

# The Role of Marketing Strategies in Shaping Business Development and Sales Performance at Optimizers

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## ABSTRACT

This Research studies the marketing techniques that impact Optimizers' business growth and sales. Being a start-up, Optimizers faced several issues in business development and sales performance. Few of their issues included low brand visibility, less number of prospects, high competition with reputed brands and slow progress. Taking their internal data, where they've stored their previous sales and comparing it to their current sales using trend analysis, their marketing strategies were analysed. A survey with structured questionnaire with questions on their feedback on Optimizers was conducted to gather primary data from 56 prospects and customers. The results depict that direct marketing is the most successful method which helps in increasing brand awareness and get conversions.

For instance, visiting Sivakasi has increased the sales of packaging machinery such as strapping machines. Purchase decisions are made by the prospects by considering multiple factors such as service, quality, assurance, trust and service support. Digital marketing also helps to increase awareness, but it isn't enough to gain conversions and close deals. Moreover, following of the M.A.N. Technique, which means focusing on companies who have the financial stability, authoritative power and the actual need of any machine is also suggested. By analysing several factors such as potential buyers, areas, strategies, and promotions, suggestions such as increasing prospects and visiting more companies to build networking are also included. However, the strategies might differ according to different location and their target audience. This study comes to the conclusion that improving the performance of sales and ensuring long term growth in business need string customer relationships, follow ups and effective communication.

**Keywords:** Marketing, Industry, B2B, Reliability, Quality, Trust

## I. INTRODUCTION

Marketing is a process that aims on identifying needs, giving required solutions, and establishing long lasting trust with customers. This is especially true in manufacturing sectors where decisions are made based on the performance, durability, reliability, efficiency, and cost savings than brand image. Marketing at Optimizers, a company that was founded in 2024, is based on useful, interaction-based techniques and expertise in product demos, field visits, direct meetings, and relationship-building. The company contributes to manufacturing, textile, packaging, and FMCG industries with packaging and branding solutions, such as strapping machines, carton sealing machines, laser engraving machines, loading conveyors, and sticker labels for packaged drinking water. Low market visibility, problems with conversion, and strong competition from well-known brands are few of the difficulties Optimizers faces as a newcomer in this sector. Through surveys and business data, it examines consumer reactions, purchasing patterns, and the efficacy of direct and relationship marketing.

## II. INDUSTRY PROFILE

The packaging industry lends its support to industries that manufacture motors, garments, FMCG and printing presses by supplying equipment that improve efficiency, reduce dependency, reduce labour, deduct downtime and ensure steady operations. In the industrial cities like Coimbatore, Tirupur, Sivakasi and Erode, high demand is seen due to the production needs. Companies have started to look for equipment that are affordable and durable such as strapping machine and sealing machine to cut the downtime and operating costs. Decision-makers focus on factors such as return on investment, quality, after-sales service, and reliability of the product rather than emotional factors. The industry is

high in competition, with established companies leading because of their brand visibility and brand name, while newcomers like Optimizers focus on marketing directly through visits and providing customized solutions. Growth stems from industrial automation trends, and the demand for faster and neater packaging in FMCG and exports. Challenges in this sector include price sensitivity, high service expectations, along with preference for reliable suppliers. Optimizers operates in this paced B2B environment, aiming at selling to the potential prospects that value practical benefits and long-term partnerships rather than short term benefits. The industry inclines toward relationship and trust-driven models, making field visits and demonstrations essential for success.

### III. REVIEW OF LITERATURE

Multiple Studies have found proofs encouraging the idea that marketing strategies that help connect other resources to perform positively. Morgan (2012) elaborates the way marketing can act as a mediator to connect sources and factors such as customer trusts and brand equity to capabilities such as Customer Relationship Management and positioning which then paves way to improved financial performance and market share. Trust, responsibility, and service have been found to make the way towards loyalty in B2B and industrial markets rather than transactional exchanges (Jagodič & Milfelner, 2022; Chowdhury, 2012). Digital marketing can also act as quick drivers of improved reach, personalized approach, and consumer views and mediate the impacts of other factors such as Research & Discussion and production on performance (Liang et al., 2025; Huynh, 2025). Strategic Marketing techniques have covered the majority of customer-focused approaches to STP, branding, marketing policies, and marketing innovation to build more positive advantages (Whitmore, 2025). Studies also provide proof connecting market orientation and entrepreneurial marketing strategies to increased customer lifetime value and firm growth of the start-up. This evidence can be found in several emerging industries and small and medium enterprises. The existing literatures depicts that relationship and trust based-marketing strategies outperform traditional and transaction focused marketing strategies in industrial markets. These findings align with Optimizers' emphasis on direct marketing.

### IV. SCOPE OF STUDY

The research views at how marketing tactics affect growth of business and performance of sales at Optimizers, a new entrant in industrial packaging and marking solutions focusing on target audience based in Coimbatore, Tirupur, Erode, Sivakasi, and parts of Kerala. It explores several strategies such as traditional, digital, industrial, relationship, and direct marketing, aiming on field visits, demos, and customer trust. The study involves creation of customer awareness, product familiarity, purchase impacts, satisfaction, and especially lead conversion in the manufacturing companies such as motors, textiles, corrugated boxes, and FMCG sectors. Primary data was gathered through structured survey from 56 key prospects, along with company's previous records and sales trends. The research analyses real-time feedback to get hold of the effectiveness of direct marketing and identify the gaps in lead conversion and service support in order to bridge it. It targets current prospects and recent marketing activities from 2025 to 2026, offering practical views for a start-up in this competitive B2B market.

