



Credit: Adobe

GRAHAM KILSHAW

CEO

Get in on the Design Conversation or Miss Opportunities

Learn how to use the right content to build your brand and your sales

LECTRIX®

LECTRIX | Positioning Ambitious B2B Electronics Companies for Aggressive Growth

The Problem

Poll:
5 - 3 - 1



Poll:
SQLs



Poll:

Revenue Stability



Why?

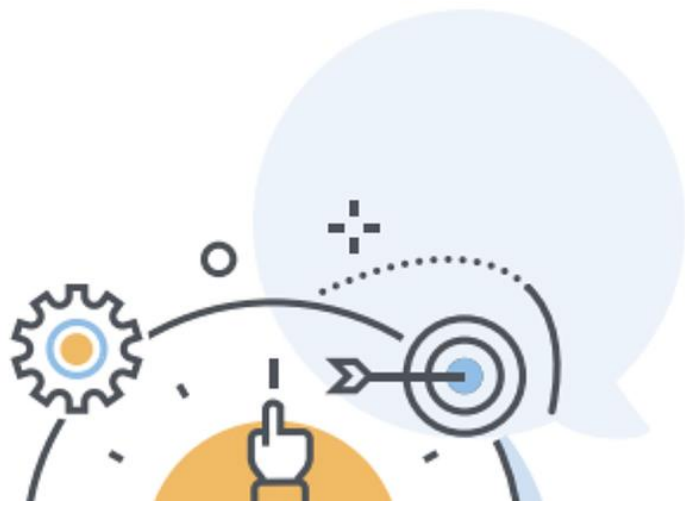
Google

“Educate Me. Don’t Sell Me”

IN THE
ONE-TO-THREE
MONTH MARK,
38%
OF B2B BUYERS
DEVELOPED AN
INFORMAL LIST
OF POTENTIAL
PROVIDERS.

ONE- TO THREE-MONTH MARK CRITICAL TO GETTING BUYERS' ATTENTION

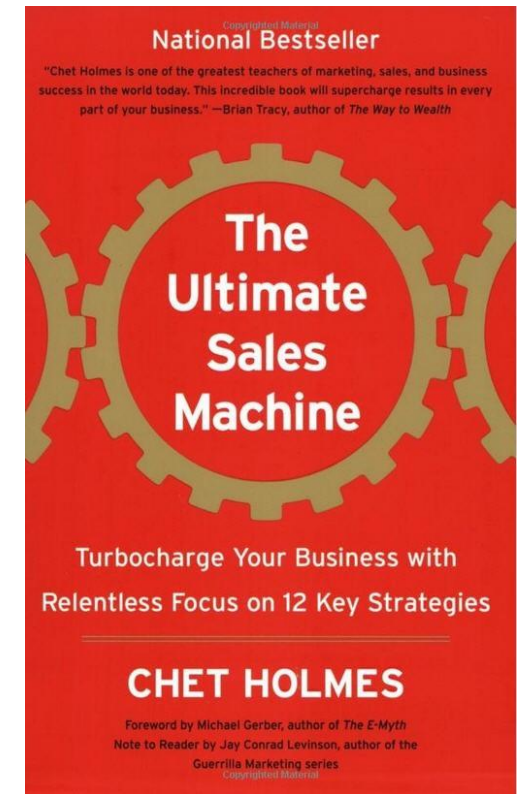
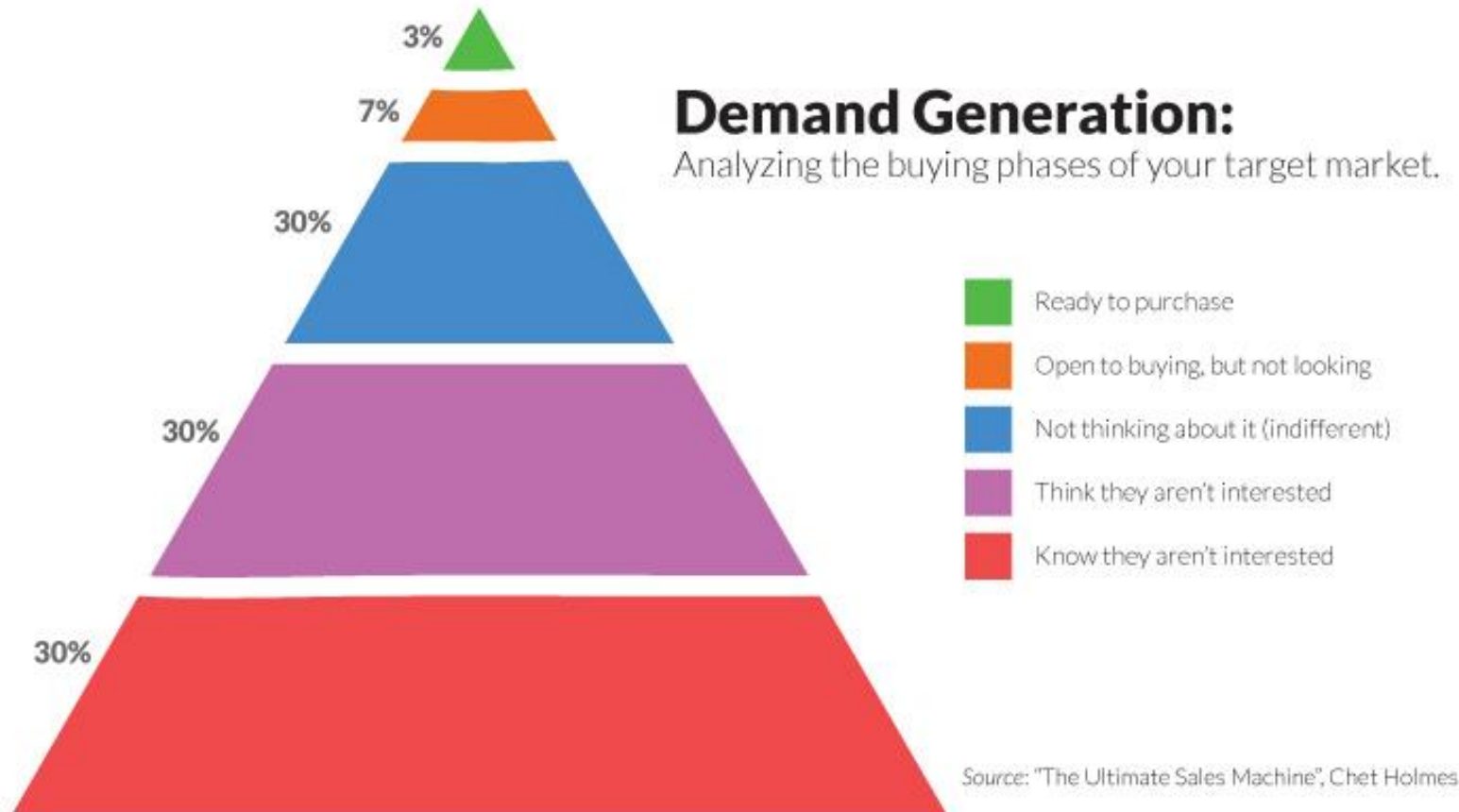
DEMAND  GENTM
REPORT



