

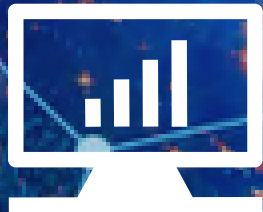
PURPOSEFUL MEDIA GUIDE

# THE 4-HOUR-PER-WEEK MARKETING PLAN FOR ENGINEERING BUSINESSES

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Reclaim Your Time and Grow Your Business

*By Geoffrey Craig, founder of Purposeful Media Promotions*



**PURPOSEFUL MEDIA  
PROMOTIONS**



# THE 4-HOUR-PER-WEEK MARKETING PLAN FOR ENGINEERING BUSINESSES

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# RECLAIM YOUR TIME WHILE GROWING YOUR BUSINESS

As an engineering business owner or leader, you've built your success on technical expertise and problem-solving abilities. But when it comes to marketing your business, the endless list of platforms, tactics, and buzzwords can leave you feeling overwhelmed and skeptical.

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- *"There are so many platforms and tactics, I don't know where to start."*
- *"I'm already working 60-plus hours a week running my business."*
- *"I've wasted money on digital marketing before with nothing to show for it."*

If these thoughts sound familiar, you're not alone. From specialized hardware distributors to engineering software companies, technical B2B leaders across industries face the same challenge: how to effectively market their business without it being another full-time job.



# MANAGING YOUR FOUR- HOUR WEEKLY COMMITMENT

This guide offers something different, a practical, time-efficient approach to marketing that recognizes your constraints and priorities.

Rather than asking you to master dozens of platforms or spend hours creating content, we've distilled B2B technical marketing down to its essential elements.

With just four hours per week, you can implement a system that generates qualified leads and measurable business results.

Whether you're looking to grow your business unit's revenue or build business value for an eventual transition, this framework delivers the marketing momentum you need without the overwhelming time commitment.

Before diving into the framework, let's address the reality of executive schedules. While we'll script this plan assuming one hour per day across four days, you have complete flexibility to structure this time according to your calendar demands. The most important step is to establish a weekly habit of

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## **FLEXIBLE SCHEDULING OPTIONS:**

- *Standard approach: 1 hour daily, Tuesday through Friday (avoiding Monday chaos)*
- *Front-loaded week: 15 minutes Monday/Friday, 2 hours Tuesday, 1 hour Wednesday/Thursday*
- *Batch approach: 2 hours twice weekly (Tuesday/Thursday or Wednesday/Friday)*
- *Custom-fit: Any combination that totals 4 hours weekly*

## **IMPLEMENTATION GUIDELINES:**

- *Block specific calendar time and treat it as non-negotiable*
- *Choose the same time slots weekly to build consistent habits*
- *Start with your preferred schedule rather than forcing an artificial pattern*
- *Adjust timing based on your operational demands*

The key is consistency in total time invested as a long-term habit, not rigid adherence to a specific daily schedule. Choose the approach that aligns with your leadership style and calendar realities.

# THE MINIMAL VIABLE MARKETING FRAMEWORK

*"The art of Jeet Kune Do is simply to simplify. Jeet Kune Do avoids the superficial, penetrates the complex, goes to the heart of the problem and pinpoints the key factors. Jeet Kune Do does not beat around the bush. It does not take winding detours. It follows a straight line to the objective. Simplicity is the shortest distance between two points."*<sup>1</sup> — Bruce Lee

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<sup>1</sup> Vintage News Daily. "Bruce Lee: 'The art of Jeet Kune Do is simply to simplify.'" Vintage News Daily, 2022.

## WHY LESS IS MORE IN B2B TECHNICAL MARKETING

Just as Bruce Lee revolutionized martial arts by eliminating the unnecessary and focusing on what actually works in real combat, successful B2B technical marketing requires the same disciplined approach to simplification.

The conventional wisdom in marketing suggests that you need to be present everywhere, across multiple social platforms, email, SEO, paid advertising, webinars, and more. For technical B2B companies, this approach is not only impractical but also counterproductive.

***“Simplicity is the shortest distance between two points.”***

Research shows that B2B technical buyers follow a distinctly different path from consumer purchasers:

- *They seek depth of information rather than breadth*
- *They value expertise and precision over entertainment*
- *They prefer educational content from trusted sources*
- *They engage with fewer channels but spend more time evaluating options*

It means you can achieve better results by focusing your limited time on a few high-impact activities rather than trying to maintain a presence everywhere.

# THE THREE ESSENTIAL MARKETING ACTIVITIES FOR B2B TECHNICAL COMPANIES

After conducting an extensive analysis of successful b2b technical businesses, we've identified three marketing activities that consistently deliver the highest roi with minimal time investment:

1. **Expertise Documentation** - Converting your technical knowledge into digestible, valuable content that addresses specific client challenges.
2. **Targeted Distribution** - Placing that expertise directly in front of qualified prospects at the moment they're searching for solutions.
3. **Engagement Systems** - Creating frictionless paths for interested prospects to initiate meaningful business conversations.

You can implement each of these activities with systematic processes that require minimal time once established. Better yet, they create compounding returns. Each piece of content continues working for you long after you publish it.

# ELIMINATING TIME-WASTING ACTIVITIES

Just as important as knowing what to do is knowing what to stop doing. Technical B2B businesses often waste time on:

- *Maintaining low-engagement social media profiles across multiple platforms*
- *Creating broad, general content that doesn't showcase technical expertise*
- *Attending networking events with low prospect concentration*
- *Chasing marketing trends designed for B2C companies*
- *Implementing tactics without clear measurement systems*

By eliminating these low-impact activities, you can redirect your limited time to the strategies that drive qualified leads and revenue growth.



