

The *Industrial* Growth Methodology

How Industrial B2B Leaders Can Align Strategy, Technology, and Teams to Achieve Big Growth Goals.



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About Evenbound

Introduction

How to Use This Methodology

This methodology serves as a high-level manual for creating a go-to-market (GTM) strategy. Evenbound regularly achieves results for industrial clients by leveraging this methodology.

Growing a business isn't just about having a plan—it's about assembling the right team and executing effectively. A well-functioning business needs cross-functional marketing, sales, and service roles. Without the right people in place, even the best strategies fall flat.

This methodology outlines the foundational elements of a successful GTM strategy, helping you assess where you stand now and understand how to improve.



The Framework

Our Proven Growth Strategy Model

Growth strategy isn't about complexity—it's about clarity, execution, and momentum. Inspired by the principles in "No Bullsh*t Strategy" by Alex M. H. Smith, we believe strategy should be **simple, actionable, and results-driven**. A good strategy doesn't get lost in over-planning or perfectionism; it focuses on what's necessary to move forward, test, and refine over time.

By the end of this process, you'll have a clear understanding of growth strategy and how we structure it for our industrial clients. Strategy is the foundation of the larger framework, guiding how we build growth operations in stages and work toward operational milestones. Not every component will be perfect, and that's okay. The goal is to be **market-ready**—strong enough to launch and improve along the way.

Increase Revenue by **350%** with
Implementing Growth Methodology

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The Importance of Change Management

For industrial companies, change can be difficult. Many are deeply rooted in traditional marketing and sales approaches, making it challenging to adopt modern strategies and technologies. Successfully implementing a new GTM strategy requires alignment, leadership buy-in, and a clear plan for managing change across the organization. Recognizing this early on helps ensure smoother adoption and maximizes the impact of new growth initiatives.

“In 20+ years of working in marketing and strategy, I can count on one hand the amount of times I’ve seen a true strategy document. Lack of strategy is a very common business issue today. It’s difficult to admit that you haven’t put sufficient thought into something.”



John Heritage,
CEO Evenbound



Your Revenue Engine

Building the Ship in Three Phases

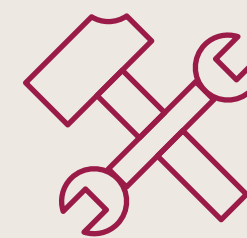
Creating a strong GTM strategy takes time, but it doesn't have to be slow. By following a structured framework, you'll feel momentum from the very beginning of the process.

Overanalyzing and endless iterations can stall momentum when the priority should be generating market demand. Focus on building a solid foundation, launching, and refining as you go. **Growth comes from execution, not just planning.**



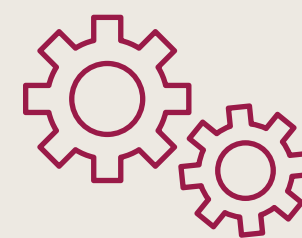
PHASE 1: CREATE

Brand, Market Position, Products & Services, Ideal Customer Profile, and Web Strategy



PHASE 2: BUILD

Processes, Systems, Technology, Data, and Action Plans



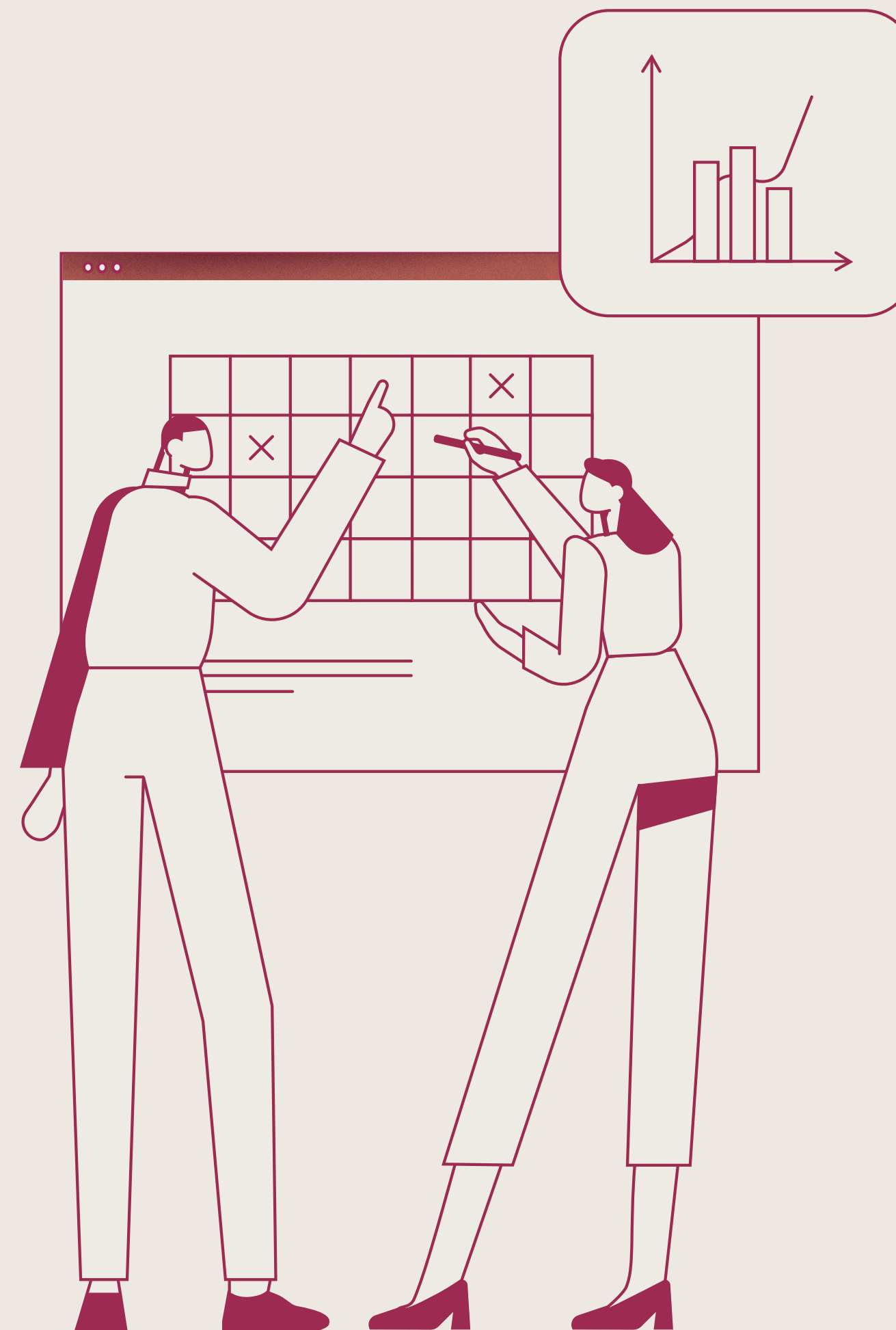
PHASE 3: OPERATE

Strategy Launch, Execution, and Team

Phase 1: Create

In the Create Phase, we focus on building the core elements of your GTM strategy. Chances are, you already have some foundational pieces in place from past efforts—those can be refined and repurposed to fit your current goals.