Poll:



Only **3%** of your customers are ready to purchase right now



Value Proposition Spectrum



Product-First

- Marketing plans driven the NPI schedule
- Emails more about products
- Social posts liking supplier launches

Problem-First

- Marketing plans driven by customer problems
- Emails more about educational content
- Social posts sharing whitepapers



Value Proposition Spectrum



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THE BUYER'S JOURNEY AND CONTENT

Understanding How Engineers Buy



Prospect has undefined challenge or opportunity, and still answering "What is it?"

Our message is educational with little to no product or company promotion.

- Whitepapers
- Webinars
- eBooks
- Blog posts
- Video
- Tools & calculators

Prospect has defined challenge or opportunity, and now answering "How to address it?"

Our message is educational with some product or company promotion.

- Case studies
- Application notes
- Expert discussion
- Webinars
- Whitepapers
- Solution reports

Prospect knows how to address challenge or opportunity, and is now answering "What is the best solution?"

Our message is product or company promotional with continued education.

- Product demonstration
- Sample request
- Product comparison
- Supplier comparison
- Product literature
- Design support

Prospect has become a customer, and may begin to ask "Did I make the right choice?"

Our message is focused on trust and relationship building.

- Status check-ins
- Educational material
- Gifts
- Event invitations
- Product announcements
- Company announcements

Note: If prospect does not become a customer, continue cycle again to remain top-of-mind.

(Re)Build Your Brand:

