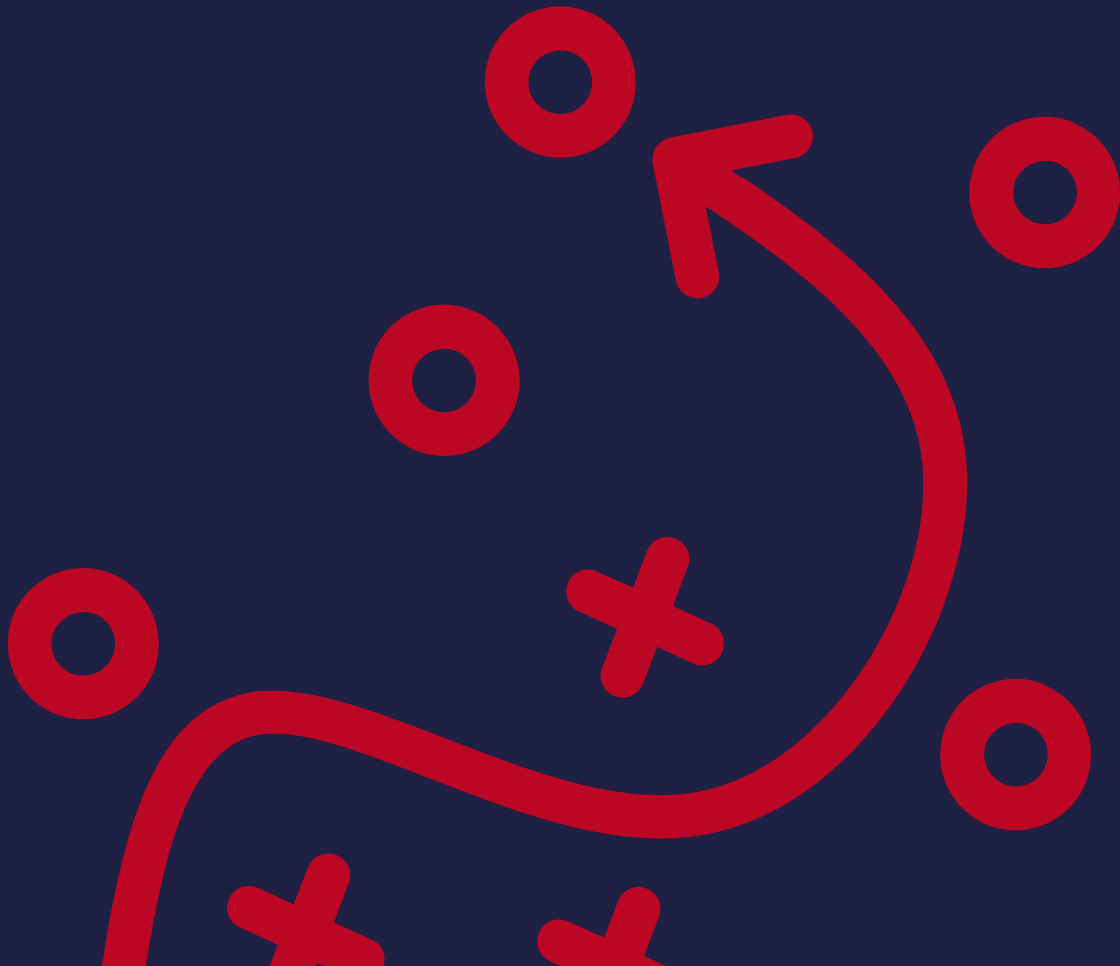


Building a Realistic Marketing Strategy:

The Four Elements of the PADE Model



Introduction:

B2B Marketing can get complicated. And as a business owner, it's just one of many things you have to think about.

All too often, marketing agencies and LinkedIn 'gurus' focus on ad campaigns and email tactics, without really understanding the fundamentals. Who are you talking to; where do you find them; and what should you say to them?

The PADE model - Positioning, Awareness, Demand Generation and Enablement - looks at the four areas to pay attention to, if you want to "punch above your weight".

Marketing That Makes Sense

Diving into marketing for your growing business? You've probably heard of the 'Four P's' and 'Four C's'. Great in theory - but not so much in practice for those getting started from the ground up with their marketing. That's where the PADE Model comes into play.

- Positioning
- Awareness
- Demand Generation
- Enablement

These four areas capture everything a growing business should touch with its marketing. Forget massive marketing departments - this is for the small teams or the organizations with limited resources. It's a more intuitive method than most, based on concepts you're probably already familiar with. So let's break it down into a framework that's easy to understand; easy to put into practice; and easy to communicate across all levels of an organization

Positioning

Do you understand who your (best) customers are? Why do they buy your product or service? And how do they learn about your offering? That's all about positioning.

It starts with messaging - a simple, concise explanation of what you do and how it benefits the end user. It's more than a tagline, or a clever phrase. It's a document that outlines how you talk about yourself; the words and phrases you use; some boilerplate descriptions, and so on.