This phase is about answering the fundamental questions: **Who are you? Who do you help? How do you help?** Getting clear on these answers sets the stage for everything that follows.



Goals & Objectives

Before building a GTM strategy, it's essential to align on your why—the driving purpose behind your efforts. This is best articulated through clear goals and objectives.

Goals should be specific, measurable, attainable, relevant, and time-bound (SMART), while objectives define broader strategic priorities. Be intentional in crafting them and keep the list concise—three to five well-defined goals will serve as the north star for your entire GTM strategy and action plan.

Here's an example goal and objective for industrial company Acme Corporation:

Objective: Launch and optimize targeted advertising campaigns across LinkedIn and Google to reach decision-makers in high-growth adjacent markets, driving more qualified inbound interest.

Goal: Increase sales-qualified leads (SQLs) by 30% over the next 90 days by expanding brand reach into adjacent markets through targeted advertising and demand generation efforts.

Brand Identity

The concept of branding is often misunderstood. Originally, the term referred to marking livestock for ownership. Today, it's frequently reduced to logos and visuals. In reality, a brand is much more than that. A strong brand is about consistency and clarity—when every element aligns, it creates a powerful and lasting impact.

To build a cohesive brand identity, consider these key elements:

- **Name & Logo:** The visual and verbal representation of your brand.
- **Brand Pillars:** The core values and differentiators that define you.
- **Mission & Purpose:** The “why” behind your business.
- **Voice & Tone:** How you communicate and engage with your audience.
- **Products & Services:** What you offer and how it solves customer challenges.
- **Messaging:** The key narratives that define your positioning.
- **Visual Identity:** Colors, typography, and imagery that reinforce your brand.

When all of these elements are clear, consistent, and uniquely yours, your brand becomes a powerful driver of trust and recognition in the industrial market.



Defining Market, Position, & Opportunities

Positioning is one of the most overlooked yet critical aspects of marketing. To build an effective strategy, you must first define where you compete, how much of that market you own, and where real opportunities exist.

Understanding your market category and share provides clarity on growth potential. **Too broad** of a market can dilute efforts and require excessive investment, making traction nearly impossible.

Too narrow, and the opportunity may not be big enough to justify the effort. The key is to find the right balance—a market with enough demand to fuel growth but focused enough to dominate.



Example Market, Position, and Opportunity Analysis for Acme Corporation:

INDUSTRY

Industrial Manufacturing

CATEGORY

Precision metal components for heavy machinery

SIZE

\$50M in annual revenue

POSITION

Niche supplier with strong regional presence but low national brand recognition

MARKET OPPORTUNITY

Top 20% of OEM manufacturers modernizing production lines; ignore low-margin, low-tech segments

Product/Service Market Fit

Understanding where your product or service fits in the market is the foundation of a strong growth strategy. Without this clarity, even the best marketing and sales efforts will struggle to gain traction. Many business owners naturally believe their offering is exceptional—it's their creation, their vision. But stepping back to objectively assess its true market value is a crucial exercise.

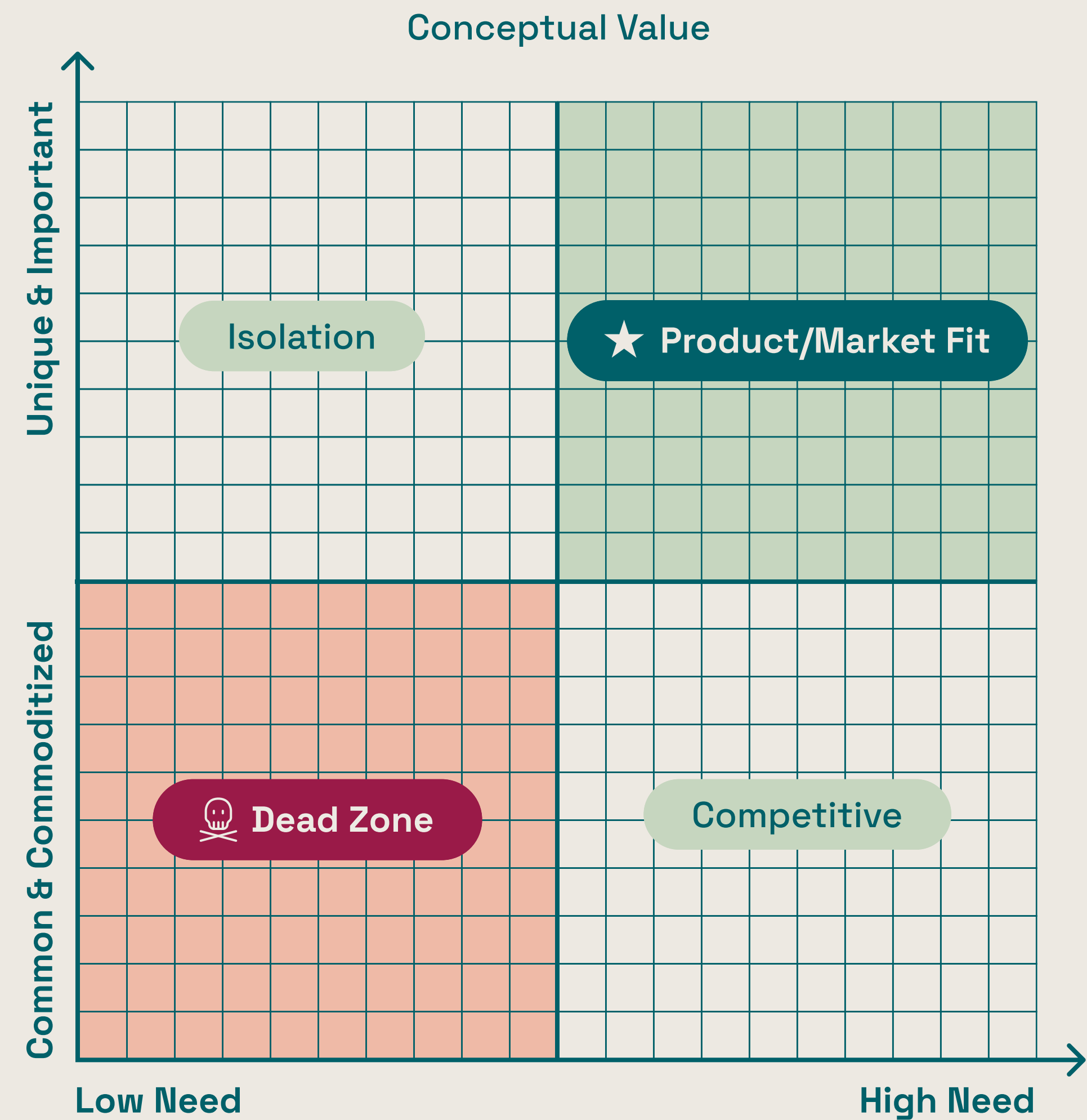
A simple way to evaluate this is through a value framework:

Is your solution truly unique or common? Is the demand for it high or low?