# THE COMPOUNDING EFFECT OF CONSISTENCY

The most valuable aspect of this minimal framework is the compounding effect it creates. Unlike traditional advertising that stops working when you stop paying, content-based technical marketing builds value over time:

- *Content pieces serve as permanent assets that continue to attract prospects*
- *Your digital presence becomes increasingly authoritative in your niche*
- *Lead generation becomes progressively more automatic*
- *Distribution channels become more receptive to your contributions*
- *Your time investment actually decreases as systems mature*

This compounding effect is why a consistent four hours per week delivers exponentially better results than sporadic marketing pushes, even if those pushes involve more total hours.

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# WEEK 1 - SETTING UP YOUR FOUNDATION (4 HOURS)

*"Before anything else, preparation is the key to success."*<sup>2</sup> — Alexander Graham Bell

Preparation truly is the key to success. The first week you invest will establish the foundation for your entire marketing system. By breaking this into four focused one-hour segments, you'll create the essential building blocks for all future marketing activities.

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<sup>2</sup> Alexander Graham Bell, as cited in Wikiquote.

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# DAY 1:

## PERSONAS - COMPREHENSIVE CLIENT PROFILES (1 HOUR)

Having at least one visualization of an ideal customer is golden. Developing a client persona requires thoughtful analysis of your best customers. The task can seem daunting, but it doesn't have to be. In this section, we provide you with a framework to make it a straightforward exercise:

### STEP 1: DATA COLLECTION (20 MINUTES)

- *Review your last 10-15 most successful client relationships*
- *Identify common characteristics across industries, company sizes, and roles*
- *Note the specific language they used when first describing their challenges*
- *Document their typical decision-making process and timeline*

### STEP 2: PROFILE DEVELOPMENT (30 MINUTES)

- *Define the exact role title and responsibilities of your ideal client*
- *Identify the top 3-5 business problems they're consistently trying to solve*
- *Map their information-seeking behavior and preferred sources*
- *Document the specific terminology and phrases they use*

### STEP 3: VALIDATION AND REFINEMENT (10 MINUTES)

- *Cross-reference your profile against recent successful prospects*
  - *Identify any gaps or inconsistencies in your analysis*
  - *Create a simple one-page reference document*
-

# DETAILED PERSONA TEMPLATE

## DEMOGRAPHICS:

- Role Title: [Specific position title]
- Industry Focus: [Primary sectors]
- Company Size: [Employee count/revenue range]
- Geographic Location: [Primary markets]

## PROFESSIONAL CHALLENGES:

- Primary Business Problem: [Most urgent challenge]
- Secondary Challenges: [List 2-3 additional issues]
- Current Solution Gaps: [What's not working]
- Success Metrics: [How they measure improvement]

## INFORMATION BEHAVIOR:

- Research Process: [How they investigate solutions]
- Preferred Content Formats: [Reports, articles, videos, etc.]
- Information Sources: [Publications, associations, peers]
- Decision Timeline: [Typical evaluation period]

## LANGUAGE AND TERMINOLOGY:

- Industry Jargon: [Specific technical terms they use]
- Problem Descriptions: [Exact phrases they use]
- Solution Preferences: [How they describe ideal outcomes]

# DAY 2: IDENTIFYING AND DOCUMENTING YOUR UNIQUE TECHNICAL ADVANTAGE (1 HOUR)

## STEP 1: COMPETITIVE ANALYSIS (25 MINUTES)

- *Research 3-5 direct competitors' marketing messages and capabilities*
- *Identify common industry approaches to client challenges*
- *Note gaps or weaknesses in competitive offerings*
- *Document standard industry practices and methodologies*

## STEP 2: ADVANTAGE IDENTIFICATION (25 MINUTES)

- *List your specialized capabilities that competitors don't offer*
- *Identify your unique approaches to common industry problems*
- *Document any proprietary systems, tools, or methodologies*
- *Note specific expertise in niche applications or complex scenarios*

## STEP 3: MESSAGE DEVELOPMENT (10 MINUTES)

- *Craft clear statements of your differentiation*
- *Connect advantages to specific client outcomes*
- *Develop proof points or examples for each advantage*

# COMPREHENSIVE ADVANTAGE TEMPLATE

## TECHNICAL DIFFERENTIATORS:

- Specialized Equipment/Tools: [Unique capabilities]
- Proprietary Methodologies: [Custom approaches]
- Industry Certifications: [Relevant credentials]
- Technical Expertise Areas: [Specific specializations]

## PROCESS ADVANTAGES:

- Unique Problem-Solving Approach: [How you're different]
- Quality Control Methods: [Your standards vs. industry]
- Project Management Style: [Your methodology]
- Client Communication Process: [Your approach]

## MARKET POSITION:

- Niche Specializations: [Specific applications/industries]
- Complex Project Experience: [Types of challenging work]
- Technical Innovation: [Recent advances or improvements]
- Results Track Record: [Quantifiable outcomes]

# DAY 3: SELECTING AND RESEARCHING YOUR PRIMARY MARKETING CHANNEL (1 HOUR)

## STEP 1: CHANNEL ASSESSMENT (30 MINUTES)

Now that you have one or more client personas use them to evaluate potential channels against the needs of your clients and your specific situation. You did create at least one persona, right? If not, please go back and do that exercise! Or access our accompanying Marketing Plan Workbook [Link to workbook resource]. You may be surprised by the things that it can reveal about your buyers.

