

Guide & Workbook

GROWTH FORMULA

FOR MANUFACTURERS & DISTRIBUTORS



PREPARED BY
Marketing Copilot ®

The Formula to Growing Revenue in 2024

In 2023, the team at Marketing Copilot spoke to over 150 founders, CEOs and sales executives of technology companies to understand what was driving B2B demand generation. We have had the opportunity to work with many manufacturers and distributors over the last 10 years to execute digital selling tactics. In 2023, we saw some very interesting outcomes. The formula we saw emerging has been documented here. We have provided the formula, definitions and a worksheet to help you jump-start your plan.

ACHIEVING REVENUE GROWTH FOR MANUFACTURERS & DISTRIBUTORS

$$1b(3tx3a) + (3p+3i+3e) = \text{Increased Revenue}$$

b = Documented Buyer Persona

t = Buyer Triggers

a = Attributable Touchpoints

p = Partners to Co-Market

i = Company Influencers

e = Events

Documented Buyer Personas

If you don't know who you are selling to or what their attributes are, you will not only have a hard time finding them but also appealing to them. We are still surprised to see that companies are not documenting their persona types or prioritizing who is at the top of the list and where time, money and resources need to be spent. **A buyer persona is not an industry category, demographic or even job title. It's a precise articulation of problems, success factors and obstacles** your buyer is challenged with making a purchasing decision. The first in the formula is to define your primary persona.

GET THE BUYER PERSONA WORKBOOK

Buyer Triggers

A trigger is what gets your primary persona to search for a solution. Without triggers, a buyer has no reason to listen to you or look for you. What you do does not matter to prospects, but the problems you are solving for them do. An example of an excellent trigger in the manufacturing sector is when a business issue disrupts activity on the production floor. If your buyer is triggered to search for a solution to a problem because of operational inefficiency or losing competitive advantage, you have an opportunity to connect in the buyer phase. **1) You must be able to prove you can solve the problem with relevant data and proof points readily available on your website, 2) The more you can differentiate yourself while talking about these triggers, with a unique and compelling value proposition, the better.**

CHECK OUT "WHATS MY VALUE PROP" TO GET STARTED

Attributable Touchpoints

With so much of the buyer journey happening in places you can't see, touch or hear, you need to drive all traffic to a touch point that can be tracked and measured. There are many marketing pundits who believe that attribution was invented to sell marketing automation software. We disagree. Smart Marketers have always been able to measure results of campaigns, but **the reality of today's digital native is that they are doing things and making decisions long before they show up at your website or social profile.** Your job is to create as many valuable touchpoints as possible that allow you to capture an email address or understand what people already in your database are doing. This goes back to personas and triggers. But to make better marketing decisions and spend money wisely, decide what these are for every single tactic you execute.





Partners to Co-Market

One thing we saw work really well in 2023, were companies that partnered with other companies in their network to co-brand a presentation, webinar, video or campaign. If you are a manufacturer, as an example, who makes parts for a larger product or solution, you might want to write a lead magnet or run a webinar on the best way to vet suppliers. **1) Create content that you normally would not have an expert to write, 2) Share lists of both companies for double the exposure, 3) Create broader networks on LinkedIn.** Again, once you have triggers locked and loaded, you'd be surprised how many other companies and providers share the same attributes amongst their persona types.

Company Influencers

If you took the time to study your LinkedIn network closely, or the network of your CEO or sales leaders, you would notice people in the network who share, like, post and repost valuable content. Although many feel that LinkedIn has become cluttered and noisy, it will still be the best channel for B2B marketing in 2024. **People want to buy from people, not companies, and the #1 place they go to learn about someone is LinkedIn.** Marketers, not just sales people, need to be watching networks and understanding who does what on LinkedIn. The top three influencers you can find outside of your company, will be valuable resources when a proper “give-to-get” relationship is established using social media.