These guiding questions help determine product/service market fit.

Another test is to take the inverse of your strategy—does it still hold up? If your strategy is to provide "the best customer service," would your competitors intentionally choose the opposite? Likely not, meaning it's not a true differentiator.

A well-defined product/service market fit not only validates demand but also sharpens your strategy, ensuring that your approach is both distinct and sustainable.



Ideal Customer Profiles

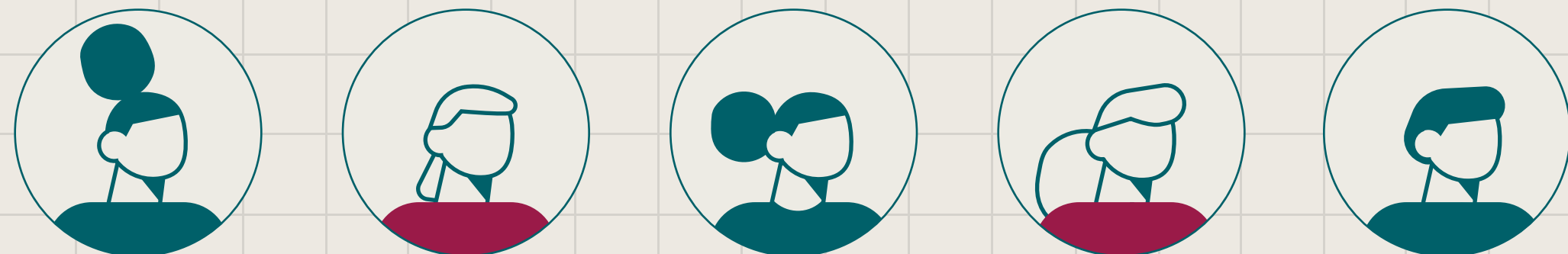
A well-defined Ideal Customer Profile (ICP) is another foundational element of an effective GTM strategy.

Understanding who your best customers are—and who you want as future customers—allows you to focus efforts on the highest-value opportunities.

At Evenbound, we categorize ICP data into three key areas:

- **Firmographics:** Industry, company size, location, budget, and performance.
- **Technographics:** CRM, marketing automation platforms, data usage, and governance.
- **Psychographics:** Interests, values, attitudes, pain points, and buying behavior.

You can't be everything to everyone, so limit your ICPs to those who truly align with your business. In B2B sales, multiple personas often influence the buying decision. Consider how different stakeholders, such as a VP of Sales and a CFO, impact the process. The clearer your ICP, the more precise and effective your marketing, sales, and outreach efforts will be.



Example Ideal Customer Profile for Acme Corporation

FIRMOGRAPHICS

- **Industry:** Heavy machinery & equipment manufacturing
- **Company Size:** \$100M+ in annual revenue, 250+ employees
- **Location:** North America, with a focus on Midwest manufacturing hubs
- **Budget:** \$500K+ annual spend on precision components
- **Performance:** Established companies with a track record of investing in automation and efficiency improvements

TECHNOGRAPHICS

- **CRM:** Commonly using outdated or misconfigured ERP systems as a CRM (SAP, Oracle, Microsoft Dynamics), with interest in CRM integration
- **Marketing & Sales Tech:** Limited marketing automation; sales processes rely heavily on manual effort
- **Data & Governance:** Siloed data across ERP and sales platforms, lacking real-time visibility into supplier performance

PSYCHOGRAPHICS

- **Pain Points:** Struggling with inefficiencies in their supply chain, inconsistent quality from current vendors, and rising costs of downtime due to unreliable components
- **Values:** Prioritize precision, reliability, and long-term supplier relationships over lowest-cost providers
- **Attitudes & Behavior:** Open to innovation but hesitant to overhaul existing processes without clear ROI; decision-makers seek peer validation and industry benchmarks before committing to change