### **LINKEDIN PROFESSIONAL GROUPS:**

- *Industry-specific groups where your persona participates*
- *Professional associations' LinkedIn presence*
- *Technical discussion forums within LinkedIn*

### **FACEBOOK BUSINESS COMMUNITIES:**

- *Industry-specific groups where your persona participates in professional discussions*
- *Business association Facebook pages and their community groups*
- *Technical discussion groups and professional forums on Facebook*

### **INDUSTRY PUBLICATIONS:**

- *Trade magazines (digital and print)*
  - *Technical journals and publications*
  - *Industry association newsletters and websites*
-

## **PROFESSIONAL FORUMS:**

- *Industry-specific online communities*
- *Technical discussion boards*
- *Professional association platforms*

## **SEARCH-BASED CHANNELS:**

- *Google search for technical problems your client persona faces*
- *Industry-specific search platforms*
- *Technical resource websites*

## **DIRECT OUTREACH:**

- *Email to existing network and referral sources*
- *Professional Association member directories*
- *Industry event attendee lists*

## **STEP 2: CHANNEL RESEARCH (20 MINUTES) FOR YOUR TOP 2-3 CHANNEL CANDIDATES**

- *Analyze the type of content that generates engagement*
- *Identify key influencers and active participants*
- *Note posting frequency and optimal timing*
- *Review successful content formats and styles*

## **STEP 3: SELECTION AND PLANNING (10 MINUTES) CHOOSE YOUR PRIMARY CHANNEL BASED ON**

- *The highest concentration of your ideal clients*
  - *Best fit for demonstrating technical expertise*
  - *Realistic time commitment for consistent engagement*
  - *Opportunity for meaningful interaction with prospects*
-

# CHANNEL SELECTION TEMPLATE:

## PRIMARY CHANNEL:

### [YOUR SELECTION] WHY SELECTED:

- Avatar Concentration: [High/Medium/Low presence of ideal clients]
- Content Opportunity: [Ability to showcase expertise]
- Engagement Style: [Type of interaction possible]
- Time Requirements: [Realistic for your schedule]

## CONTENT STRATEGY:

- Optimal Format: [Articles, posts, comments, etc.]
- Posting Frequency: [Realistic schedule]
- Engagement Approach: [How you'll interact]
- Success Metrics: [How you'll measure performance]

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# DAY 4: ESTABLISHING YOUR BASELINE METRICS AND MEASUREMENT SYSTEM (1 HOUR)

## STEP 1: CURRENT STATE ANALYSIS (30 MINUTES)

DOCUMENT YOUR EXISTING MARKETING PERFORMANCE:

### LEAD GENERATION ANALYSIS:

- *Total qualified leads received in the last 6 months*
- *Sources of these leads (referrals, website, networking, etc.)*
- *Monthly variation in lead volume*
- *Quality assessment of recent leads*

### SALES PROCESS METRICS:

- *Average time from initial contact to proposal*
- *Conversion rate from initial contact to proposal*
- *Conversion rate from proposal to client*
- *Average project value and client lifetime value*

### CURRENT MARKETING ACTIVITIES:

- *Time currently spent on marketing activities*
  - *Channels presently used (and their effectiveness)*
  - *Content creation frequency and formats*
  - *Marketing-related expenses*
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## **STEP 2: MEASUREMENT SYSTEM SETUP (20 MINUTES)**

### **CREATE SIMPLE TRACKING MECHANISMS**

#### **LEAD TRACKING SPREADSHEET:**

- *Source attribution for each new lead*
- *Lead quality scoring (A, B, C based on fit)*
- *Progression through your sales process*
- *Final outcome tracking*

#### **CONTENT PERFORMANCE LOG:**

- *Content pieces created and published*
- *Engagement metrics (views, comments, shares)*
- *Lead generation attribution*
- *Time investment per piece*

#### **CHANNEL PERFORMANCE MONITOR:**

- *Activity level on your primary channel*
- *Engagement with your content*
- *Direct inquiries generated*
- *Relationship development progress*

## **STEP 3: BASELINE DOCUMENTATION (10 MINUTES)**

- *Compile your baseline metrics for future comparison*
-

# **BASELINE METRICS TEMPLATE:**

## **CURRENT LEAD GENERATION:**

- Monthly Qualified Leads: [Average over last 6 months]
- Primary Lead Sources: [List top 3-5 with percentages]
- Lead Quality Distribution: [A/B/C breakdown]
- Conversion Rates: [Contact to proposal, proposal to client]

## **SALES PROCESS PERFORMANCE:**

- Average Sales Cycle Length: [Days from contact to close]
- Average Project Value: [Recent project average]
- Current Client Acquisition Cost: [If known]
- Marketing Time Investment: [Current weekly hours]

## **STARTING POINT FOR IMPROVEMENT:**

- Biggest Lead Generation Challenge: [Primary obstacle]
- Most Promising Opportunity: [Best chance for improvement]
- Resource Constraints: [Time, budget, expertise limitations]
- Success Definition: [What improved results look like]

**By the end of this first week, you'll have created a comprehensive foundation that eliminates the overwhelming aspects of marketing while identifying the specific actions most likely to generate**

# WEEKS 2 TO 5 - THE 4-DAY IMPLEMENTATION SYSTEM

*"We are what we repeatedly do. Excellence, then, is not an act, but a habit."<sup>3</sup> — Aristotle*

In his best-selling book, *Atomic Habits*<sup>4</sup>, James Clear explains the importance of habits and how to establish them. It's a worthy read that we recommend. With your foundation established, you'll now implement a structured 4-day system that distributes your marketing effort throughout the week. This approach maintains momentum without requiring large blocks of time in your already packed schedule.

For the sake of discussion, we start on Monday. However, you have complete flexibility to structure this time according to your calendar demands. Tuesday through Friday, or some alternative arrangement of times, may work best for you. The point is to make it a habit that works well for you, week after week.

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<sup>3</sup> Will Durant, *The Story of Philosophy* (New York: Simon & Schuster, 1926), summarizing Aristotle.

<sup>4</sup> James Clear, *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones* (New York: Penguin Publishing Group, 2018).

