not a marketer so when your business growth stagnates, those answers may not come to you easily.

That's what this eBook is all about – answers to common growth problems we see in Engineering-led businesses.

And we should know because that's what we specialise in.

I guarantee the information in here will not only resonate, it'll kick off new thinking. And if you want to expand on it with me, I'd be happy to chat anytime.

I can also explain our very unique approach where we place a fractional marketer inside your business to work from the inside out.

## Together, we can do anything!

As a creative strategist who works extensively with engineers – albeit the entrepreneurial variety – I'm constantly fascinated by the interplay between our very different kinds of thinking, and inspired by the potency of combining right and left brain solutions.

Our approach is borne of long experience working across many businesses, but I can't think of one where we weren't able to harness the power of collaboration – combined with our inside out approach to embedding marketing skills inside your teams – to create great results.

Here's to unstucking your growth!



**RICK MERTEN**  
FOUNDER AND  
MANAGING DIRECTOR



**MARK SCHROEDER**  
HEAD OF CREATIVE AND  
STRATEGY



# THIS EBOOK PROVIDES REAL WORLD INSIGHTS AND SOLUTIONS TO THE MOST COMMON ENGINEERING BUSINESS GROWTH PROBLEMS

## PART 1: COMMON PROBLEMS

The universal problem .....	4
Can marketing really help engineering and industrial firms? .....	5
The sales problem .....	7
The clarity and vision problem .....	8
The not-looking-good-enough problem .....	9
The competitor problem .....	10
The market presence problem .....	11
The confusion, fear and skills problem .....	12
The budget problem .....	13

## PART 2: SOLUTIONS THAT WORK

Solutions introduction .....	15
The power of clarity .....	16
Optimising existing potential .....	17
Standing out and looking great .....	18
Combine inbound and outbound efforts .....	19
Digitise your selling .....	20
Getting seen and admired .....	21
Making the biggest impact .....	22
Affordable capability .....	23
Summary and links .....	24
The InsideOut solution .....	25
The final word .....	26



# FACT: MOST ENTREPRENEURIAL ENGINEERS' BUSINESSES GET STUCK AT SOME POINT.

Somebody's got an engineering problem, who should they call?

A qualified engineer, of course.

An engineer's got a business growth problem, who do they call?

The answer in all too many instances is: nobody.

"We'll just keep doing what we're doing but try harder!"  
is the most common instinct.

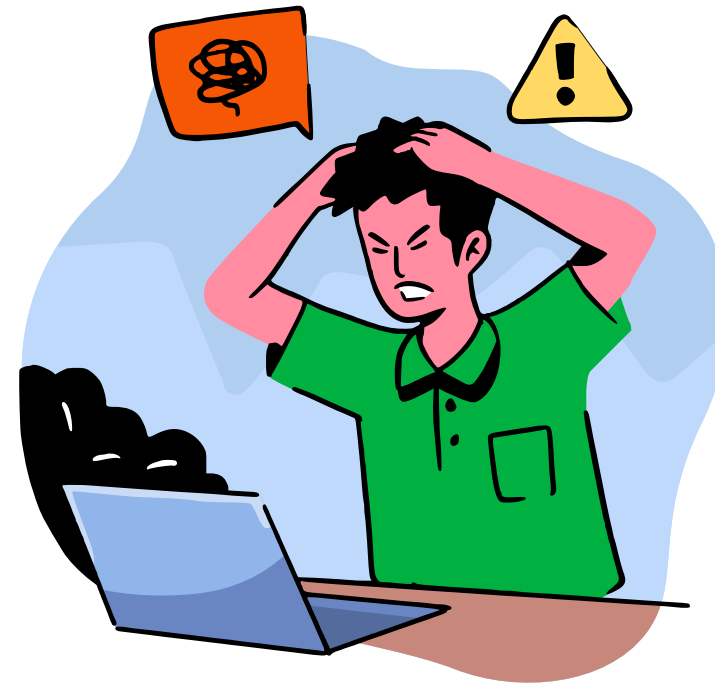
Makes no sense right?

Let's get something out of the way: most engineers didn't start out as entrepreneurs. Building a business probably wasn't part of your skillset, you had to pick it up as you went.

And for many, a good product or service, strong technical skills, a good network, a bit of salesmanship and some good hires drives them down the track towards success.

Until it doesn't.

And that's where this guide comes in.



## YOUR PROBLEMS ARE NOT UNIQUE!

We specialise in helping engineering, industrial and technical businesses. Over the years we've noticed that certain patterns and challenges have become quite familiar.