Web Strategy

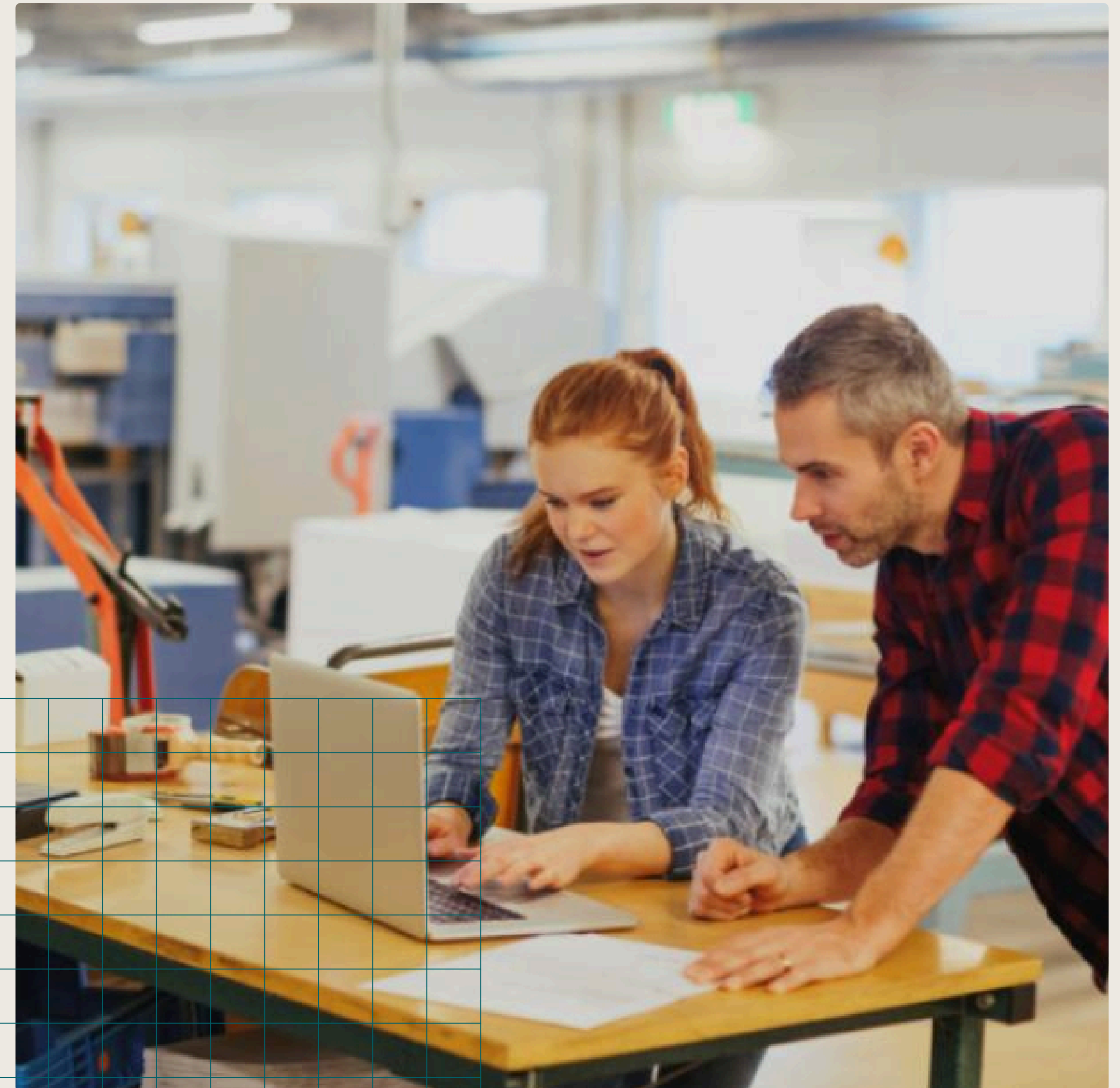
Your website is your most valuable marketing asset—but it often sits on the backburner. Many industrial companies redesign their site every few years without a clear strategy, focusing on “modern” aesthetics rather than performance.

A smarter approach is to make targeted, strategic updates that improve key metrics like traffic, engagement, and conversions.

In many cases, optimizing an existing site is faster and more effective than a full rebuild, allowing you to drive results sooner. While some situations call for a complete overhaul, the decision should be based on data. To do this, it's wise to start with a full website audit to determine the best path forward.

**+50% Session-to-Contact Rate After
WordPress to HubSpot Website Migration**

[View Case Study →](#)



Phase 2: Build

The Build Phase moves beyond strategy and into execution, **implementing the systems, processes, data, and technology needed for scalable growth.** This step ensures your GTM strategy isn't just a plan but a fully operational framework, ready to support efficient and measurable execution. With the right infrastructure in place, your team can focus on driving results.



Sales Plan

A well-defined sales plan aligns your entire team around clear goals and measurable outcomes. Without a structured process, sales efforts become inconsistent, leading to confusion and inefficiency. A documented plan ensures that every team member follows the same key steps, understands expectations, and works toward shared objectives.

Your sales plan should outline critical process stages, define the actions marketing and sales teams take at each step, and establish clear criteria for moving prospects through the pipeline. When everyone is aligned, your team can operate more efficiently, optimize performance, and continuously improve results.

[Use our HubSpot Sales Process SOP to get started!](#)

Tracked **\$8M** in After HubSpot
Sales Hub Implementation

[View Case Study →](#)

Example Sales Plan Checklist

- Set Clear Sales Goals:** Define measurable targets (e.g., increase SQLs by 30% in 90 days).
- Define Lifecycle Stages:** Establish MQL, SQL, and opportunity criteria.
- Map the Sales Process:** Outline key pipeline stages and deal progression.
- Assign Roles & Responsibilities:** Clarify who owns each stage of the sales journey.
- Create Outreach Strategy:** Set cadences for emails, calls, and LinkedIn engagement.
- Set Triggers in CRM:** Automate lead handoff, follow-ups, and deal stage updates.
- Track Key Metrics:** Monitor conversion rates, deal velocity, and pipeline health.
- Provide Sales Enablement:** Equip the team with scripts, case studies, and objection-handling guides.
- Optimize & Iterate:** Regularly review data and refine the process for continuous improvement.