Events

Many people lost site of the power of face-to-face marketing during 2020/21, but it is back and stronger than ever. **What are the top three events you can attend to raise your profile in your community?** It might be networking, a conference or could take the form of a guest spot on someone else's webinar but showing your face, connecting with people around their business problems and sharing thought leadership will never go out of style. Figure out where you need to be and why and make it a priority in 2024.



WORKSHEET

Define your Primary Persona:

1b

List the 3 most important buying triggers that get them searching:

3t

1

2

3

List the 3 attributable touchpoints you can send them to:

3a

1

2

3



WORKSHEET

List 3 partners you can co-market with.

3p

1

2

3

List 3 company influencers that can share on LinkedIn:

3i

1

2

3

List 3 events you can speak at in the next 12-months:

3e

1

2

3



Our Top 10 Greatest Hits of 2023/24:

VIDEO

- 1 Whatever you can record, do it. 30-second, two and five-minute videos are gold. How-to's, fireside chats or Lunch'n'Learns all qualify.

WEEKLY/BI-WEEKLY BLOG POSTS

- 2 Posts based on triggers or technical information are today's table stakes. Content volume is still important.

PERSONAL LINKEDIN POST

- 3 Personal profile LinkedIn posts directly related to customer pain points.

MONTHLY NEWSLETTER

- 4 Newsletter via LinkedIn or email. Using the right content and format, these are again performing.

CHANGE YOUR LEAD MAGNET QUARTERLY

- 5 Change your lead magnet every quarter, but remember that a lead magnet only needs to work in conjunction with an email workflow.

CONFIRM YOUR PRIMARY CTA

- 6 Confirm your primary CTA on your website and ensure it's integrated everywhere.

REFINE YOUR AUTHORITY STATEMENT

- 7 A punchy, one-line authority statement should answer the question "Why should I choose you?".

PARTNER CO-MARKETING

- 8 Expand your reach and fan-base.

ESTABLISH YOUR VOICE ONLINE

- 9 People buy from people, not your company LinkedIn page.

USE MARKETING AUTOMATION

- 10 Better use of your marketing automation system to move from email blasting to list intimacy. If you don't have a system, get one in 2024.



THE B2B MARKETING PLAYBOOK

Buyers need a variety of content formats in their decision-making process. There are only 3 ways to qualify a customer: 1) I love your value proposition and I want it now, 2) I like your value proposition but I'm not ready yet, 3) I hate your value proposition and I'll never buy this. Knowing where anyone is with respect to these three statements should be the primary goal of your marketing team.

HERE'S HOW WE VIEW THE WORLD:

AWARENESS	CONSIDERATION	CONVERSION
Anything happening in the industry that promotes your company name.	Activities getting people to the website that secures an email address or tracking activity of an email address.	Creating active engagement with your company that tracks towards a sales inquiry.
ACTIVITY	ACTIVITY	ACTIVITY
☐ Whitepaper ☐ E-Book ☐ Templates ☐ Tip Sheet ☐ Checklist ☐ Educational Videos ☐ Educational Webinar ☐ Blog Posts ☐ Infographics ☐ Podcasts ☐ Newsletter	☐ Customer Case Study ☐ FAQs ☐ Plans/Pricing ☐ Testimonials ☐ Comparison Guides ☐ E-Book ☐ Templates and Tool Kits ☐ Catalogues/Brochures ☐ Quiz ☐ Pillar Page ☐ Lead Magnet	☐ Consultation Offer ☐ Estimate and Quotes ☐ Various Plans ☐ Coupons ☐ Demos ☐ Free Trials ☐ "Book a Call" ☐ Pre-Analysis/Audit ☐ Activity Questionnaires
Not Attributable	Attributable	



LET'S CONNECT!

The Marketing Copilot® Team gives you access to a group of experts with thousands of hours of experience in B2B technology marketing, particularly within the Microsoft, MSP and HubSpot channels.

Our formula, developed over 15 years with over 200+ technology leaders, is not just pioneering — it's proven. We integrate seamlessly with your team, enhancing your sales and marketing processes and growing your revenue.

[Book A Call >](#)



The Company We Keep:

CORPORATE



PARTNERS AND ISVS



MANUFACTURING