Ikea has staked out a clear position - affordable, stylish, and functional furniture, which is reinforced through their unique (maze-like) stores and quirky product names. Apple is another prime example. They "own" a highly specific niche in people's psyche - a producer of innovative, user-friendly, tech-first products.

Ever had someone forget your name five minutes after you introduced yourself? That's what it feels like when you're not positioned right in the market. Customers need clear differentiating factors - to know what you do, and why you're the best option for them. It's like choosing the perfect outfit for a date. What message do you want to send? What impression do you hope to make? Don't just talk about the product itself - showcase the value for your end user.

Positioning can help you target a specific audience segment, connect to customer needs, and - once you have those customers - improve brand loyalty.

Speaking of audience: What's your Ideal Customer Profile (ICP) - the type of company you'd like to do business with? Don't focus on your current customer base. What you're thinking of here is who is the perfect customer for your product or service? Who would your offerings really make a difference to? Once you've settled on that, you can move on to your buyer personas; the people you'll most frequently deal with during the buying process.

When you're looking at positioning, you're understanding: Who is the perfect customer for us? Who are the people that are involved in that decision process? And then what's our messaging to appeal to that particular group?



Awareness

Awareness covers many of the activities that come to mind when you think about “marketing” – Social media, blogging, public relations, and visual branding, for example.

It’s the actions you take to make people familiar with you, your brand, and your product before they’re ready to buy. If you know the concept of the Marketing Funnel, this is otherwise known as the top of the funnel. From your LinkedIn post to your CEO’s podcast appearance, to going all-in on a trade show. It’s all the things you do that tell people you exist, that you’re a serious player, and that when they are ready, you can help them.

For many start-ups, particularly venture-backed ones, this is where most time and investment ends up. ‘Build a shiny toy, and everyone will want to play with it.’ But is it always that simple?

It can be difficult to track ROI from these measures. And It’s important to note that awareness can come from a wide variety of channels – so even if your budget is on the slimmer side, it’s still possible to get your name out there. When you’re present across various channels, remember to keep your branding and message consistent. Whether someone encounters your brand on social media, a billboard, or a podcast, they should get

a cohesive idea of who you are and what you stand for. And beware of falling in to the “It worked for them” trap. Duolingo has garnered great success in having their owl mascot riff on memes on social media – but it certainly does not mean this method will work for you!

One of the most important tools in your awareness arsenal is storytelling. It’s not just about letting them know you exist; it’s about sharing *why* you exist, the problems you aim to solve, and the values that drive your brand. A compelling narrative can make potential customers feel a connection before they even engage with your product.

As you focus on building your awareness, remember to balance short-term wins with long term brand building. You want people to buy from you today, while remembering there are new audiences you want to reach tomorrow.



Demand Generation

SEO, Google Ads, and nifty lead-capture forms. Demand generation covers these channels, and a whole lot more. Depending on your line of business, demand gen could also mean partnering with a third party for access to their valuable audience, or upgrading your branding on a partner's website.

You may think of this as “lead generation,” but this term doesn't quite cut it anymore. **It's not just about grabbing someone's attention – it's about guiding them, educating them, and ultimately, being their top choice when they're ready to click the “Buy Now” button.**

So, if you're thinking of demand generation as creating a frenzy over your product, you might be missing the mark. It's about crafting a narrative, from the first glance to the final handshake, ensuring you're the story they want to be a part of. It's being there, ready and waiting, for when your customers realize what you've got. This means identifying the problems they're facing and showing how you can supply the solutions.

While the phrase does sound cliché, it's not exactly wrong - content is still king. High-quality, relevant content can help set you as an industry leader and guide your

customers through their journey. Whether it's insightful blog posts, engaging videos, or informative e-books, content can be a powerful nurture tool.

Demand generation is as much an art as it is a science. It's about understanding your audience, being where they are, speaking their language, and offering guidance. So once you've got the demand flowing in – what's next? Many businesses face a “leaky pipe” issue. Leads pour in, they're handed to the sales team, and then....nothing. This is a wasteful and costly problem - which leads us to the final piece of our puzzle.



Marketing Audit:

Ready to put the PADE model into practice?
The first step is a Marketing Audit.

[Get in touch](#)

We'll dive into what you're currently doing in terms of marketing tactics, the messages you're sending out, and the strategies you've got in play. The goal is to spot the gaps and pinpoint where you can make an impact – for quick wins, and for longer term growth.

The PADE Model in Action

Positioning: We'll scrutinize your current messaging, personas, and Ideal Customer Profile. Do your potential customers understand the value you offer? Does your digital presence echo your core offerings and clientele? We'll also tap into insights from key team members.

Awareness: Strategic positioning is crucial. We'll delve into your brand consistency and your social media presence. By reviewing your online activity, we'll answer questions like: "Is your branding consistent across platforms?" and "Are you in the right places to engage with potential clients?"

Demand Generation: Your website and digital footprint are central to this pillar. We'll evaluate their efficiency and visibility in the digital space. This involves a study of your PPC campaigns, an SEO analysis,

and a gauge of your strengths in social media.

Enablement: Is your content hitting the mark? Do you have the tech and tools your teams can rely on? By engaging with your Sales people, we aim to uncover any gaps in content or capability.