# MONDAY: CONTENT PLANNING AND STRATEGY (1 HOUR)

## STEP 1: TOPIC IDENTIFICATION (25 MINUTES)

- *Review recent client questions, challenges, or requests for proposals*
- *Analyze industry discussions and trending topics in your primary channel*
- *Identify technical problems that showcase your unique expertise*
- *Select one topic that aligns with your avatar's primary challenges*

## STEP 2: CONTENT STRATEGY DEVELOPMENT (25 MINUTES)

- *Outline 4-6 key points that demonstrate your technical approach*
- *Identify specific examples or case studies (without revealing confidential information)*
- *Determine the best format for this content (article, checklist, infographic, etc.)*
- *Plan the technical depth appropriate for your audience*

## STEP 3: WEEKLY PLANNING (10 MINUTES)

- *Schedule content creation and distribution across the week*
- *Identify any resources needed (data, examples, visuals)*
- *Note potential collaboration opportunities or expert input needed*
- *Set expectations for engagement and follow-up activities*

# WEEKLY PLANNING TEMPLATE:

**This Week's Topic:** [Specific client problem you'll address] **Content Format:** [Article, guide, checklist, case study, etc.] **Key Points to Cover:**

- [Technical insight #1]
- [Process advantage #2]
- [Methodology difference #3]
- [Outcome measurement #4]

**Technical Expertise to Highlight:** [Your unique approach or capability]

**Supporting Elements:** [Data, examples, visuals needed] **Distribution**

**Strategy:** [Primary channel plus 1-2 secondary approaches] **Engagement**

**Plan:** [How you'll respond to questions and comments]

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# TUESDAY: CONTENT CREATION AND DEVELOPMENT (1 HOUR)

## OPTION A: SELF-CREATION APPROACH (FULL HOUR) FOR HANDS-ON CONTENT DEVELOPMENT:

### STEP 1: RESEARCH AND PREPARATION (15 MINUTES)

- *Gather relevant data, industry standards, or technical specifications*
- *Review similar content to ensure differentiation*
- *Collect examples or case studies that support your points*
- *Organize reference materials and technical information*

### STEP 2: CONTENT WRITING (35 MINUTES)

- *Create a compelling headline that includes technical keywords*
- *Write an introduction that immediately addresses the client's problem*
- *Develop main content points with specific technical details*
- *Include actionable insights that demonstrate expertise*
- *Craft a clear call to action for interested prospects*

### STEP 3: REVIEW AND OPTIMIZATION (10 MINUTES)

- *Verify all technical information for accuracy*
  - *Ensure content showcases your unique advantages*
  - *Check that the language matches your avatar's terminology*
  - *Optimize for your primary distribution channel's requirements*
-

## **OPTION B: DELEGATION AND REVIEW APPROACH (30 MINUTES ACTIVE) FOR LEVERAGING EXTERNAL RESOURCES:**

### **STEP 1: BRIEF CREATION (10 MINUTES)**

- *Develop a detailed content brief based on Monday's planning*
- *Provide specific technical points and required depth*
- *Include examples of preferred style and technical approach*
- *Set clear expectations for technical accuracy and industry language*

### **STEP 2: REVIEW AND REFINEMENT (15 MINUTES)**

- *Review the submitted draft for technical accuracy*
- *Verify that the content demonstrates your unique expertise*
- *Ensure appropriate technical depth for your audience*
- *Request specific revisions focusing on technical precision*

### **STEP 3: FINAL APPROVAL (5 MINUTES)**

- *Confirm all technical information is accurate*
- *Approve messaging and positioning*
- *Verify call-to-action alignment with business objectives*

## **CONTENT QUALITY GUIDELINES FOR ENGINEERING LEADERS:**

- *Prioritize technical accuracy over marketing polish*
  - *Include specific parameters, measurements, or standards when relevant*
  - *Reference industry regulations or best practices that inform your approach*
  - *Use proper industry terminology (speak your clients' language)*
  - *Quantify benefits with specific metrics when possible*
  - *Demonstrate problem-solving methodology, not just solutions*
-

# WEDNESDAY: DISTRIBUTION AND CHANNEL OPTIMIZATION (1 HOUR)

## STEP 1: CONTENT FORMATTING (20 MINUTES)

- *Adapt content for your primary channel's specifications*
- *Create engaging headlines optimized for your audience*
- *Add relevant industry hashtags, tags, or categories*
- *Include appropriate visual elements (diagrams, charts, photos)*
- *Ensure proper formatting for maximum readability*

## STEP 2: STRATEGIC DISTRIBUTION (25 MINUTES)

- *Publish on your primary channel with optimal timing*
- *Share with relevant industry groups or professional networks*
- *Send to existing contacts who would find value in the content*
- *Cross-post to secondary channels if appropriate*
- *Submit to industry publications if the content warrants broader distribution*

## STEP 3: ENGAGEMENT PREPARATION (15 MINUTES)

- *Prepare responses to likely technical questions*
- *Identify experts or partners who might contribute to discussions*
- *Set up monitoring for comments, shares, and direct responses*
- *Create standard responses for common inquiries*
- *Plan a follow-up engagement strategy for high-value interactions*

## DISTRIBUTION OPTIMIZATION CHECKLIST:

- Content published during optimal engagement hours for your audience
- Includes industry-specific keywords and technical terms
- Tagged with relevant categories or professional groups
- Contains trackable links for performance measurement
- Formatted for maximum readability (subheadings, bullets, white space)
- Includes clear contact information for interested prospects
- Optimized for mobile viewing (most B2B professionals read on phones)

