

The Market Authority Program

6 months to undeniable
market presence



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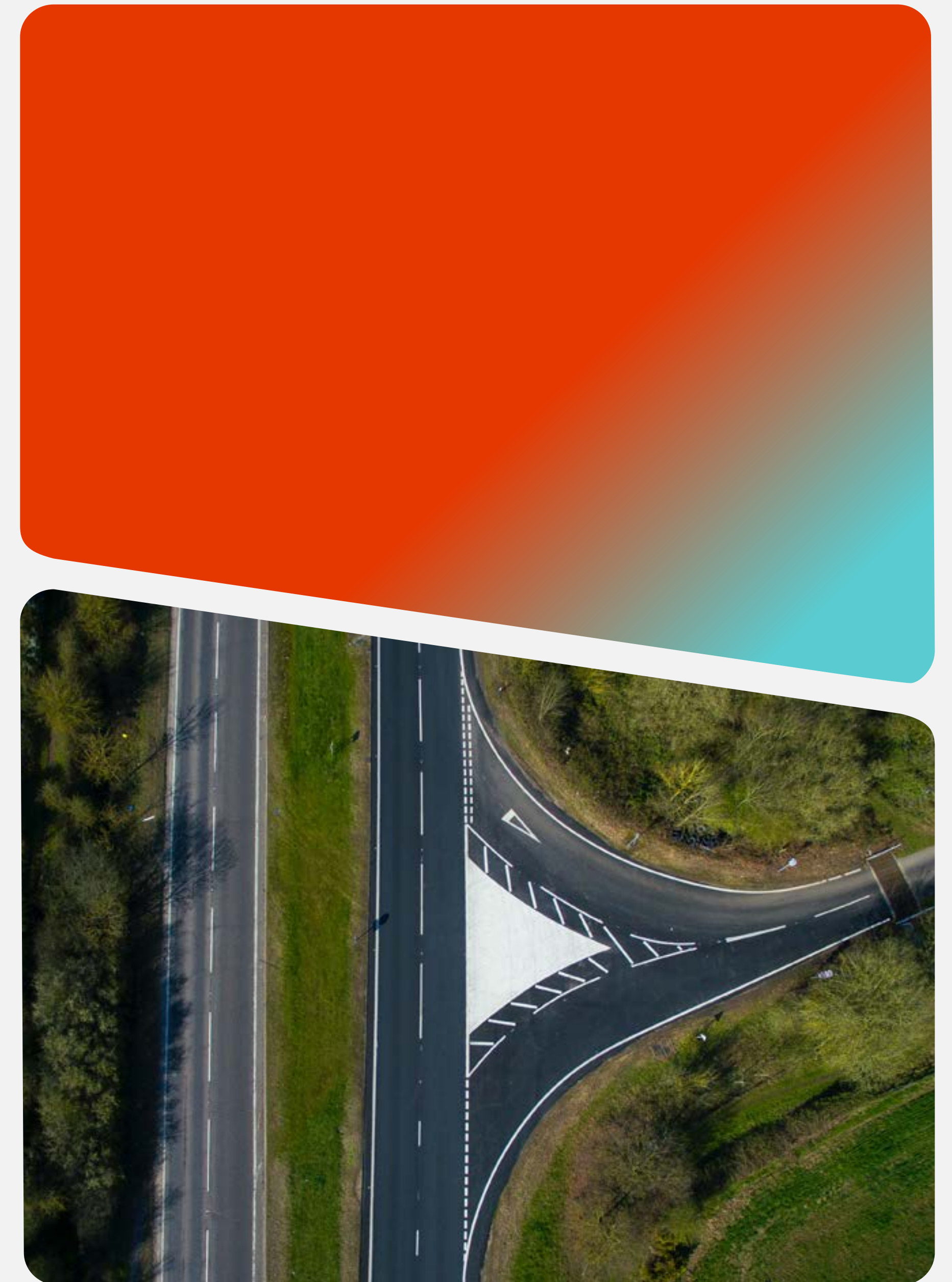
Authority marketing for eMobility and B2B tech

Most scaling companies are stuck between two bad options. Spend months building a strategic foundation while staying invisible. Or start pushing content before the story is ready and wonder why nothing sticks.

