



From decline to direction: How focused strategy reversed a 75% sales drop

Friday, July 11, 2025 06:00 AM EDT
By [Deborah Daily](#), Co-founder & President, Buckaroo Marketing | New Media

Listen to this story

This audio file is brought to you by 

0:50 5:56

Speed 1.00

⏮ ⏪ ⏩ ⏭ 🔊



Marketing often becomes a checkbox for mid-sized B2B manufacturers, something done out of obligation, without a clear link to outcomes. One such client came to us with a familiar challenge: strong corporate activity, weak regional performance, and no clear path forward.

The problem wasn’t effort. It was direction.

Despite a healthy investment in marketing at the corporate level, this company’s approach operated more like a shotgun blast than a sniper’s scope—scattering messages without truly connecting with the right targets. One regional division had become a major source of concern. Sales had once been a reliable revenue contributor but had dropped by over 75% in a single year. The corporate team needed to understand what was happening—and fast.

Grounding strategy in truth, not assumption, was essential. We believe strategy begins with insight. That’s why our first step was conducting a series of confidential interviews—both internal and external—to uncover what was happening across the organization. Internally, we spoke with employees across three divisions. Externally, we interviewed customers who had purchased recently, as well as those who had gone silent.

All feedback was kept anonymous to protect candor and encourage transparency. The resulting insights painted a telling picture: operational disconnects, inconsistent messaging, and perception gaps that were quietly undermining trust. Sales teams felt unsupported, customers felt misunderstood, and marketing efforts weren’t translating into growth.

But qualitative data alone doesn’t make a case. To build a full picture, we combined internal insights with competitive intelligence—especially in relation to the underperforming regional office. One of the most critical blind spots we uncovered was the lack of competitive awareness. The corporate team had limited visibility into how rival firms were evolving—or how much market share had quietly slipped away.

Before we could realign the strategy, we had to understand the landscape.

We conducted a deep dive into five top competitors within each division—evaluating their financial health, go-to-market strategies, marketing content, digital presence, geographic footprint, customer segmentation, and even employer branding. This comprehensive review revealed a layered, evolving industry—and made it clear where our client was losing ground.

We discovered that competitors had made aggressive moves in digital transformation and regional sales optimization—areas our client hadn’t prioritized. While they were investing in traditional marketing channels, others were gaining share with targeted campaigns, localized content, and tighter customer alignment.

This was a strategic wake-up call.

With the regional decline in sharp focus, we turned our attention to diagnosing the drop and identifying a path forward.

Through advanced customer profiling, we evaluated psychographic, demographic, and behavioral data—blending internal records with third-party intelligence and geographic market trends. We examined shifts in buyer behavior, competitive incursions, and even staffing turnover at the local level.

The diagnosis was multifaceted: a breakdown in communication between corporate and regional sales, changing customer expectations, and a local competitor who had successfully positioned themselves as the more innovative and responsive option.

Turning insight into strategy. Rather than roll out a one-size-fits-all solution, we delivered a tailored strategic foundation—specific to each division, grounded in fact, and designed for action. The focus wasn’t just on “more marketing”—it was on better marketing.

We provided clear positioning strategies, territory realignments, and revised messaging frameworks. We recommended shifts in media spend to support digital visibility in underperforming regions. And we helped reestablish customer trust by empowering the sales team with insight-driven tools and value-based storytelling.

The result? The client didn’t just regain confidence. They gained clarity.

Within six months of implementation, regional sales began trending upward. The division that had lost 75% of its business stabilized, and the company launched a pilot program—based on our strategic blueprint—for similar assessments in other locations.

From tactical noise to strategic precision. This story reflects what so many B2B companies in manufacturing and related industries struggle with: uncertainty about what’s holding them back. Marketing isn’t about creating noise—it’s about creating alignment. Between strategy and execution. Between corporate goals and field realities. Between what you say and what your customers believe.

Our role wasn’t to apply a pre-set formula. It was to uncover the facts, clarify the issues, and help the leadership team make informed, confident decisions that would support long-term growth.

For this client, it meant moving from reactive tactics to proactive planning—from ambiguity to accountability.

And it all started with asking the right questions—and being ready to act on the answers.

If you’re struggling to turn marketing activity into business momentum, let’s talk. We help B2B manufacturers and related industries eliminate the noise, uncover what’s holding them back, and create strategies grounded in insight and backed by research. Time to get help, to move forward – with clarity, confidence, and purpose?

Deborah Daily is the co-founder and president of Buckaroo Marketing | New Media, a Fishers-based strategic multi-media, marketing, communications, and advertising agency established in 1999. She can be reached at DLDaily@gobuckaroo.com. To learn more visit www.gobuckaroo.com.



PODCASTS

Business & Beyond with Gerry Dick

Brought to you by PNC

Get up to \$100,000 without

Member FDIC | Equal Housing Lender

MOST POPULAR STORIES

- Exit Factor opens Fort Wayne location
- Justice Ketanji Brown Jackson tells Indy crowd she's not afraid to use her voice
- Fishers-based Arrive AI celebrates Nasdaq opening, partners with Indian company
- WNBA All-Star Host Committee invests \$1M in youth empowerment programming
- Parkview, Anthem reach new coverage agreement
- North Vernon manufacturer acquired by Canadian company

PERSPECTIVES



From decline to direction: How focused strategy reversed a 75% sales drop

Marketing often becomes a checkbox for mid-sized B2B manufacturers, something done out of obligation, without a clear li...

So do we.

Member FDIC | Equal Housing Lender



Inside Indiana Business
A division of IBJ Media
1 Monument Circle, Suite 300
Indianapolis, IN 46204
PHONE: (317) 634-6200
FAX: (317) 263-5060
NEWSLETTER@IIBNEWS.COM