Given so many firms 'hit the wall' for similar reasons, we created this book to unpack the problems and talk about some viable solutions.



# WHAT GROWTH-DRIVING MARKETING CAN DELIVER

Engineering and industrial firms are sales-led enterprises. The service or product is complex and sales cycles are long. So, do you just accept the declining effectiveness of the existing approach or do you consider there might be another way?

This short guide will inform that question.

Whilst a growth-driving strategy should be as individual as your business, a holistic approach can typically deliver:

## 3 Months – *Foundations of success*

- Looking amazing: Powerful, differentiated brand strategy, look and value proposition built around your unique IP, upgraded sales collateral and web-site
- Quick revenue wins: cross/upsell account plans for top clients and a re-engagement plan for existing prospects and ex-clients
- New lead growth: Targeted database of new prospects with 50% contacted

## 6 Months – *Market activation*

- Commence up / cross-sell to current clients
- Re-engage with past prospects
- New website live and promoted with increases in traffic and engagement
- A pipeline of marketing leads, some converting to qualified sales leads
- Converted sales from marketing leads (depending on your sales cycle)

## 9 Months – *ROI*

- Sustainable growth and ROI patterns emerging
- Enhanced market profile and competitive position
- Improved conversion at all stages in your sales cycle
- A consistent flow of opportunities from clients and prospects

## 12 months and beyond – *Sustainable Success*

- Measurable growth beyond previous sales/referral networks with clear ROI on marketing investment
- Enhanced business value through upgraded brand, improved reputation and visibility, and internal marketing capability
- More motivated and aligned team, more focused and accountable sales

Sound good? Read on....



A person in a dark suit is pushing a large, smooth, light-colored boulder off the edge of a dark, rocky cliff. The boulder is precariously balanced on the edge, and the person is leaning forward, using their hands to push it. The background is a bright, hazy sky with soft clouds. The entire image has a green color overlay.

**THE PROBLEMS WE  
MOST COMMONLY SEE**



# THE SELLING THING AND WHY IT STOPPED WORKING.

To get your business going, you probably relied on good old-fashioned selling, most likely to people you know, and it worked – for the initial period where passion and determination are enough to deliver growth. It's an exciting time and you understandably assumed that this model will just continue to deliver into the future.

And it's about now that engineering businesses often get stuck: growth slows and overheads become a burden.

## You've digitised everything you can. Except sales!

Traditional one-to-one sales is simply an unscalable model.

Personal networks are finite and you've probably squeezed yours as much as possible. Salespeople (especially you!) only have so many hours in the day and can only cover so much ground, make so many calls and have so much of an impact on the market.

The result? New leads slow, old prospects and even old clients get ignored, and maintaining growth becomes a real challenge.

This traditional sales approach could be called analogue and completely ignores the fact that B to B selling - and buying - has been completely revolutionised thanks to the dominance of digital.

On top of all that, the leads you do get seem to be harder to close with much

longer sales cycles, thanks to slicker competitors, and the greater number of people in the buying decision.

Meantime, the business isn't presenting itself well, isn't clear enough about its differentiating strengths and just isn't making an impact in the market. Without a digital presence, the business often finds that doesn't even get on the buyers' radar.

Despite the CEO/founder being stretched to the limit trying to manage all this, being torn between making sales or delivering the work, the only thing growing is frustration.

### WHAT WILL HELP...

1. Tighter definition of the perfect client; one you want to work with, that's looking for and will value what you have to offer, *that can afford you*.
2. More clarity and better articulation of your differentiating competitive strength; why people should choose you over the competition
3. Consistent market presence; being seen by the right people in all the right places
4. Understanding that modern B to B buyers are online, not talking to salespeople

### READ MORE ABOUT IT

Page 18 ↗

Page 20 ↗

Page 20 ↗

Page 21 ↗



# HOW'S YOUR PITCH?

It's amazing how many businesses can't accurately and concisely tell you what they do!

Sure, engineers know their product inside and out, but ask them to describe in a couple of simple sentences the benefits they provide to customers that nobody else can, and they often struggle.

As well, ask any two members of the team to do the same and they'll come up with quite different answers.

A client of ours recently told us we'd managed to articulate his industrial filtration business for the first time since he opened his doors 27 years ago! It REALLY helps to have 'outside eyes' on this problem – you need that objectivity.

And while engineers embrace complexity, you shouldn't present full details of your product or service until well into the sales process, or you will simply overwhelm them.

***If you haven't got a short impactful, memorable way to express the value you offer – something so concise that an early stage prospect and every member of your staff can easily remember and quote it – then you will struggle to grow your business.***

And you most certainly won't be doing any effective marketing.



