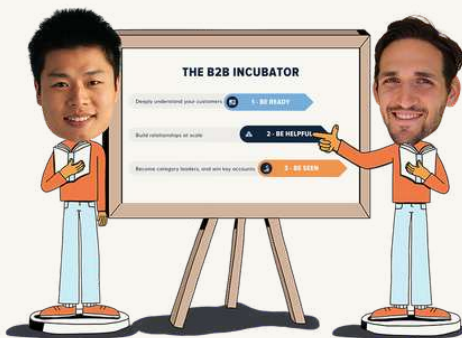


A Clear Path For Marketing To Drive More Revenue

How small marketing teams can dominate their industry and win more customers by focussing on people, not platforms.




More Revenue From Marketing



The B2B Incubator gives your marketing team the **strategy and tools** they need to win over the **modern buyer**, and generate real long-term **ROI** from your marketing.

Thought leadership, content and advertising are **not enough** to win over modern buyers. With so much competition in every market, buyers are turning to peers for information. To win them over, **you need** a marketing system that builds **trust**.

We give your team a **marketing system** that builds trust at scale, **so customers come to you**, not your competition, when they're ready to buy. It's called Demand Generation, and your marketer will learn and **execute it** for your business using **The 5 BEs Framework** with a **cohort of 10** other B2B marketers.

 Learn more about The 5 BEs Framework on [The B2B Playbook Podcast](#)

Your Life BEFORE



Your Life AFTER

- ✗ you're not sure if marketing is helping drive more revenue
- ✗ you don't see a clear path forward from marketing
- ✗ you want to stand out from the competition
- ✗ you want marketing & sales to work together better

- ✓ you and marketing are aligned on metrics to track to see impact on revenue
- ✓ you have a long-term, detailed marketing plan that is **DOCUMENTED**
- ✓ your Dream Customers come to you when they're ready to buy
- ✓ marketing sends sales more qualified buyers

A 3 Step Process

BE Ready

- 1 Deeply understand your Dream Customers and their needs

BE Helpful

- 2 Form relationships at scale through being helpful. Develop a feedback loop between you and your Dream Customers

BE Seen

- 3 Amplify your helpful content to target decision makers and influencers. Win key accounts

Leading to...

↑ better inbound leads

↑ faster sales cycles

↑ brand loyalty

FAQs

What if my employee that goes through The B2B Incubator leaves me?

- | The strategy, outcome and execution of your marketing is DOCUMENTED, so a new hire can come in and continue to work on the same strategy.

How much time will this take away from work?

- | It requires about 1 hour a week. There are also 6 live Q&A sessions every 2 weeks with the founders to help with implementation. Every session is practical and is what marketing should be doing to contribute to the business. There is no time wasted on theory.

How is this different from other courses?

- | This is not a course. It is a strategy development program that is focussed on execution and implementation of marketing that drives revenue in your business.

Who is The B2B Incubator run by?

- | It is run by George Coudounaris and Kevin Chen - co-hosts of The B2B Playbook and founders of their B2B marketing agency.

Formerly sad corporate lawyers, Kevin and George fell in love with B2B marketing when they met 5 years ago at one of Australia's fastest growing agencies. The two now help B2B marketers implement their proven framework for B2B growth - The 5 BEs Framework.

Pricing

The B2B Incubator is \$2,500 AUD for 1 seat, \$2,000 AUD for each additional seat

What Marketers Say About The Program...

"We had a good baseline at Rivet of paid channels. But what we didn't have was the right content, and the right strategy. And so this program really fine-tuned that for us... I really, truly believe that you were just in time with the framework that we needed to create. So I really can't thank you enough...

...It's formed a new habit for us around being way more focused and detailed on content, the tone, the way it's packaged.

I had a corporate B2B background, but you have a more modern approach and you are leading edge. It's a framework that replaces an outdated view of B2B marketing."

- Alison Accavitti | CMO at RIVET Work

And a few more...



Recommended to all B2B marketers out there in a small team thrown in the deep end and wondering what to prioritise and how to generate demand from your dream customers. The B2B incubator will guide you through it in 3 steps, giving you the frameworks and practical tools to bring together a comprehensive marketing strategy. I'm really looking forward to fully putting it into action.



BEN GROSSBERG | WEEL



The B2B framework has allowed me to lead as a manager... I am now able to point out: this is what we need to do, this is the strategy, this is the process, and this is how we can scale the process in the team.



ATI AZIZ | CLEARCALCS



The structure and the templates were super... having something I can plug and play and act on... was super helpful... Even my bosses and my supervisor and the other people from like product, customer, developer – they're all impressed.



SHAHED ABOTOUK | MARKETING MANAGER



GEORGE COUDOUNARIS & KEVIN CHEN, CO-FOUNDERS OF THE B2B INCUBATOR