#1: Make it Personal

#2: Content, Content & Content

Make it Personal

The **HIGH SCHOOL** party strategy *for* **B2B MARKETING**



REVENUE: \$_____

Credit: Gary Vaynerchuk

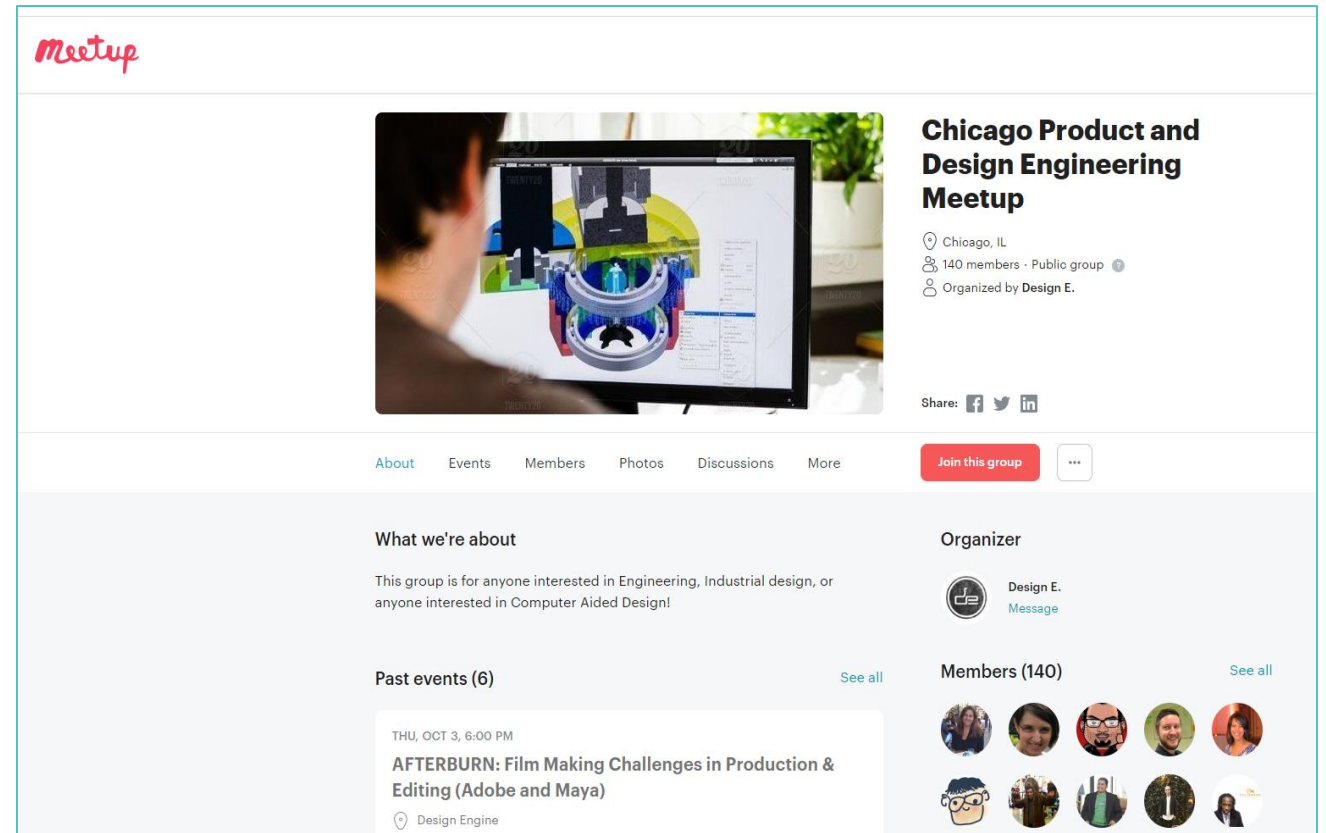
Make it Personal

Meetup Example:

Chicago Product &
Design Engineering Group

140 Members

6 Events in last 12 Months



Make it Personal

Account Based Marketing (ABM) Top 3 Stats:

1. Increases lead engagement
2. Improves reputation and relationships
3. Increases engagement with C-levels

Make it Personal

The Human Search Engines



Hey, Jenn!