**High-performance  
filtration solutions**



**The smarts inside  
the best technology  
products**

*Know what sort of business you are*

## WHAT WILL HELP...

1. Zeroing in on your competitive edge, and simplify its articulation
2. Deep contemplation about WHY you're doing what you're doing and what values it's all built on
3. All this wrapped up into a brand strategy that the whole business can use
4. Short, punchy well-written selling lines that capture all the above
5. Getting outside eyes to help is critical here

## READ MORE ABOUT IT

Page 20 ↗

Page 17 ↗

Page 18 ↗

Page 24 ↗





# ***“WE JUST DON’T LOOK AS GOOD AS THE OTHER GUYS”***

Alright, so let’s say you’ve done the work to get really clear about your business, the value it offers and how to talk about it succinctly and memorably. Good work.

## **Now... How does your front door look?**

What we mean by this is if a prospect was wandering the internet looking at your competitors, would you stand out and stop them in their tracks? Would they think “ah, THIS is the one I need to talk to?”.

If not, they’ll digitally stroll on into the arms of your competitor!

Did you know that people start to judge your company within microseconds of landing on your website? It sounds trite, but first impressions really do count.

In the modern world we’re all exposed to highly polished brands many times per day and if you look less than positively gleaming, you’ll simply get overlooked.

Yes, even in the more considered world of B to B, there’s a ton of data to back this up: business buyers are humans too!

As an engineer, how your brand and information is presented may not seem as important as the substance of what you offer, and you’d be right.

However they are VERY important in persuading prospects your business is worthy of their attention. And if you don’t capture that, you’ll never get a chance to tell them the all-important details.



### **WHAT WILL HELP...**

1. A highly professional, well-constructed brand presentation that makes you look great and stand out.
2. Applying this consistently across the website and every other touchpoint from stationery to proposal documents to signage and uniforms.

### **READ MORE ABOUT IT**

Page 20 [↗](#)

Page 21 [↗](#)



# SICK OF GETTING BEATEN

This one's an interesting one. Because it's actually an amalgam of other problems we've discussed.

## What are the common competitor problems we see?

- They seem to be everywhere and have a more dynamic market presence, reputation or simply more people know of them.
- They get on pitch lists you only hear about when it's too late
- They beat you in competitive tenders or pitches
- They retain clients and create loyalty so you never get a look-in
- They attract better talent
- They look more professional, bigger, more credible or just plain cleverer
- They win the mind game; they feel really good about their business and success breeds success

These problems can be really stubborn and they can drag a business back even if you have a great product or service. Needless to say, this can weigh very heavily on a CEO who's doing all the right things.

Apart from marketing.



### WHAT WILL HELP...

1. A highly professional, well-constructed brand presentation that makes you look great and stand out.
2. An active marketing program that gets you out there and reminds prospects (and potential employees) about your strengths
3. A communication program aimed at current clients to ensure they appreciate all you do and offer, and understand that you're the best in brand so they remain loyal

### READ MORE ABOUT IT

Page 22 [↗](#)

Page 19 [↗](#)



***“ WE’RE JUST NOT GETTING SEEN. ... NOBODY KNOWS WHAT WE DO...,***

***WE KEEP MISSING OUT ON PITCH LISTS...”***

Ever feel like the minute you walk away from a prospect or even a customer, they forget about you?

Well, sadly.. You’re 100% right!

Fact is, they’ve got enough on their plate that they’re unlikely to remember you when a need arises for your product or service. If you have competitors actively and regularly reminding them about their presence, that’s where they’ll go, and you’ll miss out.

And it’s not just prospects; if you have no market presence, your current clients, your own staff and potential employees tend to form the impression that you’re a sleepy non-player – with disastrous consequences.

Having a dynamic marketing presence is critical for morale AND for growth.

You need to be out there, shaking trees, spruiking your achievements, educating and impressing the market week in week out.

And that takes planning and skilled execution.



## WHAT WILL HELP...

1. A well-planned marketing plan that covers multiple channels.
2. Tight punchy messaging that makes it clear why prospects should choose you
3. Keeping staff, clients and the market regularly informed about your news and wins via a communications program
4. Creating value-adding content that prospects want to interact with

## READ MORE ABOUT IT

Page 22 ↗

Page 20 ↗

Page 22 ↗

Page 22 ↗



# ***“A PLUMBER DOES YOUR PLUMBING, A MARKETER NEEDS TO DO YOUR MARKETING.”***

Nearly every SME engineering business we come across has barely scratched the surface of marketing.