# THURSDAY: ENGAGEMENT AND PERFORMANCE REVIEW (1 HOUR)

## STEP 1: RESPONSE MANAGEMENT (25 MINUTES)

- *Monitor and respond to all comments on your content*
- *Answer technical questions with comprehensive, helpful details*
- *Thank those who share or promote your content*
- *Address any objections or concerns with specific examples*
- *Continue conversations that show genuine business interest*

## STEP 2: PROACTIVE ENGAGEMENT (20 MINUTES)

- *Comment thoughtfully on relevant content from prospects and industry leaders*
- *Share valuable insights in professional groups and forums*
- *Connect directly with engaged prospects via LinkedIn or email*
- *Offer additional resources to those showing a strong interest*
- *Initiate conversations with potential referral sources*

## STEP 3: PERFORMANCE REVIEW AND NEXT WEEK PLANNING (15 MINUTES)

- *Review engagement metrics for the week's content (views, comments, shares)*
- *Identify prospects showing serious business interest and update tracking*
- *Analyze which content elements drove the highest engagement*
- *Select next week's content topic based on performance insights*
- *Note any direct inquiries or leads generated for follow-up*

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## **ENGAGEMENT BEST PRACTICES FOR TECHNICAL LEADERS:**

- *Respond to technical questions with substantial detail and expertise*
- *Ask probing questions that encourage deeper discussion of business challenges*
- *Offer additional resources or insights beyond the original content*
- *Share relevant case studies or examples (without violating confidentiality)*
- *Position follow-up conversations around business problem-solving, not selling*
- *Maintain a professional tone while demonstrating genuine interest in helping*

## **WEEKLY PERFORMANCE TRACKING:**

- *Content engagement and reach metrics*
- *Lead generation and prospect qualification*
- *Channel effectiveness assessment*
- *Relationship building progress*
- *Strategic adjustments for the following week*

This 4-day system establishes a marketing habit of dedicating four hours of work per week to maintain consistent momentum in your marketing efforts. After following this process for several weeks, you'll have created, distributed, and measured multiple pieces of high-value content while building meaningful relationships with qualified prospects, all within your time constraints.

***“ ...automation and delegation becomes crucial for maintaining the four-hour time limit...”***

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# AUTOMATION AND DELEGATION

*“If you really want to grow as an entrepreneur, you’ve got to learn to delegate.”<sup>5</sup> — Richard Branson*

**As you implement your marketing framework, identifying opportunities for automation and delegation becomes crucial for maintaining the four-hour time limit while maximizing effectiveness. This chapter helps you determine what can be handled by systems, what you can assign to others, and what truly requires your personal attention.**

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<sup>5</sup> Richard Branson, *Like a Virgin: Secrets They Won't Teach You at Business School* (London: Penguin Publishing Group, 2012).

# WHAT TO AUTOMATE NOW

Even with limited technical knowledge, you can implement simple automations that save significant time:

## 1. CONTENT DISTRIBUTION

- *Schedule multiple Facebook or LinkedIn posts using Creator Studio or similar tools*
- *Set up email sequences that automatically send follow-up content*
- *Use publishing platforms that automatically format and distribute your content*
- *Configure cross-posting tools to share content across multiple channels simultaneously*

## 2. LEAD CAPTURE AND RESPONSE

- *Implement simple contact forms that automatically notify you of inquiries*
- *Create standard response templates for common questions*
- *Set up calendar scheduling links to eliminate back-and-forth on meeting times*
- *Configure automated acknowledgment emails for contact form submissions*

## 3. PERFORMANCE TRACKING

- *Set up Google Alerts for your company name and key offerings*
- *Configure automated weekly reports for basic content performance metrics*
- *Create simple dashboards that aggregate lead source information*
- *Implement tracking pixels to monitor content engagement across channels*

## 4. RELATIONSHIP MANAGEMENT

- *Use CRM automation to track prospect interactions and engagement levels*
- *Set up follow-up reminders for prospects not ready for immediate engagement*
- *Configure lead scoring based on content consumption and engagement patterns*
- *Automate initial qualification surveys for new prospects*

Implementation Approach: For each automation, focus on simple, standalone tools rather than complex systems. Many free or low-cost options provide significant time savings without requiring technical expertise or extensive integration work.

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# WHAT TO DELEGATE (AND TO WHOM)

There are three primary approaches to delegation for engineering business owners, depending on your resources and preferences:

## 1. INTERNAL TEAM DELEGATION

- *Content editing and formatting (administrative assistant)*
- *Technical illustrations or diagrams (engineering team member)*
- *Social media posting and monitoring (any team member)*
- *Initial response to general inquiries (administrative staff)*
- *Research and data compilation for content creation*
- *Performance tracking and basic analytics reporting*

## 2. EXTERNAL SPECIALIZED SUPPORT

- *Content writing (technical writer familiar with your industry)*
- *Graphic design for technical content (engineering-focused designer)*
- *Performance analytics and reporting (marketing specialist)*
- *Publishing and distribution (virtual assistant)*
- *Lead qualification and initial prospect engagement*
- *Industry research and competitive analysis*

## 3. HYBRID/FRACTIONAL RESOURCES

- *Engage specialized support for 5-15 hours monthly*
- *Focus their time on specific repeatable tasks*
- *Provide clear templates and examples*
- *Implement structured approval processes*
- *Use project-based contractors for specific initiatives*
- *Develop ongoing relationships with proven freelancers*

## DELEGATION GUIDELINES

### FOR ENGINEERING LEADERS:

- *Create simple technical accuracy checklists for any content reviews*
- *Provide industry-specific terminology guides to external resources*
- *Share examples of competitors' content you respect (and why)*
- *Develop clear brand and technical standards for consistency*
- *Establish approval workflows with defined turnaround times*
- *Maintain final approval authority on all technical claims and positioning*