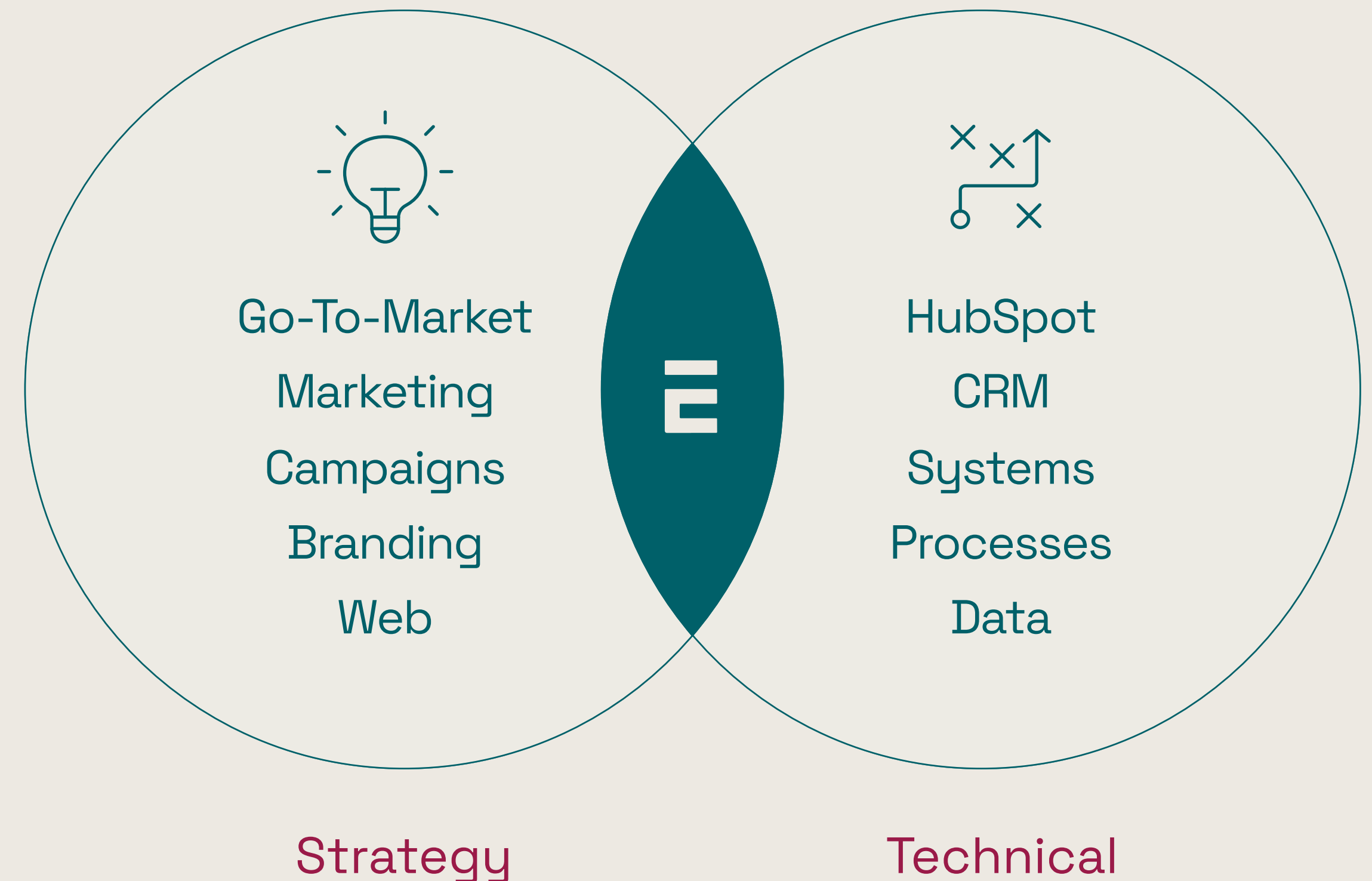
CRM Technology

Your CRM is the Grand Central Station of your revenue operation. Every deal, interaction, and pipeline stage must flow seamlessly to drive growth.

The stages of your pipeline should reflect your buyer's journey, with clear qualifying and exit criteria. Automating actions within the CRM allows sales teams to focus on what matters most—the customer—rather than administrative tasks.

CRM implementations are complex, involving multiple stakeholders and competing priorities. Successful adoption requires leadership, governance, and enablement. No CRM is perfect, but for mid-market companies, HubSpot stands out. It provides an integrated platform for marketing, sales, service, and operations—aligning teams and processes for scalable growth.

However, technology alone isn't the solution. Proper setup and strategic configuration are essential for success. **The intersection of strategy and technology is where your GTM magic happens.**



Increase Revenue by **350%** After HubSpot CRM Implementation

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Artificial Intelligence

Since the rise of generative AI in 2022, artificial intelligence has rapidly transformed how companies operate—especially in industrial sectors. As **Industry 4.0** pushes for automation and efficiency across all operations, AI has become a powerful tool for streamlining processes, optimizing marketing efforts, and enhancing sales enablement.

Ignoring AI means missing opportunities to improve productivity and decision-making. While every company's needs are unique, we encourage an open-minded approach to AI adoption. Whether for content brainstorming, CRM automation, or data-driven insights, AI can play a key role in building and operating a scalable industrial growth strategy.



Customer & Buyer Journey

Understanding your ICP is just the beginning—next, you need to map out how they become a customer and what they experience after they buy.

Start with the buyer journey. Empathize with your customers and consider how they move from awareness to consideration to decision.

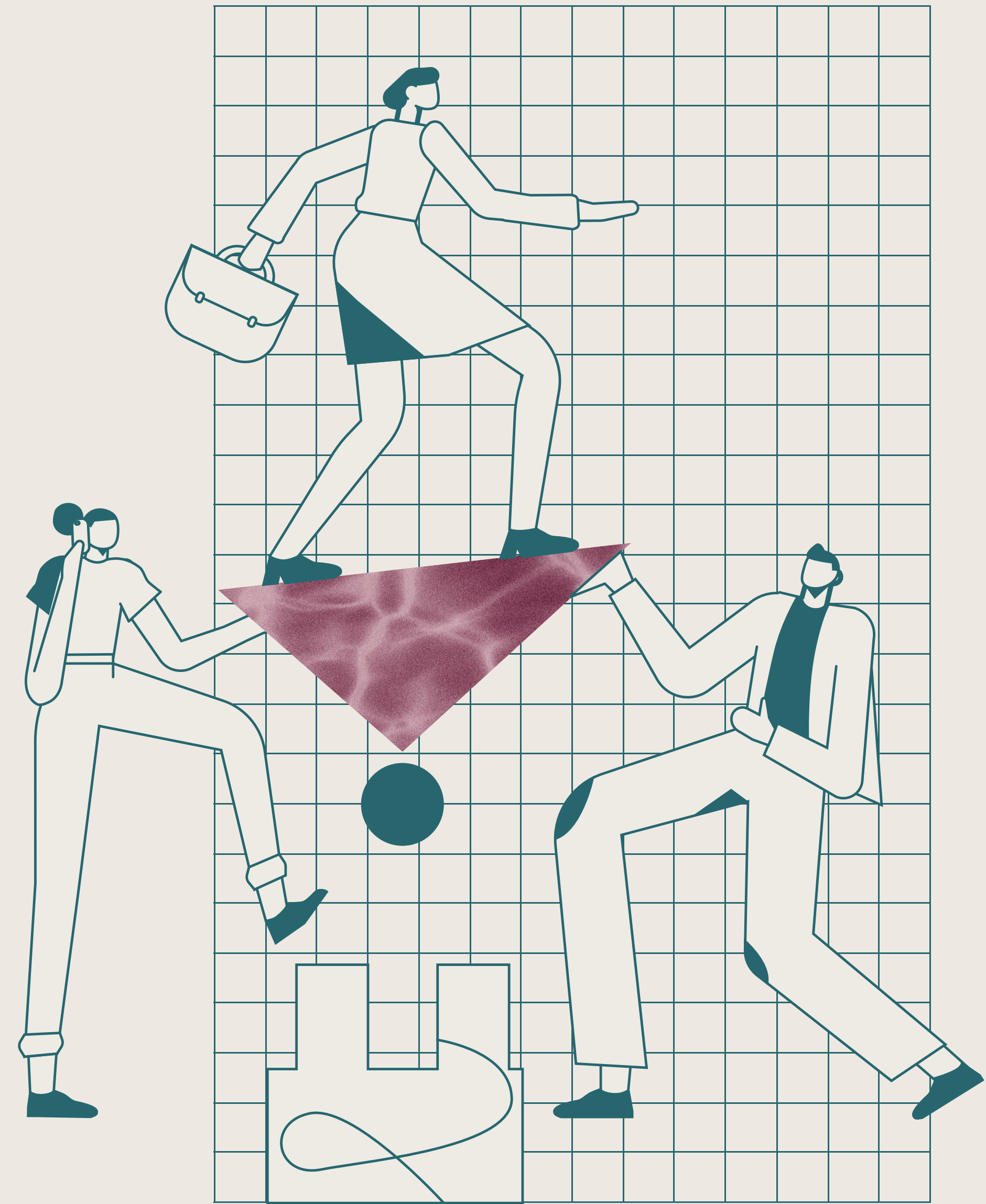
- How do they research?
- What influences their choices?