Some try to do a little themselves and it NEVER works – because despite what Google will tell you as they gleefully take your money, it's actually not something an enthusiastic amateur can do. Effective marketing requires a wholistic integrated approach and takes real skill.

Most engineering companies have usually sorted out their product development, finance, operations, sales, customer service... but marketing? They never got to it. The only growth lever they have to pull is sales, and that's not enough anymore.

***Without marketing you have a capability gap and a business that won't be able to support ongoing growth.***

## **Why the oversight?**

Usually because they really don't know where to start and that results in anxiety, even fear, frustration and false starts.

The dilemma they face? They don't have the resources to bring in a capable professional marketer (with senior, strategic experience), don't know how to bring in an external party and fear that'll cost even more. (And by the way, even if they try, they don't know how to brief and manage them so it never works out).



### **WHAT WILL HELP...**

1. It's critical to access experienced senior marketing talent, there's simply no way around that.
2. Good news is you can now access part-time aka fractional marketing management that comes into your business to drive results from the inside out.
3. Good marketing will develop sound strategy and build an accountable plan from there, and then track data to establish the optimal activity mix.

### **READ MORE ABOUT IT**

Page 24 ↗

Page 18 ↗



# ***“WE KNOW WE NEED SKILLED MARKETING LEADERSHIP, BUT WE JUST CAN’T AFFORD TO HIRE”***

If you’ve arrived at the conclusion you might need marketing to grow, the next question will be “what sort of marketing.. And how the hell do we get it”?

Money will be one of the questions on your mind.

First things first: as we explained on the previous page, trying to fluff your way through marketing yourself won’t work. We’ve NEVER seen it work. And nor will getting a staff member to “do something on social media”!

What you need is an experienced person to create a sound strategy which will be the platform for all marketing effectiveness, and then drive its execution, sitting on your executive team so as to be accountable and responsive to the business at a management level.

The cost considerations will be:

- The salary
- The time to create a strategy
- Probably redesigning your brand and website, collateral and so on
- Taking the message to market across a number of selected channels.

Yes, you’re looking at an investment  
– a line in your budget that you’ve never had.

No, you won’t kick start and sustain growth without it.



## **WHAT WILL HELP...**

1. A fractional (part-time) senior marketer so you only pay for the time you need.

## **READ MORE ABOUT IT**

Page 25 [↗](#)