## WHAT REQUIRES YOUR PERSONAL ATTENTION

As the technical expert and business leader, certain aspects of your marketing must remain your responsibility:

### 1. TECHNICAL ACCURACY REVIEW

- *Final verification of all technical claims and specifications*
- *Approval of any methodology descriptions or process explanations*
- *Validation of industry-specific terminology usage*
- *Review of case studies or examples for accuracy and appropriateness*

### 2. STRATEGIC DIRECTION

- *Selection of key topics that demonstrate your expertise*
- *Identification of industry challenges worth addressing*
- *Approval of any position statements or thought leadership*
- *Assessment of competitive positioning and differentiation messaging*

### **3. LEAD QUALIFICATION AND ENGAGEMENT**

- *Initial conversations with high-value prospects*
- *Technical discovery discussions with potential clients*
- *Solution scoping and value proposition presentations*
- *Relationship building with key industry contacts and referrals*

### **4. PERFORMANCE ANALYSIS AND STRATEGIC ADJUSTMENT**

- *Review of marketing performance and ROI assessment*
- *Strategic decisions about channel focus and resource allocation*
- *Evaluation of content themes and topic effectiveness*
- *Assessment of lead quality and sales process integration*

### **TIME PROTECTION STRATEGIES:**

- *Block specific calendar time for marketing tasks and treat them as non-negotiable*
- *Create clear approval workflows with set turnaround times*
- *Develop “delegation decision trees” for everyday marketing activities*
- *Establish “good enough” standards for non-technical marketing elements*
- *Use standardized review processes to minimize time spent on routine approvals*

**“STANDARD OPERATING  
PROCEDURES  
CREATE CLARITY AND  
CONSISTENCY...”**

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# CREATING SIMPLE SOPS FOR MARKETING TASKS

Standard Operating Procedures create clarity and consistency while reducing the time needed for oversight:

## CONTENT DEVELOPMENT SOP

- *Topic selection based on client questions and industry discussions*
- *Brief outline with 4-6 key technical points*
- *Draft creation (internal or external)*
- *Technical review and approval by the business leader*
- *Formatting for primary channel and secondary distribution*
- *Publishing and distribution across selected channels*
- *Engagement monitoring and response management*
- *Performance tracking and analysis*

## LEAD RESPONSE SOP

- *Inquiry receipt and automated acknowledgment*
- *Initial qualification questions (delegated to admin staff)*
- *Technical expert review and assessment (business leader)*
- *Follow-up content sharing and resource provision (automated)*
- *Meeting scheduling and calendar coordination (automated)*
- *Pre-meeting preparation and research (delegated)*
- *Technical discovery discussion (business leader)*
- *Follow-up and next steps coordination*

## PERFORMANCE REVIEW SOP

- *Weekly metrics collection and compilation (automated/delegated)*
- *Standard report generation and formatting (delegated)*
- *Key insight identification and trend analysis (delegated)*
- *Strategic adjustment decisions and priority setting (business leader)*
- *Implementation of approved adjustments (delegated)*
- *Progress tracking and improvement measurement (automated)*

## QUALITY CONTROL SOP

- *Content accuracy review checklist completion*
- *Brand consistency verification against established guidelines*
- *Technical terminology validation using an approved glossary*
- *Legal and compliance review for industry-specific requirements*
- *Final approval and sign-off by the business leader*
- *Publication authorization and scheduling*

By clearly establishing what to automate, what to delegate, and what requires your attention, you can maintain the four-hour-per-week time commitment while maximizing the effectiveness and professional quality of your marketing efforts.





# MEASURING WHAT MATTERS

For engineering and technical business leaders, effective measurement is familiar territory. Just as you wouldn't evaluate a technical process without clear metrics, your marketing approach needs focused measurement to ensure efficiency and effectiveness.

***“B2B technical businesses should focus on just three key indicators”***

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# THE 3 METRICS TECHNICAL BUSINESS OWNERS NEED TO TRACK

While marketing platforms offer dozens of metrics, B2B technical businesses should focus on just three key indicators:

## 1. LEAD VELOCITY RATE (LVR)

- *Definition: Month-over-month percentage growth in qualified leads*
- *Why it matters: Predictive of future revenue more reliably than any other metric*
- *Calculation:  $[(\text{Current Month QLs} - \text{Previous Month QLs}) / \text{Previous Month QLs}] \times 100$*
- *Target: Consistent positive growth (5-15% monthly is excellent for established businesses)*

## 2. TECHNICAL QUALIFICATION RATE (TQR)

Definition: Percentage of prospects that meet your technical qualification criteria

- *Why it matters: Measures how effectively you're attracting the right prospects*
- *Calculation:  $[\text{Technically Qualified Leads} / \text{Total Leads}] \times 100$*
- *Target: 50%-plus (higher indicates more efficient marketing)*

## 3. MARKETING-ORIGINATED PIPELINE VALUE (MOPV)

Definition: Estimated value of opportunities directly attributable to marketing activities

- *Why it matters: Directly connects marketing to revenue potential*
- *Calculation: Sum of potential revenue from marketing-generated opportunities*
- *Target: 5-10 times your marketing investment*

**Engineering Leader Insight:** These three metrics create a dashboard similar to a control system. They show inputs (qualified leads), process efficiency (qualification rate), and outputs (pipeline value) in a connected measurement framework.