*“How do you
build relationships
with your customers?”*

Jenn Eby

MarcTech2 | Seattle, WA

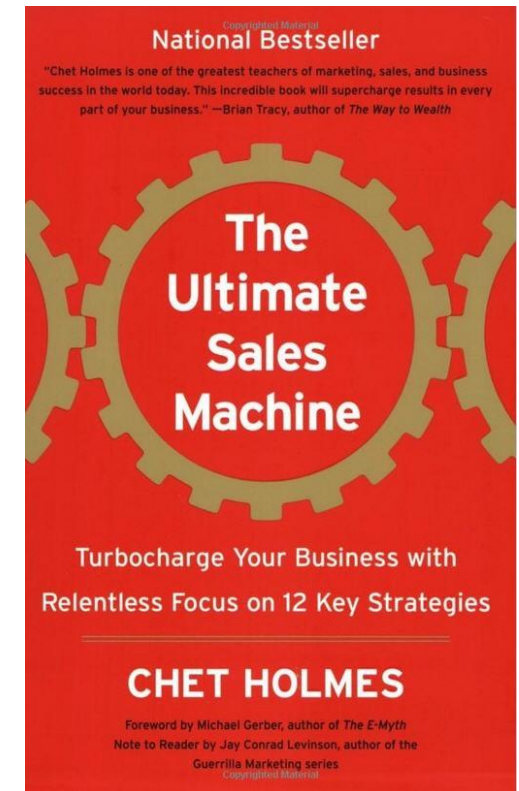
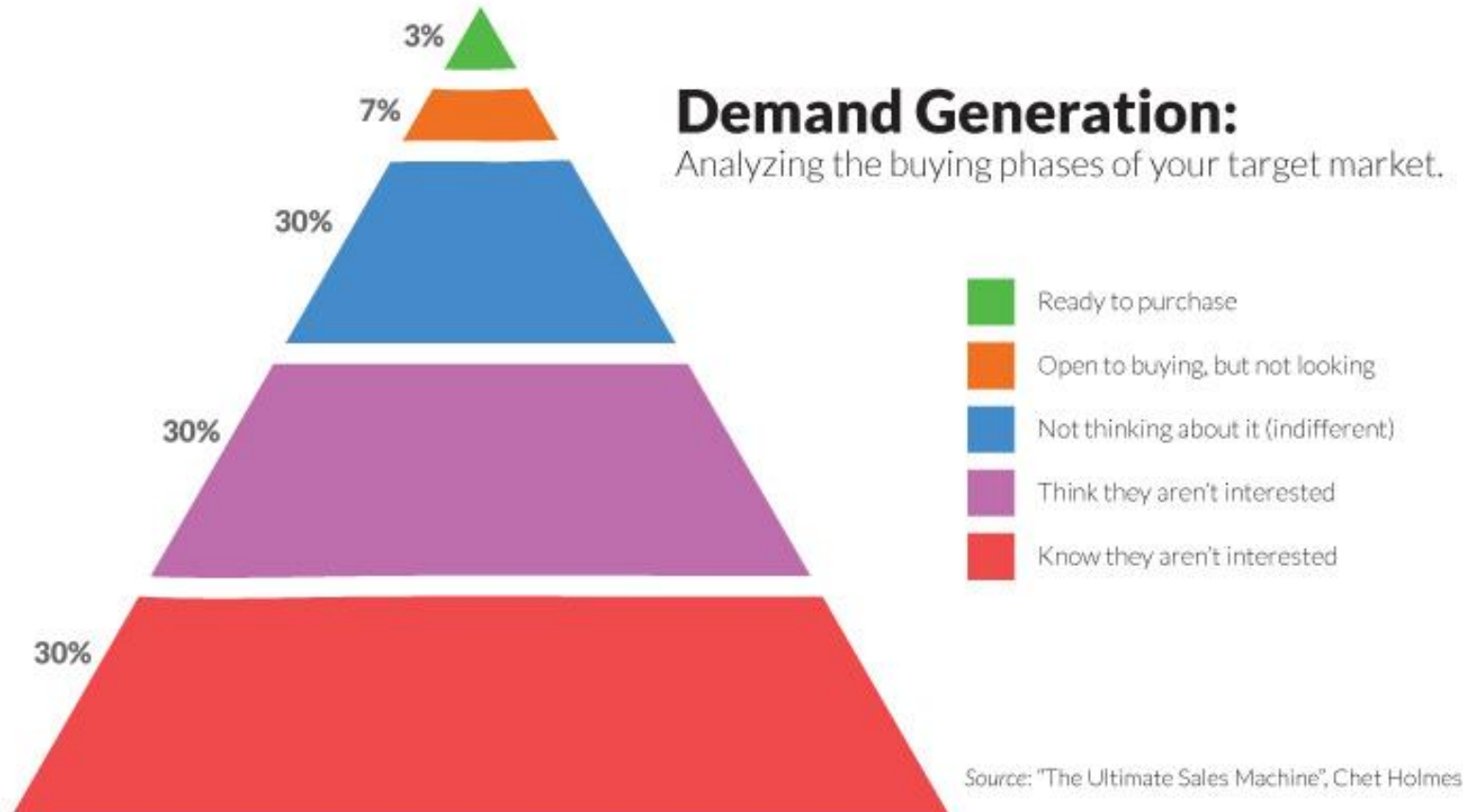
Content, Content & Content

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y			
1	Content Inventory Audit Tool																											
2																												
3	COMPANY:																											
4	AUDITOR:																											
5	CONTACT:																											
6																												
7	SOURCE				WEBSITE								PHYSICAL								OFFLINE							
8	LOCATION																											
9	NAME				Location	URL																						
10	Whitepaper Name 1																											
11	Blog Name 1																											
12	Video Name 1																											
13	Podcast Name 1																											
14	App Note Name 1																											
15	Case Study Name 1																											
16	eBook Name 1																											
17	Checklist Name 1																											
18	Interviews Name 1																											
19	Infographics Name 1																											
20	Poster Name 1																											
21	Photographs / Images/ Name 1																											
22	Brochure Name 1																											
23	Calculator Name 1																											
24	Formula Name 1																											
25	Design Tool Name 1																											
26	VHS Name 1																											
27	Book Name 1																											
28																												
29	For Questions:																											
30	Graham Kilshaw																											
31	p: 610 382 5885																											
32	e: graham@lectrixgroup.com																											
	w: www.lectrixgroup.com																											

Content, Content & Content

Personal Content Library

97% of your customers are not ready to purchase right now



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MarketEYE Resource Center

News & Information



Ecodesign, RoHS and More: The EU Goes on a Tear

10/14/2019 // [Mike Kirschner](#) in: [Supply Chain](#)



Expansion of the EU's Ecodesign Directive Beyond Energy Efficiency I noted in my previous column that "a raft of new implementing measures under the European Union's Ecodesign Directive (2009/125/EC) are coming out and – consistent with the Ecodesign Working Plan 2016-2019 – they are expanding the scope of their impact on the electrical and electronic equipment they cover."

[Read More](#)



Problem First - Product Second

Content, Content & Content



Sent | **10,788**

Opened | **3,437**

Clicked | **348**

Forms Completed | **79**

Indicated Testing Plans + Timeline | **51**

Active Sales Conversations | **51**

November 2019

Content, Content & Content

- ✓ Littelfuse Sales Force = 30 rep firms (USA)
- ✓ Assume 5 reps average per firm = 150 salespeople
- ✓ 150 salespeople share the registration page
- ✓ Assume 500 LinkedIn contacts each = 75,000 contacts
- ✓ Up to 75,000 people see the registration page
- ✓ If 1% click through to the registration page = 750
- ✓ If only one quarter of those complete the form = 187
- ✓ If only 10% of those are in the market for product = 18 opportunities
- ✓ QUESTION: What's your close rate on 18 SQLs?