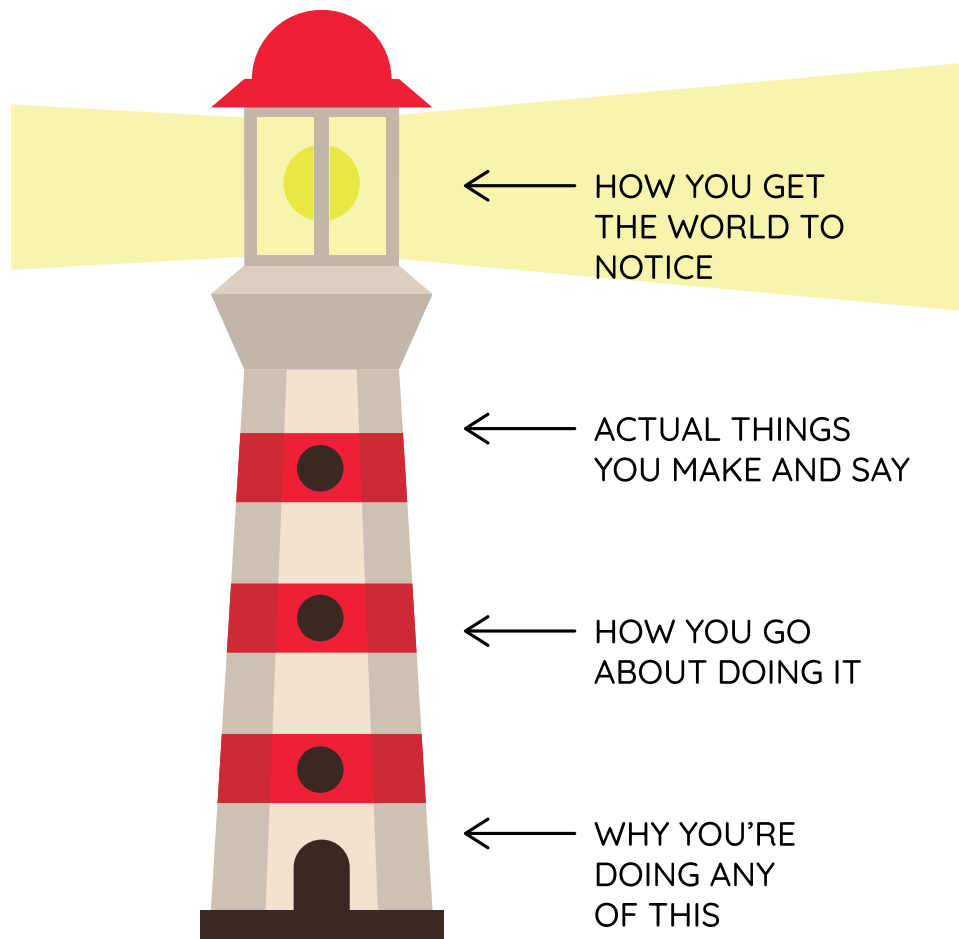
**THE SOLUTIONS**



# ***“PEOPLE SOMETIMES PREFER A PROBLEM THAT IS FAMILIAR TO A SOLUTION THAT IS NOT.”***

- Sociologist Neil Postman

Business can seem like a collection of problems to solve but really when you boil things back to basics, it pretty much comes down to this:



The way we've set up our business allows us to help clients achieve this.

By placing a person **INSIDE** your business, we get the insights we need that can **ONLY** come from having someone on your team, in your office.

And by having an integrated team **OUTSIDE** the business, we get the objectivity and specialist skills to make the complex seem simple!

In the following pages, we'll look at the solutions we deploy to combat all those growth inhibiting problems we've been talking about!



# ***“ VISION IS A DESTINATION – A FIXED POINT TO WHICH WE FOCUS ALL EFFORT. ”***

– Seneca the Younger, Roman Philosopher

Flick back a page for a moment. Take note that the lighthouse is built on your WHY. Some call it vision, some purpose and some ambition but whatever you call it, it provides a commonly understood destination – to which your business can focus all effort.

Keep your focus on it and it'll provide the kind of team motivation you need to succeed.

And yet it's amazing how the vision or ambition that prompted you to start your business gets lost and often forgotten over time. You take it for granted, it's just part of you and you assume others simply intuit it. Or that it's just not important.

If that sounds like you, it's REALLY worth going on that trip down memory lane because any successful business will tell you they're driven by their 'why'. As legendary CEO Jack Welch put it:

***“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”***

And please note Jack's key word above: “articulation”. You need to find the right words for your vision and you need to share them - repeatedly. And be clear about this: that vision will lie at the heart of your marketing strategy, which is merely a servant to it.



## **OTHER SOLUTIONS THAT ALSO RELATE TO THIS**

1. Positioning your business relative to the competition

## **READ MORE ABOUT IT**

Page 18



# ***“MARKETING STRATEGY IS ABOUT DECIDING WHO YOU ARE ANY WHY PROSPECTS SHOULD CHOOSE YOU”***

Business is part product or service, and part the act of taking it to market i.e., marketing and sales. Everything else stands in support of those two areas.

Both take time to build. Both need consistency for the long run. Both present numerous alternative pathways that can get very confusing if you don't have...

A solid strategy. This is literally the cornerstone of success.

## **STRATEGY**

The unique value offering which only you deliver

## **PRODUCT**

The unique way you deliver that value through your operations

## **BRANDING**

The way you communicate that value memorably and clearly

Strategy ensures that your resources are all directed towards your desired outcome and reduces distractions. It should clearly position you as different to your competitors, and convey the key differentiating strengths of the business in a way that the market can understand - can understand, notice and respond to.

It must also be focused – strategy is often described as deciding what NOT to do. It should identify and focus on the smallest viable target market, that you can make the biggest impact on - with the smallest investment in marketing and sales.

It should work powerfully inside AND outside your business by be appealing to three important groups: employees, current clients and prospective new clients (i.e. it starts from the inside and works outwards).

Strategy should be built around – not what you'd like to be, but what you ARE; it must be authentic. Its development benefits HUGELY from objectivity so involving outside eyes is recommended. (Yes, it's a core service of ours).





# ALWAYS START WITH THE LOW HANGING FRUIT

Of all the businesses we have ever worked with, we are yet to find one that maximised revenue opportunities from existing clients and prospects.

- **Priority 1** is to eliminate leakage. Let the 80/20 rule be your guide: 80% of your revenue will come from 20% of your clients, so focus on ensuring they're happy.
- **Priority 2** is to maximise cross-selling. Make sure they know what you offer. Not just what you've sold them in the past, what you could in the future.
- **Priority 3** is to actively farm the prospects list. Most organisations allow failed sales to die untended, but just because they've said no once doesn't mean they won't say yes in the future. Keep them alive by staying in touch and giving them new reasons to engage.