# SETTING UP A ONE-PAGE DASHBOARD

To maintain your four-hour time commitment, consolidate these metrics into a simple one-page dashboard:

## DASHBOARD ELEMENTS:

- *Monthly lead velocity chart (showing the 6-month trend)*
- *Technical qualification rate gauge or percentage*
- *Marketing-originated pipeline value (current month and YTD)*
- *Primary lead sources breakdown (top 3-5 sources)*
- *Top-performing content pieces (by leads generated)*
- *Weekly time investment tracking (to ensure you stay within 4 hours)*
- *Content production metrics (pieces created, channels used)*

## IMPLEMENTATION OPTIONS:

- *Basic: Simple spreadsheet updated weekly*
- *Intermediate: Google Data Studio or a similar free visualization tool*
- *Advanced: Automated CRM reporting (if you already use a CRM)*

**Time-Saving Approach:** Create a standard data collection template that anyone can populate, then set up automatic calculations and visualizations that require minimal maintenance.

**“ ... maintain the scientific approach that comes naturally to engineering leaders...”**

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## WEEKLY REVIEW PROCESS (15 MINUTES)

Incorporate metrics review into your Friday performance analysis:

### WEEKLY REVIEW CHECKLIST:

- *Update lead tracking with new prospects and their sources*
- *Calculate weekly lead velocity and compare to the monthly trend*
- *Assess the qualification rate of new leads received*
- *Update pipeline value with new opportunities*
- *Note top-performing content pieces and distribution channels*
- *Track actual time spent on marketing activities*
- *Identify any concerning trends or unusual patterns*

### DECISION FRAMEWORK:

- **Positive trends:** *Amplify those activities with minimal adjustments*
  - **Neutral results:** *Test one specific variable in your approach*
  - **Negative trends:** *Examine qualification criteria or channel effectiveness*
-

# MONTHLY STRATEGIC REVIEW (1 HOUR)

Once a month, replace your regular Friday review with a deeper strategic analysis:

## MONTHLY REVIEW PROCESS:

### PERFORMANCE ANALYSIS (30 MINUTES):

- *Review three months of performance data and trends*
- *Analyze lead velocity patterns and identify factors driving changes*
- *Assess technical qualification rate trends and lead source quality*
- *Calculate marketing ROI based on pipeline value and closed business*
- *Evaluate content performance and identify top-performing topics*

### CHANNEL EFFECTIVENESS ASSESSMENT (15 MINUTES):

- *Compare performance across different distribution channels*
- *Assess time investment vs. results for each marketing activity*
- *Identify the highest-ROI content formats and topics*
- *Review engagement quality and prospect interaction patterns*

### STRATEGIC ADJUSTMENT PLANNING (15 MINUTES):

- *Reallocate resources from low-performing to high-performing tactics*
- *Update your content strategy based on performance insights*
- *Adjust time allocation across different marketing activities*
- *Plan experiments for the following month to improve results*

### MONTHLY ADJUSTMENT GUIDELINES:

- *Eliminate any channel with less than 5% contribution to qualified leads*
- *Double down on content topics that consistently generate technical inquiries*
- *Refine technical qualification criteria based on actual client conversion*
- *Consider experimental allocation (10-15% of effort) for testing new approaches*



## **QUARTERLY STRATEGIC ASSESSMENT (2 HOURS)**

Once quarterly, invest additional time in a comprehensive strategic review:

### **QUARTERLY ASSESSMENT PROCESS: COMPREHENSIVE PERFORMANCE REVIEW (45 MINUTES):**

- *Analyze six months of performance data for long-term trends*
- *Calculate customer acquisition cost and lifetime value impact*
- *Assess sales cycle changes attributable to marketing activities*
- *Review competitive landscape changes and market response*
- *Evaluate overall marketing program maturity and effectiveness*

### **STRATEGIC PLANNING SESSION (45 MINUTES):**

- *Assess achievement against original marketing objectives*
  - *Identify opportunities for scaling successful activities*
  - *Plan major content initiatives or channel expansions*
  - *Evaluate resource needs and potential delegation opportunities*
  - *Set strategic objectives for the next quarter*
-

## **PROCESS OPTIMIZATION REVIEW (30 MINUTES):**

- *Assess the efficiency of current workflows and processes*
- *Identify automation opportunities to reduce time investment*
- *Evaluate delegation effectiveness and quality control*
- *Plan improvements to measurement and tracking systems*
- *Update SOPs based on lessons learned*

## **QUARTERLY DECISION POINTS:**

- *Scale successful activities within time constraints*
- *Eliminate consistently underperforming initiatives*
- *Test new channels or content formats*
- *Adjust technical qualification criteria*
- *Consider additional resource investments if ROI justifies*

By focusing on these essential metrics and implementing streamlined review processes, you maintain the scientific approach that comes naturally to engineering leaders while keeping the time investment manageable and the insights actionable.

**“[The] roadmap outlines  
how to evolve this system  
over the next year...”**

# YOUR 12-MONTH ROADMAP

With the core framework established, you now have a sustainable marketing approach that requires just four hours per week. This concluding roadmap outlines how to evolve this system over the next year to maximize results while maintaining your limited time commitment.

# MONTH 1-3 PRIORITIES:

## ESTABLISH THE FOUNDATION

During the first quarter, focus on consistency and establishing baseline habits:

### KEY ACTIVITIES:

- *Implement the weekly 4-hour system without deviation*
- *Publish at least 10-12 pieces of technical content*
- *Establish your measurement baseline for the three key metrics*
- *Test 3-4 different content formats to identify what works best*
- *Build standard templates for regular content types*

### SUCCESS INDICATORS:

- *Consistent weekly marketing activity completed in four hours*
- *Initial response and engagement from ideal prospects*
- *Clear baseline metrics for future comparison*
- *Identification of the highest-performing content format*
- *Established workflow for content creation and distribution*

### COMMON CHALLENGES AND SOLUTIONS:

- *Time creep: If activities regularly exceed 4 hours, further delegate or automate routine tasks*
- *Low engagement: Focus on niche technical topics that address immediate client challenges*
- *Inconsistent execution: Block specific calendar time and treat it as non-negotiable*
- *Content quality concerns: Develop transparent technical review and approval workflows*