You won't just receive a report – you'll get a roadmap. This detailed guide will spotlight opportunities to grow, identify strategies that aren't working, and highlight the actions that are already moving the business forward. We'll tell you what to cut, and where to double down.

Let Solent Strategies guide you through a Marketing Audit: Showing you how to increase the effectiveness of your marketing, and drive more revenue.

Enablement

Sales enablement doesn't typically steal the spotlight, but it deserves some special attention. From a marketing lens, it's all about equipping sales with the right tools and resources to finish the sale, setting them up for success. It's the creation of internal content that your team will distribute at just the right moment.

Marketers craft white papers, videos, webinars, and other materials tailored to address potential issues at a specific stage within the sales journey.

But it's not just about creating the resources – it's crucial to have a system that lets sales snag the perfect content when they're in the thick of it, from customer success stories to product demos.

There's no use in creating great content if the sales team can't find it, and it's just collecting dust. And don't forget the

tools or tech stack (such as a CRM) that help the sales team and smooth out the processes.

Be wary – if marketers and sales are treated like they're on different planets, this is where the real costs start to add up. Fostering a tight-knit relationship between these two groups leads to business growth. Regular meetings between sales and marketing can foster collaboration. It's a great way to encourage feedback - with sales on the front lines, they can discuss challenges, share success stories, and brainstorm new strategies or content needs.

Beyond content and meetings, regular training sessions and workshops can help the sales team understand the nuances of created content, how to use it effectively, and how to address potential objections from leads.

Sales enablement isn't just a term – it's the bridge that brings these two closer together. And don't forget to review your process on a regular basis, and adapt as necessary.

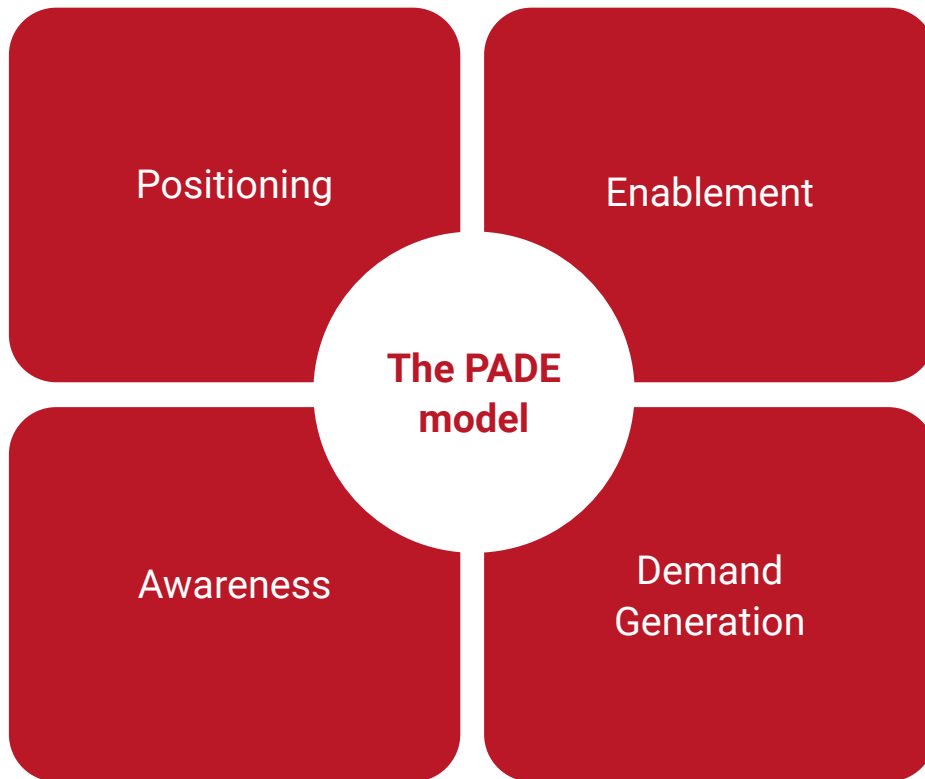


The PADE Marketing Model

Paying attention to these four areas of marketing will set you up for profitable growth. Being clear on your position in the market; making sure prospects are aware of your offerings before they're ready to buy; building a demand generation

process to capture the interest; and providing the tools and materials to enable your sales team to succeed.

Following the PADE model, we can build a marketing function that's ready to scale



When you want to take marketing seriously, but don't have the internal resources to make it happen.

We help founder-led tech companies and small businesses punch above their weight:

- Providing a Marketing Audit, with actionable insights
- As a Fractional CMO, to build your marketing function and processes
- Advising the leadership team, providing ongoing marketing strategy and advice
- Executing on specific projects, such as a product launch or overhauling your message



Steve Cummins

Founder & Chief Marketer

As a B2B tech marketer, Steve has spent his career getting more than a fair share of attention for growth companies like Opegear and Airtame, as well as for the components division of Panasonic. He founded Solent Strategies to help companies expand their marketing capabilities, as they prepare to move to the next level.

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