If you don't really have your act together here, you're simply leaving money on the table!

Again, the first priority is always to reengage current clients to ensure they're buying everything you'd like them to be buying from you.

Some businesses feel wary about selling to clients - don't be. It's amazing how often they are unaware about the full range of your activities.

Develop a plan to do this on a regular basis - and start planning today!

To do so, you need to get on top of managing customer and prospect data. You need to collect the right data, segment it so you can personalise your messages to ensure relevance, at the very least into prospects and existing customers, and actively use it in a well-managed sales and communications plan.



And whatever you do, remember: there's no lead as good as a referral. So ALWAYS ask happy customers if they know others who might benefit from what you offer.

## OTHER SOLUTIONS THAT ALSO RELATE TO THIS

1. Getting your messaging right, yes, even to existing customers

## READ MORE ABOUT IT

Page 22 and  
Page 23







# USE A DOUBLE-BARRELLED PROSPECTING SHOTGUN: INBOUND AND OUTBOUND

The most effective B to b prospecting activity has two dimensions:

1. Identifying and reaching out directly to prospects. This is OUTBOUND sales and it's always been the pre-digital traditional approach, involving cold calling etc, but now it's possible to also do this using digital tools.
2. Getting your message in front of prospects using marketing and encouraging them to contact you. This is called INBOUND or 'lead generation'. It's about making your business interesting until the prospect is interested - like a magnet to attract potential customers who are already interested in solving problems your business addresses.

The most effective prospecting strategies often combine elements of both approaches, leveraging the strengths of each while mitigating their respective weaknesses. The key is to continually analyse results, refine your approach, and align your mix with your target audience's preferences and behaviours.

## Outbound prospecting

allows for immediate action; you decide how many prospects you approach and can quickly test different messaging.

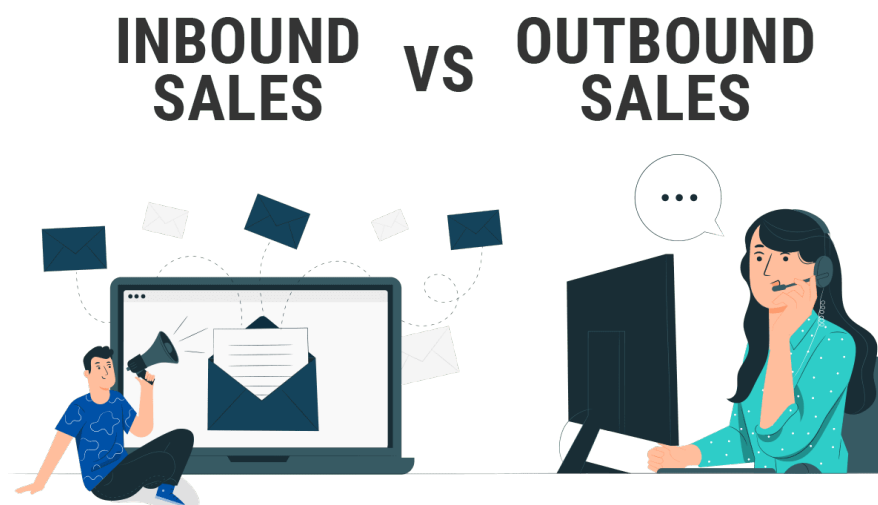
However, it can be time-consuming and labor-intensive, and there's also the risk of coming across as intrusive or spammy; it requires a delicate balance of persistence and respect for the prospect's time and preferences ... and spam laws.

## Inbound prospecting

usually involves producing content that helps establish your brand as a thought leader. It can yield better qualified (and therefore higher converting) leads

because they chose to engage with your content.

However, it takes time to accrue momentum which may test patience in fast-paced sales environments. It requires investment in high-quality, relevant content creation and optimisation.





# BE WHERE YOUR BUYERS ARE LOOKING. (AND STAND OUT).

We know traditional sales drove business selling for a century or so. We also know it probably largely built your business to where it is today.

So why does it become less effective as you grow? And increasingly a small part of your future growth?

Because like everything else it's been disrupted by digital.

Here's the most important thing today's B to B buyers do when considering their needs: they hit their keyboard first.

***61% of all transactions start online, and buyers are 57% of the way through the process before they even meet a salesperson.***

- Accenture Insights study

Where previously a salesperson would track down and meet a prospect to educate/sell to them, the situation has flipped almost 180 degrees. Prospects now do their own product research, weigh up their options and *only then* contact the business to ask a few well-informed questions, or simply to negotiate price.