Identify key milestones and document the steps they take before converting. Marketing, sales, and service teams should collaborate to create a clear, structured path.

Then, define the customer journey—what happens after they purchase?

- How does sales transition them to delivery?
- How quickly do they see value?

A well-mapped customer journey doesn't just improve retention—it strengthens your entire GTM strategy.



Marketing Plan

Your marketing plan defines how you'll capture market demand and drive growth. For industrial B2B companies with long sales cycles and competitive markets, **success comes from focusing on a few key channels rather than spreading efforts too thin.** The first step is identifying which marketing channels to own—those that will have the greatest impact on reaching your ideal customers and driving measurable results. We primarily focus on these five channels:

OUTBOUND MARKETING

Outbound marketing is effective when executed with precision and includes:

- Personalized outreach via 1:1 email communication, messaging, or calls.
- Targeting the right person at the right time with the right message.
- Initiating sales conversations that drive meaningful prospect engagement.

Many mistake outbound for spam, but the key difference is strategy and execution. When done correctly, it's a powerful tool for generating leads—requiring expertise, discipline, and careful execution to avoid inefficiency or reputational risk.

INBOUND MARKETING

Inbound marketing drives growth by:

- Attracting the right audience with valuable, industry-specific content.
- Engaging prospects through optimized content across key channels.
- Converting leads with strategic messaging that aligns with their needs.

To accelerate content production while maintaining quality, we encourage and leverage AI tools like Breeze Content Agent, ensuring efficiency and consistency in your inbound marketing efforts.

Increase Monthly Web Visits to **+10k** with Inbound Marketing Strategy

[View Case Study →](#)

DARK SOCIAL

Dark social refers to the untracked ways prospects discover your brand, including:

- LinkedIn, podcasts, and Slack groups where conversations happen.
- Word-of-mouth and private sharing that drive awareness.
- Community engagement that builds trust and authority.

Since these channels aren't always easy to track, success comes from consistent activity and content production—ensuring your brand is present where demand is organically created.

PAID ADVERTISING

Paid advertising can be an effective growth driver when it's built around a clear strategy:

- Precise audience targeting leads to higher-value conversions, not just traffic.
- Measuring cost-per-conversion and revenue impact provides clarity on ROI.
- Messaging aligned with industry pain points improves engagement and conversion rates.

Successful campaigns also rely on strong data integration. When ad performance is tracked within a CRM like HubSpot, businesses can connect conversions to revenue, refine targeting, and improve long-term results.

Increase **\$1.2M** in Revenue Through Paid Media

[View Case Study →](#)

REFERRALS

A strong referral strategy is built on consistent storytelling and measurable outcomes:

- Customer stories—through case studies, reviews, or testimonials—build credibility and trust.
- Regularly capturing and sharing success stories keeps referrals top of mind.
- Measuring referral impact helps refine the strategy and improve results over time.

While every business has a unique approach to referrals, one constant is the power of compelling narratives. Authentic customer stories, whether in print or video, resonate more when driven by marketing rather than sales. A structured process for collecting and promoting these stories ensures that referrals remain a scalable, repeatable part of your growth strategy.



Making Your Marketing Plan Work

Your marketing channels should be guided by your customers and ICP—not internal preferences. Every organization's mix will look different, and that's okay.

A structured plan comes down to defining who is responsible for execution, what specific tactics are being implemented, and what measurable results should be achieved.

Treat your marketing plan as a living document. Regular reviews and updates, ideally every quarter, ensure continuous improvement and alignment with business goals.