**Littelfuse**
Expertise Applied | Answers Delivered

Application Note:
Designing Reliable Drones using
Proper Circuit Protection

Are you safe with Drones in the sky?

Designing Reliable Drones using Proper Circuit Protection

A drone filming a Pamplona-style "running of the bulls" at Virginia Motorsports Park suddenly dips into the crowd below, injuring spectators... a 15kg. camera drone drops out of the sky during a ski race in Italy, narrowly missing Austrian Marcel Hirscher before smashing into the slope behind him... a rogue drone smashes through a fifth-story office window in Cape Town, South Africa, striking unsuspecting race car driver David Perel in the head... a drone narrowly misses colliding with an Airbus A320 as it takes off from London's Heathrow airport... a drone hits the Seattle Great Wheel - believed to be the largest Ferris wheel of its kind on the West Coast, standing 175 feet tall - near downtown Seattle's waterfront, crashing into a nearby pier and prompting a police response.

Introduction/Overview

No doubt "pilot losing control" is behind many drone incidents and crashes. **But what's behind that "loss of control?"** After all, even small recreational drones depend on a host of subsystems - GPS, receiver antennae, WiFi, I/O ports and electronic speed controllers - to stay in the air. Lose one and that UAV becomes a UFO pretty quickly.

The number of consumer, professional, and commercial drones, sometimes called unmanned aircraft systems (UASs) or unmanned aerial vehicles (UAVs), sold annually has risen rapidly over the last few years. Future sales growth looks even more rapid, with the [Federal Aviation Administration](#) predicting that sales will grow from roughly 2.5 million this year to 7 million by 2020, with 4.3 million being sold to hobbyists and 2.7 million units being sold for professional and commercial applications. Non-military drones are available at a wide range of price points, anywhere from toys that cost less than \$100 to sophisticated commercial drones for use in fields like aerial photography, public safety services, agriculture, and wildlife management that can cost thousands (**Figure 1**).



Figure 1. Drones are available with a wide range of functionality at a variety of price points, but all share a number of common circuit protection requirements.

**Littelfuse**
Expertise Applied | Answers Delivered

Content, Content & Content

What about content for Purchasing Managers?

Tools



Introducing Postcards **Beta**

**MailChimp Now Sends
Real Live Snailmail Postcards!**



Best Mailchimp Landing Page Templates



INTRODUCING THE NEW



SALES NAVIGATOR

A screenshot of the LinkedIn Sales Navigator web application. The interface features a dark grey header with the LinkedIn logo, "SALES NAVIGATOR" text, a search bar, and navigation links. The main content area displays a lead profile for "SolarSlash" with 45 leads and a "Saved" button. Below this, there are three tabs: "Lead recommendations" (active), "How you're connected (33)", and "via TeamLink™ (25)". The "Lead recommendations" tab shows a grid of lead cards, each with a profile picture, name, title, location, and a "Save as lead" button. The leads listed are Trevor Grey, Jennifer Chen, Simon Wu, Stacy Rains, and Danielle Taylor. A "See more recommendations" link is visible at the bottom right of the grid.

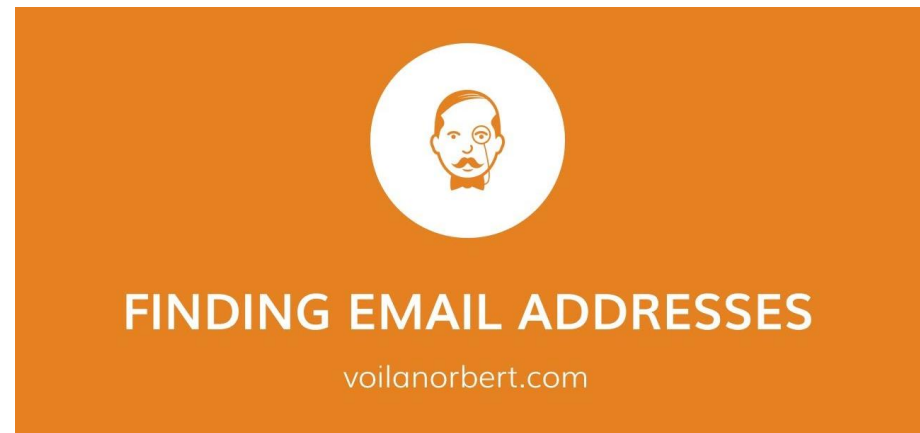
SALES NAVIGATOR Search for people & companies... | Lead builder - Home Accounts Leads

SolarSlash Solar Power • Yuma, Arizona Area • 101 - 500 employees **45** Leads **Saved**