Because potential buyers are looking for it and Google rewards it, it's imperative to generate and distribute quality online content. If you're not out there (digitally) informing, educating and impressing prospects with a great website and engaging articles, videos, white papers and case studies that offer genuine value to them, then someone else will be, and that's where the sale will go.

And the beauty of digital is – unlike a salesperson with a phone – it's scalable and it works 24x7. So, if you haven't already digitised your sales and marketing, you've simply put a limit on your growth.





## ***“IT’S ALL ABOUT OUR PRODUCT, RIGHT?”***

Sorry, wrong. Very wrong. Even working in a highly technical, product-focused area, your prospects are humans first and humans are hardwired to make snap judgements based on cursory assessments. Before they invest time looking into your product or service, they are already judging you:

***Do you look professional, trustworthy, big enough, experienced enough... 'my kind of people' enough?***

And they reach conclusions about this very quickly and in highly subjective ways. How professional your brand, and website are, how well written your case studies are... and so on, all have a huge impact on how your business is perceived. These are all jobs for marketing which has the important job of 'packaging' up what you do in a concise, attractive, impactful, persuasive way. Words are important here, but so are visuals - a picture tells a 1,000 words.

If you don't pass this initial test, you'll never get to hear from them with an enquiry or invitation to pitch. Even if you do, there's still one more bar to clear:

***Are you different to the competition?  
Why should I engage with you rather than them?***

Again, this assessment is shallow, so if you need an hour to describe your differences, you failed. A marketer will identify your 'compelling value promise' and boil it down into a relevant, memorable, differentiated statement that gives them one important thing to remember about you. That's all it takes to get you on the list.

And THEN, but only then do you get a chance to explain the wonders of your product or service in loving detail!





# MAKE THE BIGGEST POSSIBLE IMPACT ON THE FEWEST POSSIBLE PEOPLE

When asked “who do you target”, many businesses make the same two mistakes.

1. They don't have a tight definition of their target; not just the industry they're in but the size of company, their activities, their location, their need and their current solution that you want to replace.
2. And, partly as a result of the above, they aim too broadly.

If you're not clear on who your target market is, you'll miss the mark too often with your marketing and sales efforts.

## Not all scale is good scale ...

**Targeting is like politics; try to please everybody and you end up pleasing nobody.**

A much more efficient approach is to identify the MINIMUM number of clients you need to be viable, really get to understand their needs and situation, target them very specifically so they absolutely relate to what you're offering, and amaze them with your delivery – which should be easy because you're so focused on them and their specific requirements.

In marketing terms, this allows very personalised messaging which makes a big impact and gets much better results. It allows messages to really hit home with focus that will 'move the needle' for EVERYBODY you want to sell to. No more needle in a haystack.

Delighting 10 clients who become loyal and enthusiastic referrers is a much better foundation for growth than trying to juggle 100 who receive poorer service, are less committed and as a result constantly churn.





# EVER FEEL LIKE THE MINUTE YOU WALK AWAY FROM A PROSPECT OR EVEN A CUSTOMER, THEY FORGET ABOUT YOU?

Well, sadly.. You're 100% right!

Fact is, they've got enough on their plate that you need to remind them constantly that you exist so they remember you when a need arises for your product or service. And since you can't identify when prospects are ready to buy, you need to have an ongoing presence. If you don't, and have competitors actively and regularly popping up in front of them, that's where they'll go, and you'll miss out.

And it's not just prospects; if you have no market presence, your current clients, your own staff and potential employees tend to form the impression that you're a sleepy non-player – with disastrous consequences.

Having a dynamic marketing presence is critical for morale AND for growth.

This takes a good marketing plan, ongoing work and investment. There are a few secrets to making it doable.

Efficiency is key – target tightly to make a big impact on a few vs low impact on many, and don't waste a single marketing dollar on chasing secondary prospects. We call this focussing on the smallest viable target market.

Regularly create and distribute genuinely high-quality value-adding content that showcases your expertise and positions you as industry experts. The market will remember this far more than puff pieces, so systematise the collection of case studies and testimonials, and actively encourage referrals.

Combine digital and non-digital channels, examples being Account Based Marketing, on-brand sales collateral, email marketing and of course your website. Built on good governance and systems so it's repeatable process.



## OTHER SOLUTIONS THAT ALSO RELATE TO THIS

1. Positioning your business relative to the competition
2. Being unignorable in the market

## READ MORE ABOUT IT

Page 18 [↗](#)

Page 23 [↗](#)





# THE BEST SOLUTION OF ALL IS THIS...

The previous dozen or so pages have summarised a range of solutions.