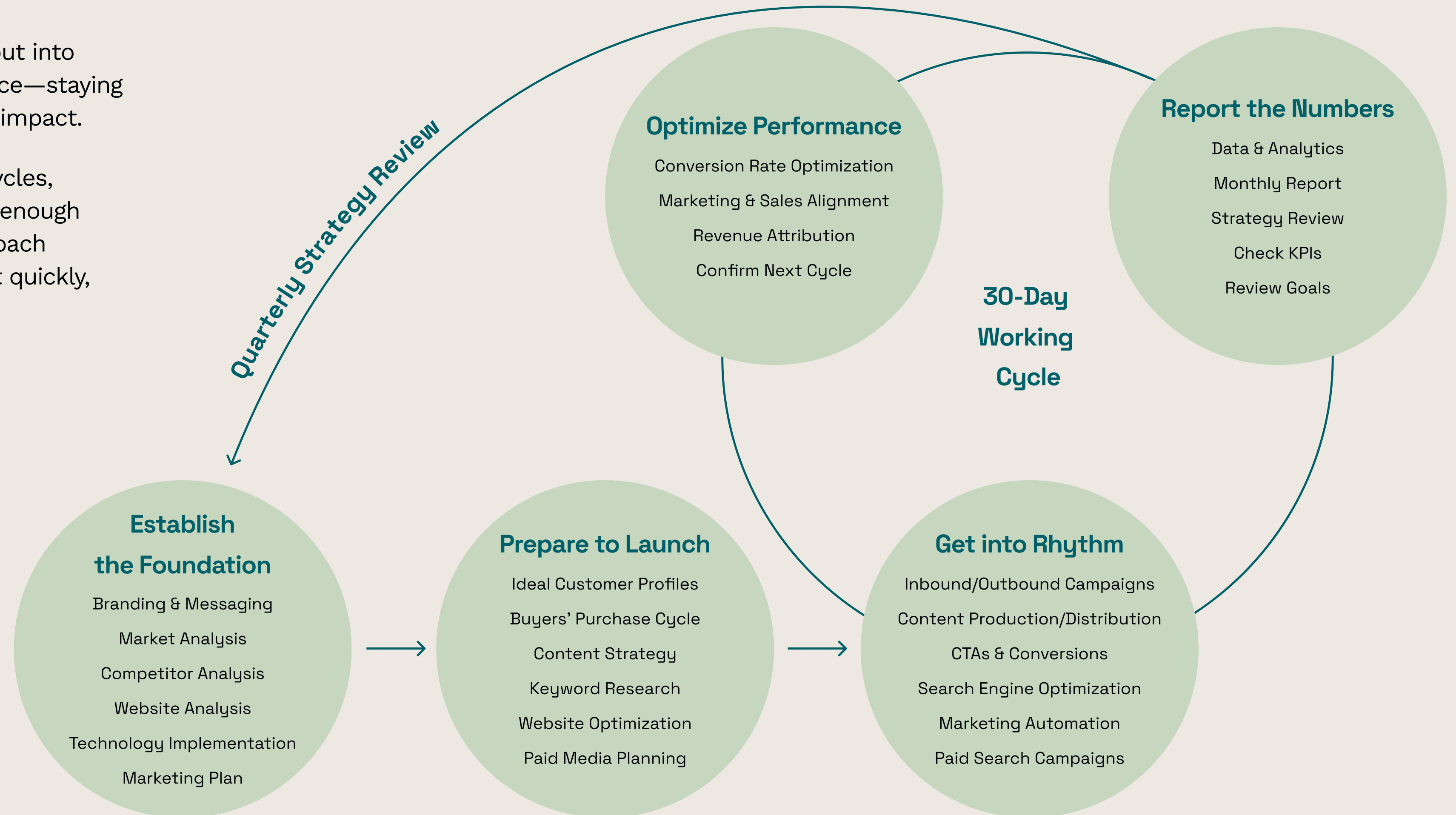


Phase 3: Operate

At this stage, the focus shifts from planning to execution.

A growth strategy only delivers results when it's put into action. The key to success is operational excellence—staying organized, executing consistently, and measuring impact.

We approach operations through 90-day sprint cycles, allowing for meaningful progress while collecting enough data to refine and optimize. This structured approach ensures agility, helping teams stay focused, adapt quickly, and continuously improve results.



90-Day Sprint Plan

A 90-day sprint provides the **ideal balance between big-picture strategy and tactical execution**. It's long enough to make meaningful progress yet short enough to stay agile and adapt. These structured cycles help teams stay focused, align on priorities, and measure results effectively.

We use custom sprint planning documents to track deliverables, timelines, and goals. Built collaboratively, these plans outline S.M.A.R.T. goals, action items, due dates, and responsibilities, ensuring clarity and accountability across teams. Over time, these sprints evolve, keeping momentum strong and driving continuous improvement.

Example Flight Plan

Projects			Details
Workstream			
HubSpot			
<input type="checkbox"/>	Build New Deal Pipeline	X	Create a customized sales pipeline tailored to new sales process for better tracking and forecasting.
<input type="checkbox"/>	Set Up & Launch Chatbot	👉	Deploy a chatbot to engage visitors, qualify leads, and improve response time.
<input type="checkbox"/>	Set Up AI Tools & Train Team on Use	👉	Implement Breeze AI tools and provide hands-on training to ensure your team uses them effectively.
<input type="checkbox"/>	Review & Remove Duplicate Contact Records	✅	Clean up database by identifying and merging or deleting duplicate contact records.
Inbound (Organic, Email, Paid)			
<input type="checkbox"/>	Paid Media Campaign Management	👉	Google Ads, Bing Ads, LinkedIn Ads: Manage and optimize paid media campaigns across key platforms to drive qualified traffic and leads.
<input type="checkbox"/>	Plan, Create, & Launch Remarketing Campaign	✅	Develop creative strategy, build assets, and launch a remarketing campaign to re-engage past visitors.
<input type="checkbox"/>	Create & Schedule x2 Email per Month	X	Write and schedule two emails per month aligned with the email content calendar and marketing goals.
<input type="checkbox"/>	Create & Publish New Case Study	X	Develop and publish a case study showcasing the results of a recent successful client engagement.
Demand Generation			
<input type="checkbox"/>	Bi-Weekly Organic Social Post	👉	Write, design, and publish two organic social posts per week to maintain brand visibility and engagement.
<input type="checkbox"/>	Plan Monthly Social Post Calendar	👉	Develop a strategic monthly calendar outlining social content themes, topics, and publishing schedule.
<input type="checkbox"/>	Create & Publish YouTube Video	✅	Produce and upload a YouTube video optimized for audience engagement and search visibility.
Account & Project Management			
<input type="checkbox"/>	Monthly Reporting	✅	Compile and deliver performance reports highlighting key metrics, insights, and opportunities for optimization.
<input type="checkbox"/>	Create Quarterly Flight Plan	X	Develop a strategic, data-informed roadmap outlining priorities and key initiatives for the upcoming quarter.

Channel Strategy & Campaign Launch

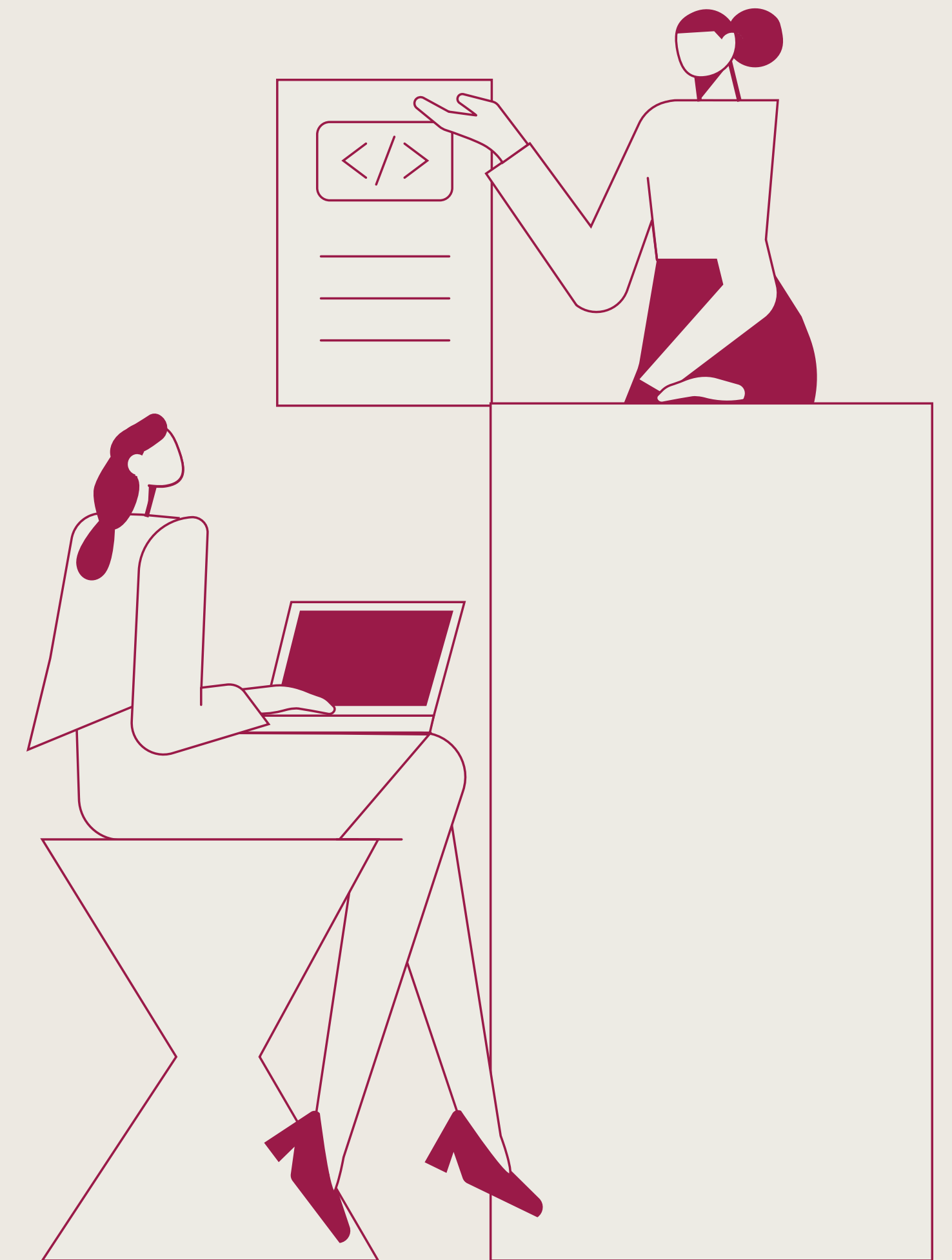
Launching campaigns is just the beginning—we're now actively building market awareness and driving engagement. Some adjustments will be needed, and not everything will be perfect from the start. That's okay. Remember: Progress always beats perfection.