Lead recommendations 1 **How you're connected (33)** **via TeamLink™ (25)**

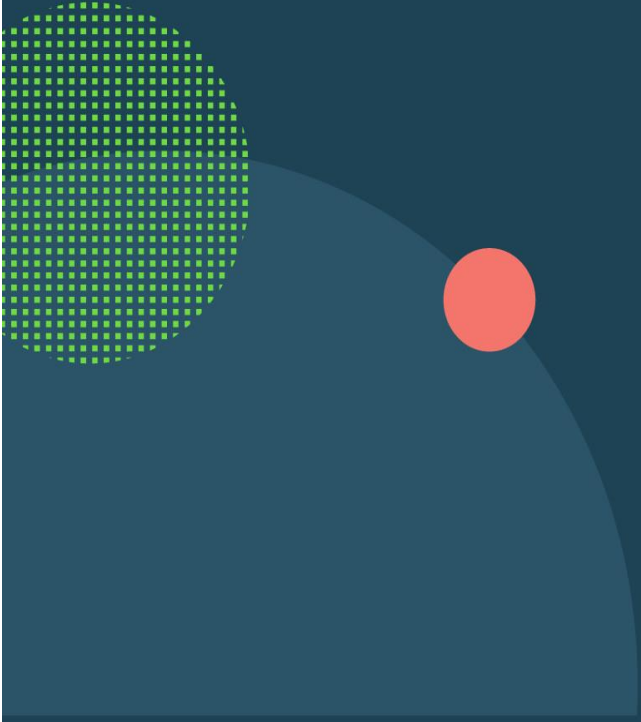
 Trevor Grey Facility Manager Yuma, Arizona Area Save as lead	 Jennifer Chen VP of Sales Tucson, Arizona Area Save as lead	 Simon Wu IT Administrator Yuma, Arizona Area Save as lead