But implementing them is another matter entirely. As we said on [page 13](#), marketing is a discipline that can't be fudged; give it to a junior, give some specialist agency a crack, or have a go yourself and you'll just be wasting money.

Here's how to ensure it works:

- Strategic marketing is wholistic and can be complex. All the components work together.
- A clear, relevant, differentiated strategy must underpin everything you do.
- Sales and marketing must work together.
- Marketing initiatives should be measured and optimised according to results. Marketing should be accountable.
- Your brand must look great and say all the right things at every customer touchpoint, from marketing to sales to operations to accounts – it all adds up.
- You as CEO need to champion your brand internally and externally, and hold everybody to the strategy.

How do we make it all possible within your constraints?

If you think this is beyond the expertise and budget of an engineering SME, think again. We've spent several years developing a way to make it work – in a way that works for you.

We call it InsideOut Marketing. It provides senior leadership to drive things from inside your team, takes the worry off your plate and doesn't just look after marketing for you, but also establishes a disciplined marketing function within your business. Key Strategic thinking, the right skills, disciplined process and accountable execution.

The way we achieve this is:

- Driven from inside your business by a part-time senior strategic marketer (InsideOut Marketing Manager) working alongside you and your exec team to manage marketing accountably, respond to changes, liaise with your staff, extract necessary information, report progress etc.
- Supported outside your team by our implementation specialists in creative, web-development, social selling etc. They spend dedicated time executing your marketing, and report to your InsideOut Marketing Manager.

## It's a hybrid that works.

For more about why you need a senior marketer and what they would do in your business, read [here](#).





# ENGINEERING GROWTH FROM THE INSIDE OUT

About five years ago we re-engineered our 20 year-old business specifically to help you access senior marketing talent required to create growth, without big costs.

The key is placing a senior marketer inside your business to drive success from the inside out. They develop a deep understanding of your business, working alongside you and your team with full accountability. Being part-time, you only pay for the actual time you need and given their level of experience, you don't need to spend valuable time managing them.

Supported by our strategist, your marketer develops a bespoke strategy and marketing plan, and then manages its flawless implementation, working closely with your team – and ours – throughout.

The model has been highly successful for clients across energy, infrastructure, filtration, industrial processes, water and waste, process design, architecture, machining and more.

[Click here](#) to read some client case studies and [here](#) to see examples of our work, and for more details on our process, [click here](#).

## FOUR WAYS WE DELIVER





# “I NEVER WORRY ABOUT ACTION. ONLY INACTION”

- Winston Churchill

We all operate in a world of marketing. It's a core feature of every successful business, no matter how brilliant their product or service is.

Fail to build marketing capability and your business will stay stuck and be worth less.

This document has outlined common challenges experienced by engineering companies, and outlined proven effective solutions. These take time, money and effort.

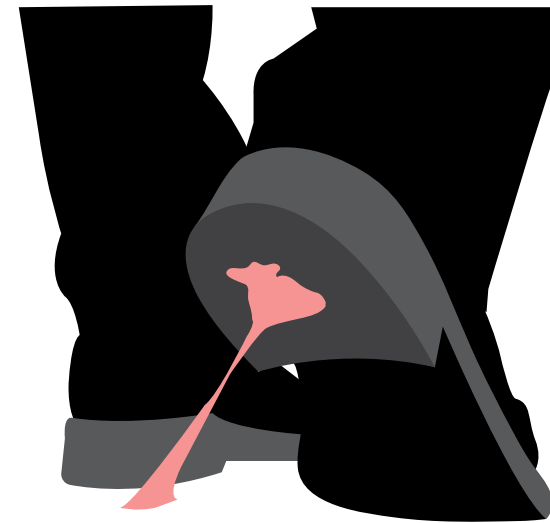
We have explained how we've developed a way to make all this palatable even for modest enterprises.

## What results have been achieved using the approaches outlined?

Better branded, more effective and more resilient organisations that are proud of their market presence, on top of their lead flows and enjoy stronger internal alignment.

It's worked for specialist technical businesses including infrastructure maintenance and remediation, remanufacturing, industrial filtration, process design, civil engineering, energy, water, construction management, safety equipment and more.

Some of these talk about their experiences [here](#). Some case studies are included [here](#) and a story of 20% revenue growth can be read [here](#).



**If you'd like to know how we could help unstuck your growth, let's talk!**

## CALL RICK MERTEN

on 0413 315 683

or [rick.merten@insideoutgroup.com.au](mailto:rick.merten@insideoutgroup.com.au)

***“ The secret of change is to  
focus all of your energy  
not on fighting the old  
but on building the new ”***

**- Socrates**

