

# Your buyers already have a shortlist. Are you on it?

The marketing system that puts eMobility  
and B2B tech companies on the shortlist.  
Before the first sales conversation.



**N7.i**  
nexxt.industry

Authority marketing for eMobility and B2B tech

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



We take full ownership of your market presence, without the need to build an internal team. Your marketing runs on emOS, our proven six-layer framework for eMobility and B2B tech companies, built in the right order from day one.

- **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 with the clarity and authority that makes buyers take notice.
- **Execution focus:** We are the engine that produces the work, so your team can focus on running the business.



Your marketing  
runs on emOS

# Trusted by ambitious companies in eMobility and B2B technologies

*milence* 

 i4B

 clover

 Kwetta

*eccovia*

*ihomer*

 ENVGGO

 CIRRANTIC

 Rangeway

*Allego*>

 Charge

  
TandemDrive

 clover

*"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**

 Rangeway

*"Most marketing people would've tried to make us sound like every other charging company. Theo, our Fractional CMO, understood our vision from day one and helped us define a clear, strategic position based on real eMobility expertise, something rare for an early-stage company."*

**Zak Winnick | Founder & CEO**

# 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

A consistent presence in the market. You show up every month with clear, professional output.

- 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

You become the name buyers already know before sales enters the room. Familiar, credible and consistently considered.

### 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

You don't follow the market. You shape it. For companies ready to own their category and build a market position competitors cannot close.

### 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**

**N7.I**  
nexxt.industry



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