 Stacy Rains COO Yuma, Arizona Area	 Danielle Taylor SVP of Sales Yuma, Arizona Area	 See more recommendations >

Tools



Tools

Meetup



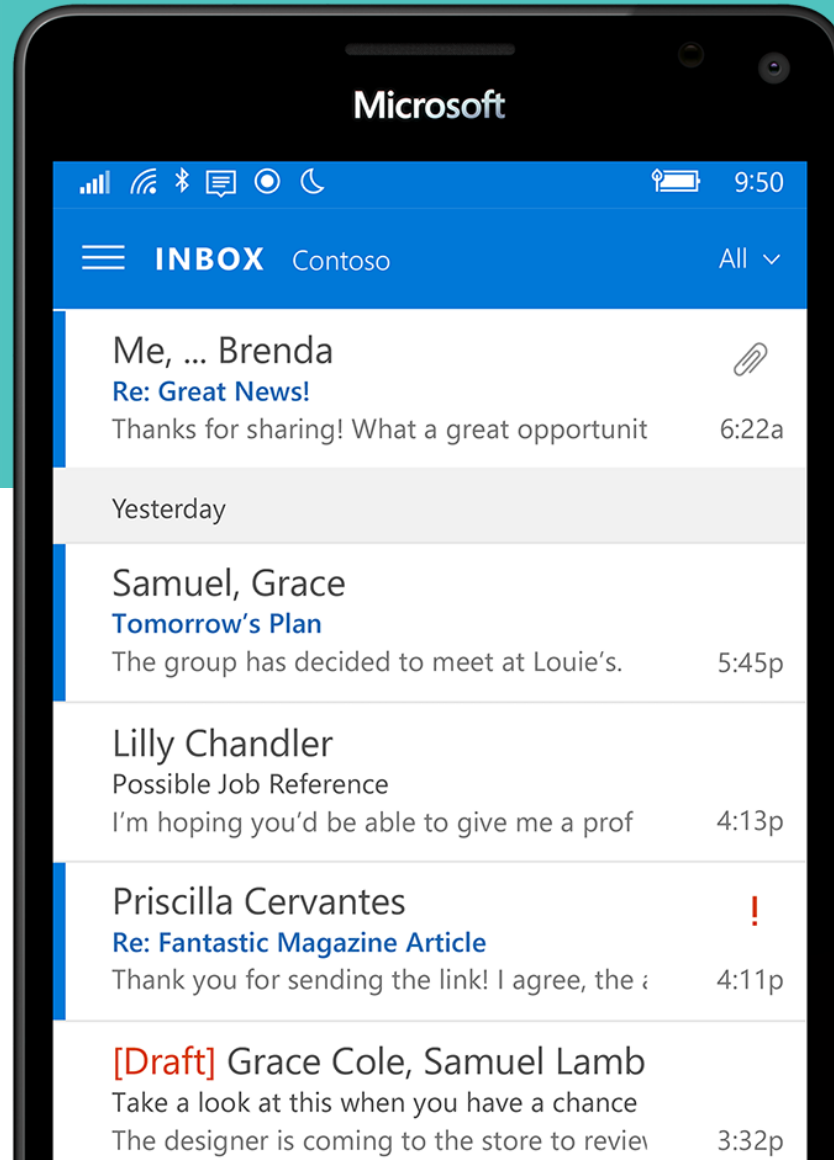
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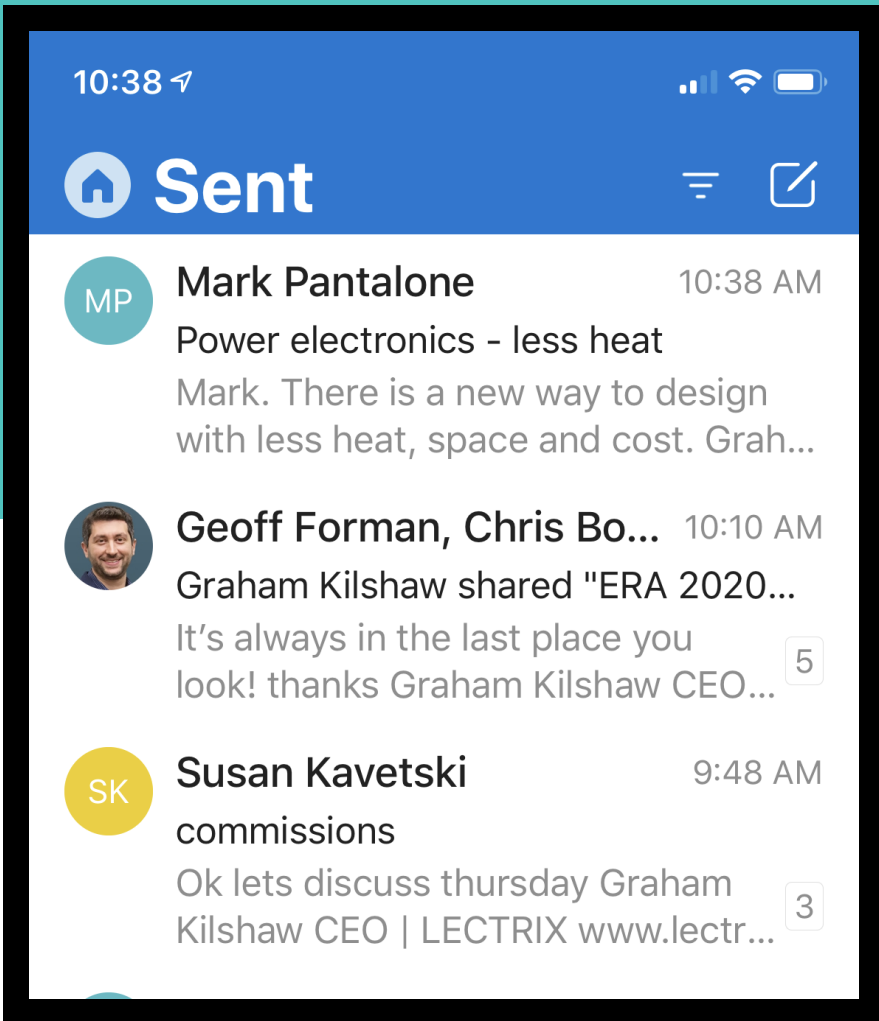
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Tips



