



# Are Your **Sales,** **Marketing,** and **Operations** Aligned?

**FlexFormula™**



Flexible by design.  
Structured for results.



## What is FlexFormula™

Achieving sustainable growth in B2B manufacturing and industrial sectors isn't easy. Fierce competition, evolving buyer behaviors, and fragmented marketing efforts can derail even the best strategies.

The FlexFormula helps industrial and manufacturing companies overcome these challenges with a structured, yet flexible approach designed to deliver results.

Built around five interconnected pillars — FlexFormula enables B2B industrial brands to maximize ROI, strengthen customer engagement, and accelerate growth.

Whether you're refining your market positioning, improving channel performance, or optimizing campaign outcomes, the FlexFormula helps you stay agile, efficient, and focused on results.

Not every business needs all five pillars — and that's exactly the point. The FlexFormula is designed to be flexible and

collaborative. Whether you're looking for a new website, brand refresh, or full go-to-market strategy, we meet you where you are — then work with you to thoughtfully determine what will truly drive results.

If you already know what you need, we'll deliver it with purpose and precision. If you're unsure, we'll help you think it through — strategically and practically — so the solution fits your goals, not just a checklist of deliverables.

## FlexFormula™

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**Flexible by design.  
Structured for results.**

**Pinpoint gaps. Align strategy.  
Accelerate measurable growth.**  
*Take our **free and quick***

**FlexFormula™ Assessment**

# The **RISKS** of Staying **MISALIGNED**

## **SCATTERED STRATEGIES**



## **WASTED SPEND**



## **MISSED OPPORTUNITIES**



For industrial organizations, misalignment comes at a high cost. The FlexFormula™ provides the structure to unify teams, sharpen positioning, and sustain performance over time.

## **WHAT OTHERS SAY**

... One of the most valuable things Buckaroo brings is an outside-in perspective. They challenge our assumptions, uncover gaps we didn't see, and bring fresh thinking that helps us compete more effectively.

Their insight into our competitive landscape, alignment of sales and marketing efforts, and ability to craft tools that speak directly to our OEM, dealer, and private label audiences has been instrumental. . .

– BLAINE DEETER  
Director of Sales & Marketing  
Bulldog Battery Corporation

We've partnered with Buckaroo Marketing for more than a decade, and their consistent, strategic support has been instrumental in evolving how we communicate and compete.

... They bring both structure and flexibility—exactly what we need in a fast-moving industrial environment.

Their process gives us a streamlined framework that connects marketing efforts directly to measurable business outcomes . . .

– MIKE KROEGER  
President  
Alba Manufacturing Corporation

As a distributor representing several manufacturers, Buckaroo understands our business model and industry challenges . . . responds quickly and delivers on promised deadlines and details. Buckaroo is a valuable partner to our business.

– JOHN SHAFFNER, President, Process Controls Corporation





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Measure your readiness.

Maximize Results.

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**FlexFormula™ Assessment**

# **Outside Perspective. Real Impact. Let's Talk.**

**Ready to Explore Next Steps?**

A quick, no obligation conversation.

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Call: 317.430.6691

**buckaroo®**  
marketing | new media

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