As conversions increase and the sales team starts seeing more leads, it's critical to ensure all data flows correctly into your CRM. Dashboards and reports should be set up to track performance against key goals, providing clear visibility into what's working. Alignment between sales and marketing remains essential during this stage.

Measuring Performance

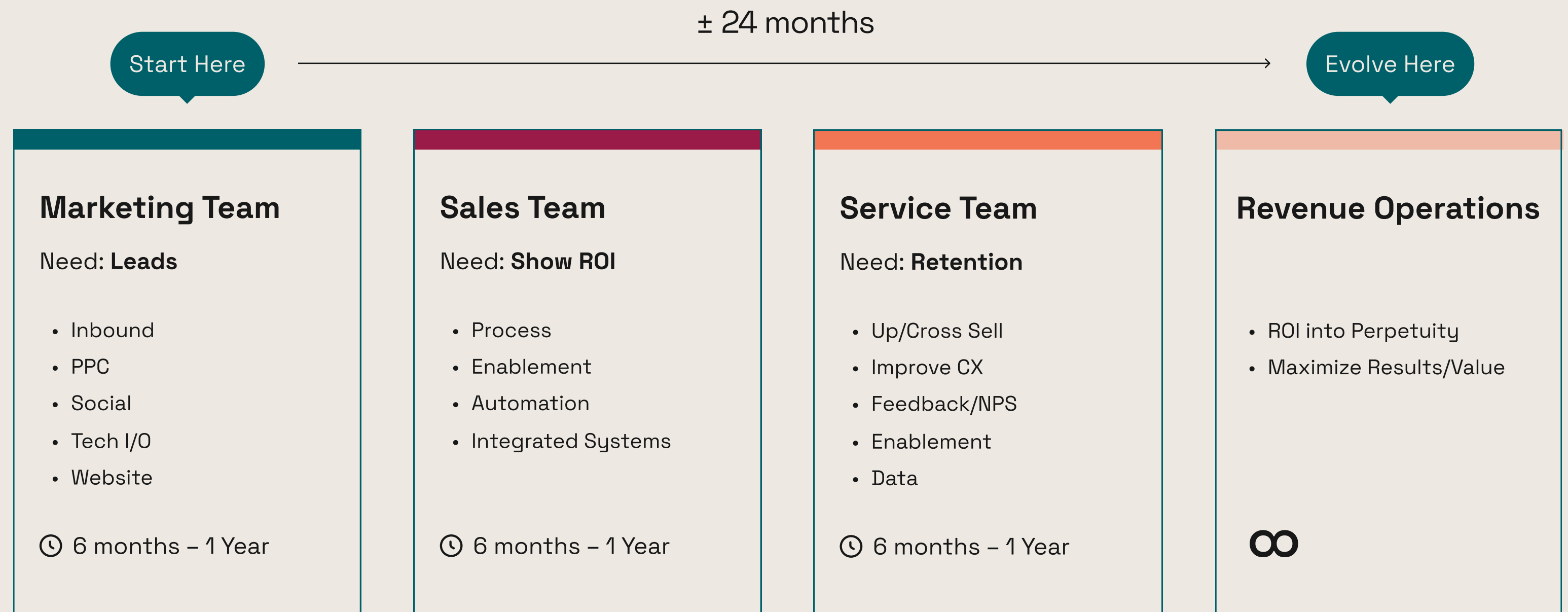
Regularly evaluating your systems, processes, and data is essential to staying on track. Compare your reports against your goals, discuss findings with the team, and identify areas for improvement. What's working? What needs to change?

The 90-day sprint review is a critical checkpoint for long-term success. Immediate wins are great, but sustained growth comes from incremental progress and ongoing refinement. Don't expect massive shifts in the first 30 days—patience and consistency drive results. Stay focused on the bigger picture, using data to guide strategic adjustments along the way.



Stages of Strategic Evolution

Change is constant in GTM strategy. What begins as a focus on inbound marketing may evolve into demand generation and eventually into revenue operations. This progression takes time, and setting clear expectations is essential. Long-term success comes from continuously identifying and prioritizing the next strategic focus.



Realize Your Growth Potential

Revenue transformation connects every part of the customer journey—from lead generation to post-sale relationships. Industrial companies face pressure to do more with less, making efficiency and expertise essential for sustainable growth.

At Evenbound, we help you scale with a strategic, evolving program backed by true industry experts.



About Evenbound

Since 2019, Evenbound has refined this methodology, driving an average of 20% growth year over year. We apply the same proven framework to help clients generate awareness, leads, and sales. Our approach is most effective when operationalized within HubSpot, bridging the gap between strategic and technical consulting to drive measurable growth.

Let's Build Your Growth Strategy Together

Achieving sustainable, scalable growth requires the right strategy, technology, and execution. Whether you're refining your GTM approach, optimizing HubSpot, or aligning sales and marketing, we're here to help.

Let's get you growing!

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