

We build the market position that makes selling easier

A consistent authority engine that keeps you visible, credible and on the shortlist

Strategic marketing execution for
eMobility & B2B technology companies



N7.I
nexxt.industry

Outsmart Ordinary

In complex B2B markets, much of the buying decision is shaped before the first meeting.

80% of B2B buyers already have a preferred vendor before contacting sales. They do not start with a blank sheet. They start with the names they already recognize and trust.

If you are not recognized, you are not considered.
If you are not considered, you cannot win.

Lead generation creates conversations.
Authority determines who closes.

**Authority
determines
the shortlist**



Most scaling companies have strong products but inconsistent market presence. They show up when there is news, then they go quiet. **This on-off marketing creates structural business risks:**

- **Extended sales cycles:** you have to reintroduce your value in every meeting.
- **Decreased win rates:** prospects choose the recognized leader over the unknown expert.
- **Pricing pressure:** without a clear leadership position, you are compared on price.
- **Fragile pipelines:** you become dependent on occasional activity to create interest.

Authority is not built through intensity.
It is built through consistency.

The cost of inconsistency



Nexxt Industry takes full ownership of your market presence. We provide a senior marketing structure without the need to build an internal team.

- **Industry expertise:** 10+ years in eMobility and B2B technology. We understand the technology, regulations, and commercial dynamics.
- **Expert-led content:** Each month we host a structured technical brief with your team and translate that knowledge into clear, authoritative market communication.
- **A consistent rhythm:** Your company shows up every month, clearly and professionally.
- **Execution focus:** We are the engine that produces the work, so your team can focus on running the business.



Trusted by ambitious companies in eMobility and B2B technologies



"We brought Nexxt Industry in to lead our marketing at an early stage. Within just two months, our strategy was crystal clear, our team was fully aligned, and our demand generation was performing better than ever. I highly recommend working with the team at Nexxt."

Scott Murphey | Co-Founder



"Working with Nexxt Industry entails tapping into the expertise of seasoned professionals who not only assist in crafting a solid strategy but also understand your short-term, long-term, and urgent needs. Their friendly and professional approach ensures that every meeting is both productive and pleasant."

Carlotta Farina | Marketing Specialist

THE MARKETING FOUNDATION SPRINT

A 90-day accelerator

Most companies start marketing before the foundation is in place. Content goes out, budgets get spent, campaigns run but results stay inconsistent. Not because the execution is wrong. Because the system underneath it is missing. **The Marketing Foundation Sprint fixes that first.**

Over three months, we use our **Embedded Marketing Operating System (emOS)**, a proven six-layer model built specifically for eMobility and B2B technology companies, to build the strategic and structural foundation your marketing needs to perform consistently.

Month 1: **Strategic Narrative**

We map your market context, define your ideal customer profile, and build your messaging framework. You get a clear, differentiated story that resonates with technical buyers and connects with how you actually sell.

Month 2: **Structural Foundation**

We build the strategy and infrastructure required to make marketing predictable. Go-to-market approach, content engine, channel priorities and the operational structure to execute consistently.

Month 3: **Market Activation**

We bring the new foundation to life. Your channels get updated, your positioning goes live, and the first wave of content launches under the new narrative. At the end of the sprint, you have a marketing system that is ready to scale. Not a collection of assets, but a connected foundation built to compound over time.

After the sprint, you continue with the monthly tier that fits your growth stage.

Scaling your market position

Month-to-month | No long-term lock-in | Ad spend excluded

CORE VISIBILITY

For companies that need a consistent presence but limited marketing scope.

- Expert interview
- LinkedIn authority content
- Professional copy & design
- Publishing & follow-up management
- Monthly alignment call

Best for: early-stage teams that want consistent visibility.

MARKET AUTHORITY

The standard for scaling companies building authority in their market.

Everything in Core Visibility, plus:

- Additional expert interview
- LinkedIn social content
- LinkedIn post boosts
- Monthly long-form content piece (article, case study or whitepaper)
- Email distribution
- Live performance dashboard
- Senior marketing team execution

Best for: companies that want to become visible and credible in their market.

STRATEGIC AUTHORITY

Marketing leadership without hiring a CMO.

Everything in Market Authority, plus:

- Executive thought leadership (2 founders)
- Continuous positioning optimization
- Ongoing ICP & messaging refinement
- Senior marketing leadership
- Monthly strategic marketing session
- Quarterly marketing roadmap

Best for: companies scaling internationally that need strategic marketing leadership.

Most companies start with Market Authority. Strategic Authority is designed for companies that want senior marketing leadership.

Next steps

If your company needs consistent market authority, this model is designed for you.

Let's explore which level fits your growth stage.

START THE CONVERSATION



Theo Reichgelt

Fractional CMO & founder
theo@nexxtindustry.com