# MONTH 4-6 EXPANSION: REFINE AND OPTIMIZE

In the second quarter, leverage your initial data to optimize your approach:

## KEY ACTIVITIES:

- *Focus 80% of your effort on your highest-performing content format and channel*
- *Implement comprehensive automation for content distribution and lead response*
- *Develop a systematic lead-nurturing sequence for prospects not ready to engage*
- *Create 2-3 substantial “cornerstone” content pieces that demonstrate deep expertise*
- *Establish full delegation processes for routine marketing tasks*

## SUCCESS INDICATORS:

- *25%-plus increase in qualified lead velocity rate*
- *Growing pipeline value attributable to marketing with clear ROI*
- *Reduced time required for routine marketing tasks through automation*
- *Consistent technical qualification rate above 50%*
- *Clear attribution of new business opportunities to specific marketing activities*

## OPTIMIZATION STRATEGIES:

- *Content repurposing: Transform successful content into multiple formats and channels*
- *Topic clusters: Develop related content series around high-performing themes*
- *Targeted distribution: Focus on sub-segments within your primary channel*
- *Response optimization: Create comprehensive templates for common prospect scenarios*
- *Quality scaling: Implement systematic processes for maintaining technical accuracy at higher volume*

# MONTH 7-12 OPTIMIZATION: SCALE IMPACT, NOT TIME

In the second half of the year, focus on increasing results without increasing time investment:

## KEY ACTIVITIES:

- *Implement full delegation of content production with systematic technical oversight*
- *Develop automated distribution across multiple channels with integrated tracking*
- *Create a comprehensive content library organized by buyer journey stage*
- *Establish strategic partnerships for content distribution and lead sharing*
- *Implement systematic referral processes for existing clients and professional network*

## SUCCESS INDICATORS:

- *Marketing-originated pipeline value exceeds 10× marketing investment*
- *Lead velocity rate stabilizes at 15%-plus monthly growth*
- *Time investment remains at or below four hours weekly*
- *The technical qualification rate exceeds 60%*
- *Clear attribution of 30%-plus of new clients to specific marketing activities*

## ADVANCED OPTIMIZATION:

- *Market segmentation: Tailor content for specific industry verticals or technical applications*
- *Journey sequencing: Develop automated nurturing pathways for different prospect types and readiness levels*
- *Social proof integration: Incorporate client results and testimonials systematically into content*
- *Thought leadership: Address emerging industry trends and challenges proactively*
- *Referral systematization: Activate existing clients and professional networks as lead sources*

***“This 12-month  
roadmap provides a  
sustainable path to  
marketing success...”***

## **WHEN TO CONSIDER ADDITIONAL TIME INVESTMENT**

We have designed the four-hour framework to deliver substantial results with a reasonable time commitment. However, specific indicators suggest when the workload might justify additional investment:

### **CONSIDER EXPANDING BEYOND FOUR HOURS WHEN:**

- *Lead velocity consistently exceeds 20% monthly growth*
  - *Marketing-originated pipeline exceeds 15 times your marketing investment*
  - *You can clearly attribute 40%-plus of new business to marketing activities*
  - *Competitors begin mimicking your content approach and market positioning*
  - *You have access to specialized marketing resources  
(internal team members or external specialists)*
-

## **EXPANSION OPTIONS:**

- Comprehensive original research to establish definitive market authority
- Technical webinar series featuring client challenges and your unique solutions
- Industry partnership content and joint thought leadership initiatives
- Multimedia content formats requiring additional production resources
- Speaking engagements and industry event participation
- Advanced marketing automation and lead-nurturing systems

## **MAINTAINING EFFICIENCY WHILE SCALING:**

- Double up with two focused 2-hour increments rather than increasing the time immediately
- Maintain the structured daily approach rather than batch processing
- Continue measuring ROI rigorously to justify additional time investment
- Prioritize delegation and automation for any new activities
- Regularly reassess and eliminate low-performing initiatives to make room for higher-impact activities

**This 12-month roadmap provides a sustainable path to marketing success that respects the time constraints and operational demands of engineering and technical business leaders. By focusing on consistency, measurement, and systematic optimization, you can achieve substantial business growth without marketing becoming another full-time responsibility.**

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# YOUR NEXT STEP

You've reached the end of this guide and now have a proven framework for systematic marketing success. If you've started implementing Week 1, congratulations—keep building those habits day by day!

## THE 1-HOUR-PER-WEEK ALTERNATIVE

What if you could achieve even better results in just one hour per week?

*You can.*

I founded Purposeful Media Promotions specifically to help engineering and technical B2B companies accelerate their marketing without the time investment. Working together one hour per week, we can implement this entire framework for you while you focus on running your business.

### We help you:

- *Achieve more in one hour per week than most companies do in four*
- *Focus on activities that delight customers and drive qualified leads*
- *Generate more conversions through systematic content and automation*
- *Maximize company value for growth or succession planning*
- *Position your business as the technical authority in your market*

Ready to transform your marketing from expense to revenue generator?

Book a consultation on this link and let's [discuss your specific goals](#).

Thank you for your time and attention.

Geoffrey Craig

Founder, Purposeful Media Promotions

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## **ABOUT PURPOSEFUL MEDIA**

Purposeful Media Promotions transforms B2B marketing from expense to revenue generator. We help business leaders accelerate growth and prepare for strategic exits through digital marketing that delivers measurable results.

Our specialized approach serves executives and owners who need to demonstrate clear ROI, whether expanding operations or positioning for succession. We create transparent reporting systems that prove value to stakeholders, buyers, and investors.

**PURPOSEFUL  
MEDIA PRO  
MOTIONS**