The Market Authority Program is built around a different approach. We build the system and activate your market presence at the same time.

No waiting. No lost months. From day one, your company shows up with clarity and consistency while we put the foundations in place underneath it.

Within six months, you become the name buyers already know before sales enters the room.



How it works

The program runs on two parallel tracks from the start.

In months four through six, we add a third layer. We develop and execute one major authority acceleration initiative together. This is a high-impact project that goes beyond regular content and actively builds your reputation as a leading voice in the market.

TRACK 01 – SYSTEM BUILDING

We use the emOS framework to map your market context, define your ideal customer profile, build your messaging, and set up the operational structure that makes marketing predictable. This is the foundation that everything else runs on.

TRACK 02 – AUTHORITY ACTIVATION

We start capturing your expertise through structured expert interviews from month one. That knowledge gets translated into clear, authoritative content that goes out consistently, every month.

The 6-Month Roadmap

Months 1-3: Foundation + Content Engine

The first three months build the strategic and structural foundation of your marketing system.

The content engine runs in parallel from day one. While we build the system, you are already visible in the market.

	System Building (emOS)	Authority Activation
Month 1	Market context, ICP definition, messaging framework	Expert interviews, long-form content piece, LinkedIn authority content, email distribution
Month 2	Go-to-market approach, channel strategy, operational infrastructure	Expert interviews, long-form content piece, LinkedIn authority content, email distribution
Month 3	Channels live, positioning activated, system ready to scale	Expert interviews, long-form content piece, LinkedIn authority content, email distribution

The 6-Month Roadmap

Months 4-6: Full System + Authority Acceleration

The foundation is in place. The content engine continues at full cadence. Across months four through six, we develop and execute one major authority acceleration initiative. Preparation, production, and launch are all included.

	Content Engine	Authority Acceleration
Month 4	Expert interviews, long-form content piece, LinkedIn, email distribution	Initiative: preparation and development
Month 5	Expert interviews, long-form content piece, LinkedIn, email distribution	Initiative: production and finalisation
Month 6	Expert interviews, long-form content piece, LinkedIn, email distribution	Initiative: launch and distribution

Examples of authority acceleration initiatives:

- **State of the Industry report:** a research-based publication that positions your company as the definitive voice on a key market topic.
- **Webinar or online panel:** a live event that brings your audience together around a topic you own.
- **Market benchmark or survey:** original data that media, partners, and prospects reference and share.
- **Podcast or interview series:** a recurring format that builds a loyal audience and deepens your authority over time.
- **Co-production with a partner or client:** a joint case study, report, or event that expands your reach and credibility.

The specific initiative is chosen together based on your market, your audience, and where the highest authority leverage is.



Deliverables and Investment

INVESTMENT:

€ 9,500 / MONTH

6-months commitment | Invoiced and paid upfront at the start of each month | Ad spend excluded

INCLUDED EVERY MONTH

- Strategic marketing leadership and ongoing emOS development
- ICP and messaging refinement throughout the program
- Structured expert interviews
- One long-form content piece per month (article, case study, or whitepaper)
- LinkedIn authority content and executive thought leadership
- LinkedIn post boosts and email distribution
- Live performance dashboard
- Monthly strategic alignment session

INCLUDED IN MONTHS 4-6

One major authority acceleration initiative (preparation, production, and launch), selected based on your market and growth stage.

AFTER THE PROGRAM

Authority is not something you build once and then maintain on autopilot. It compounds over time. After six months, we look at where you stand and define the next phase together.

What to expect, and when

Authority is not built in two months. The first three months are the investment phase. The system is being built, the content engine is running, and your presence in the market is growing. The real compounding starts in months four through six and accelerates from there. Before we start, we get aligned on this.

The Market Authority Program works for companies that treat marketing as a long-term asset, not a short-term lead source. If that mindset is in place, the results follow.

We work with a maximum of seven clients at a time. This is an intensive, senior-led partnership. That is what makes it work.

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

