

How **B2B Relationship Marketing** Helped Entrada Group Achieve **Its Best Year in a Complex Sales Environment**

A decade-long partnership build on trust, education and industry credibility yields expansion into new industries and a new facility

CHALLENGES

- ✘ Selling to mid-sized manufacturers, where a Mexico operation is a major financial and strategic commitment
- ✘ Long decision cycles involving boards, financing and multiple stakeholders
- ✘ Reaching owners and executives who don't respond to typical marketing outreach
- ✘ Tariff uncertainty slowed investment, even as companies sought alternatives to China
- ✘ Entrada Group's offer is complex: a full launchpad for Mexico operations, not a simple product

APPROACH

Entrada's audience doesn't respond to sales pressure. They engage with credible partners who provide long-term value. Over more than a decade, we've helped Entrada earn that trust.

- ✓ Positioned Entrada as a source of operational and strategic insight on all elements of Mexico manufacturing.
- ✓ Built authority through expert-led content, presentations and joint research studies
- ✓ Secured numerous media partnerships for high-credibility exposure and targeted outreach
- ✓ Sustained engagement through lead magnets, white papers, research-backed content and in-person Mexico manufacturing tours

SUCCESS

Best year in company history: 3 client wins in a single year, more than double the norm

Entered the medical device sector, launching a dedicated public-private cluster and attracting three new industry clients

Opened a second Mexico facility to serve sectors needing more skilled engineering and technical talent, including medical devices and automotive

“ Staying with a strategic marketing and content provider for over 10 years speaks for itself. Beyond Borders Marketing consistently delivers. They understand our audience and our industry, and they've helped us show up as a credible, strategic thought leader in a complex market. ”

Doug Donahue
Co-Principal and
Managing Partner,

Entrada Group
Mexico, Delivered



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