The 2x1 Rule



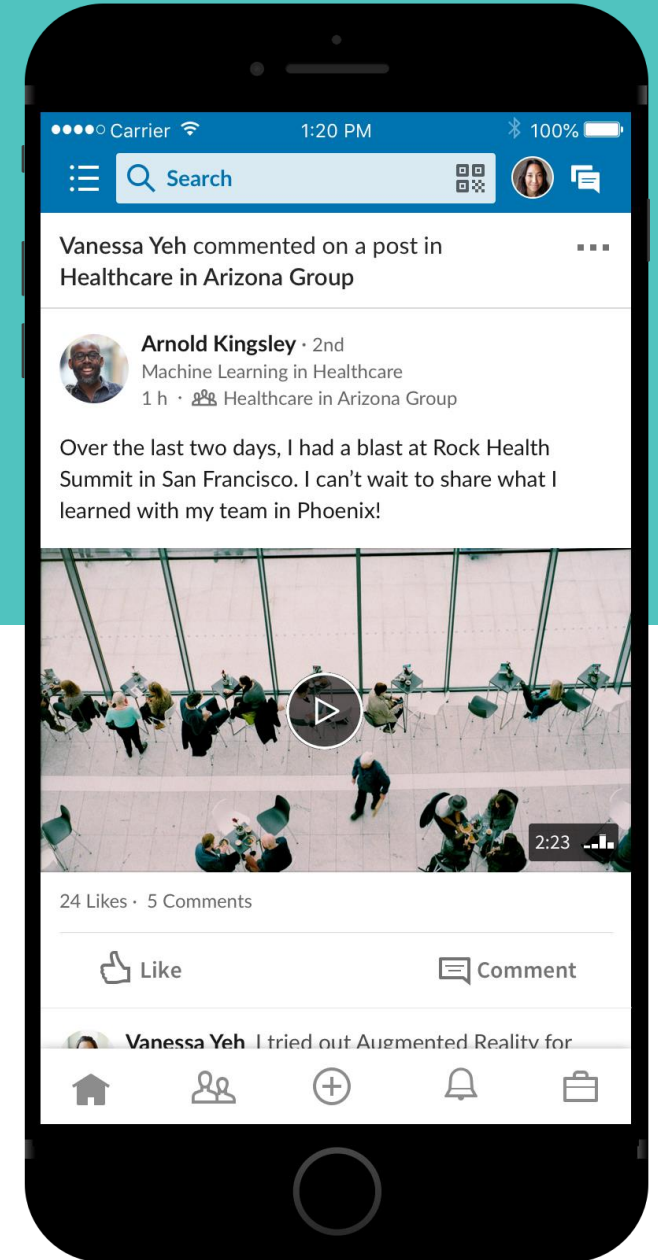


Test These

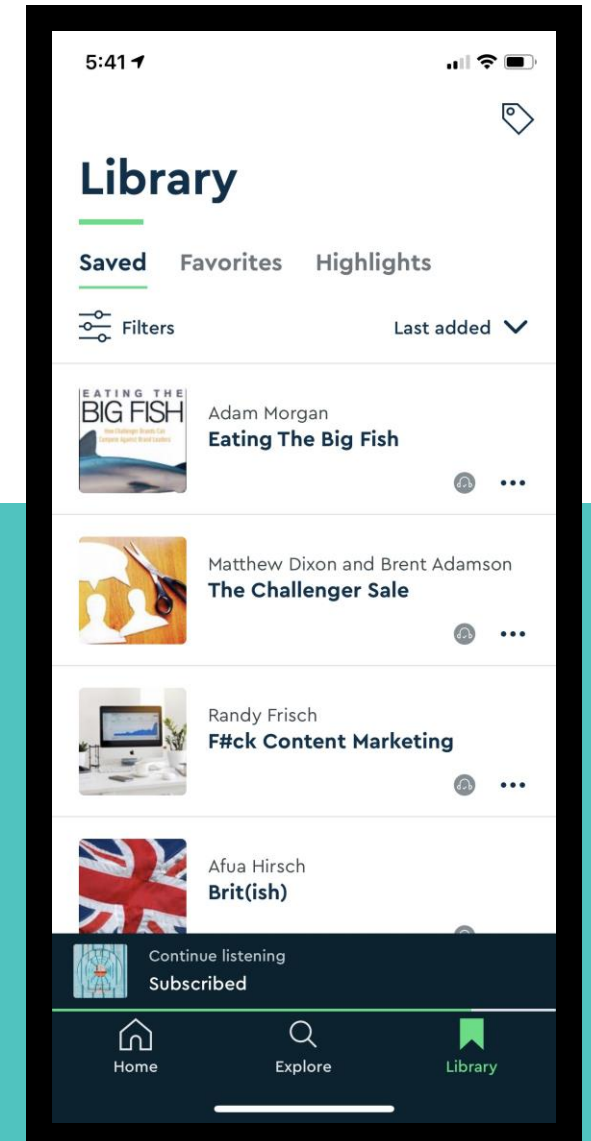
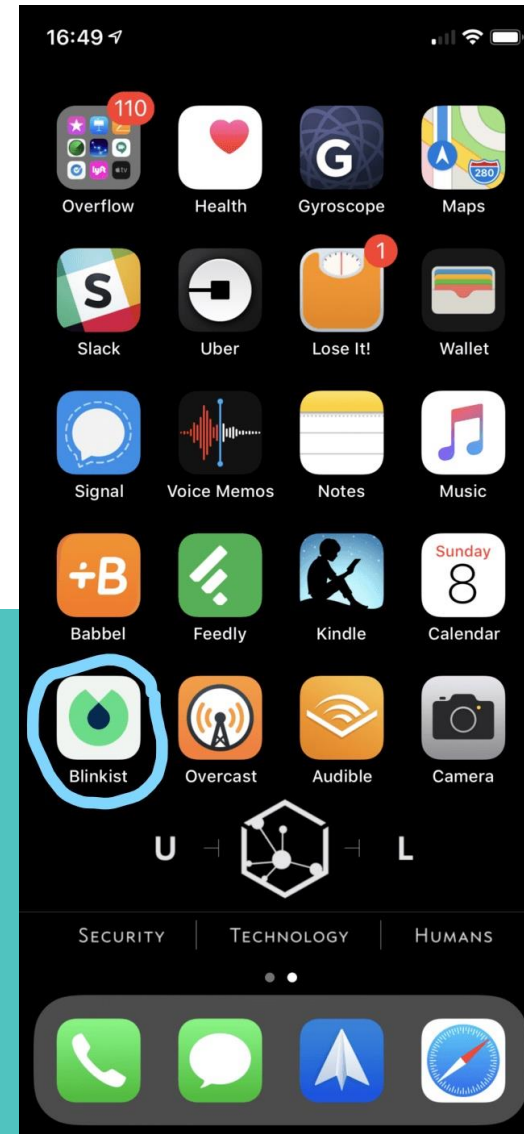
Subject Line:
Solving their problem

Visible Body:
1. There is a new way to...
2. How to....

Clean out the Dead Wood



Stay on Top



The Panel



Maryellen Stack
Director of Marketing
Communications
Sager Electronics



Steve Karr
President
ArkCo Sales



David Foster
Director of Sales
Ohmite



Chris Beeson
Chief Development Officer
Master Electronics

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graham@lectrixgroup.com

GRAHAM KILSHAW | CEO