### V. STATEMENT OF THE PROBLEM

As a company that was started in 2025 Optimizers has a lot of issues and gaps to resolve and bridge in a market that has a lot of similar companies and competitions. Not many companies know about Optimizers, making it hard for creating brand visibility. Optimizers struggle in converting prospects who're interested into the products because most of them wait or end up giving up on buying after first talking to them. There are several existing companies with good brand values and reputations, making it hard for a new company like Optimizers to get visibility in the way especially when direct marketing is carried out. Customers are hesitant because they have to invest a relatively huge sum of money on machinery they are interested to buy. They worry about post-sales services. All these issues make it hard for Optimizers to sell more and get repeat business and also to get referrals. This research also views of the strategies used in marketing now like visiting people and building relationships affect. If the required optimisation and improvement are not carried out Optimizers might not show a positive rate of growth and might not be able to do well in the long run in the respected sector of the business. The study found the afore mentioned gaps, including getting conversions and new customers, communication and post-sale services.

## VI. LIMITATIONS OF STUDY

The study is focused within the limits of the industrial areas in Coimbatore, Tirupur, Erode, Sivakasi and few parts of Kerala. This translates that the results may vary depending on each location. The study is fixed on a time of watching a new start-up that was established in 2025. This company does not have big data making it hard to predict over a period of time. What the respondents of the survey said in the study depends completely on what they think and what they have experienced currently. In this study, primary data had been collected from 56 people for their insights. These people were chosen randomly from Optimizers' prospect list in order to identify the different views. External factors such as how the economy was doing or what the competitors were doing in this interim period isn't taken. The study is completely based on Optimizers. This translates that the results are about this company and may not be true for other companies that sell the same product portfolio. With the afore-mentioned limitations the study identified some useful insights, about how the marketing process works in real life in the areas that were studied.

## VII. RESEARCH OBJECTIVE

The main objective is to identify the marketing strategies that Optimizers uses and how they affect the development of business and performance of sales. Direct marketing's impact on conversion and sales are discussed. It is also necessary to understand the customers' perspective on how they buy machinery and if they are satisfied with the products and services provided by Optimizers. Other gaps in the market including building of trust is analysed. Suggestions on improvement in sales performance are also given. These aims guides to look at the collected information from surveys and the company's internal information in order to give advice that will actually work. By looking at how different strategies works in the B2B industry especially when it arrives to sales and building trust-worthy relationships and showing the relevant what the product portfolio can do we can help Optimizers gain a stronger base in a competitive market.

## VIII. RESEARCH METHODOLOGY

This study views at how Optimizers does real-time on-field marketing. It wants to see what works and what does not by trying multiple strategies. The study uses information obtained from both internal and external data. A survey was made and given to 100 important prospects and clients in total to fill out. 56 answers were received. The questionnaire was about what companies know about Optimizers and what they think of the products as well as if the marketing is impactful.

To understand what people think and feel they used a mix of talking to the prospects while direct marketing as well as looking at numbers. Percentages were used as a tool to see who the target audience are. The goal is to help Optimizers make their existing marketing better by using different story telling strategies while talking to clients and building relationships with them.

## IX. FINDINGS

This analysis shows that direct marketing works positive at Optimizers. Most of the prospects who answered the survey, 35.7 percent are manufacturers under SME segments. This tells us that the type of clients that were reached are also our target audience. 75 percent of the respondents know about Optimizers and most of them learned about it when the marketing team from the company came to visit them. 32.1 percent said that quality of service must be improved.

The price and the service are also significant factors to be noted. 71 percent of the respondents are satisfied with the products they bought from Optimizers. Service improvements were suggested. 67.9 percent of the time they are influenced by the relevance of the brand. Trust is very important to 53.6 percent of the prospects who responded. More than half of the respondents are ready to refer Optimizers in their circle.

Optimizers have a significant characteristic; they are good at getting to the target audience by following MAN Strategy (focusing on companies that have the money to buy the product, authority to take decision and need for the equipment) and explaining what the products do. The study also depicts that people are more than satisfied with Optimizers than expected. An average score of 3.2 was observed. The sales trajectory has shown a significant improvement as well. April 2025 sales were observed to be ₹1 lakh and by March 2026 they were at ₹11 lakhs. This can be considered as a sign as sales has been going up steadily.

## X. SUGGESTION

To improve the performance of sales, Optimizers must visit customers more often and follow up regularly to keep them engaged and convert leads into sales faster.

- Follow-ups must be increased.
- Provide brochures to the respective target audience.
- Focus on the right authority to get a proper decision.
- Return on Investment (ROI) must be conveyed clearly.
- Emphasizing the product quality and post-sales service, followed with other KPIs.
- Convey clarity in long-term benefits of products and cost cuts.
- Use multiple marketing methods such as digital techniques and referrals.
- Market using digital tools such as LinkedIn and email campaigns.
- Use platforms such as Indiamart.
- Handle objections wisely.
- Segregate hot and cold prospects.
- Look at repeat business regularly and improve relationship with them.
- Provide technical information.

These steps will help build trust with the customers, increase sales performance, improve customer retention and support growth in a long run in industrial markets. The goal is to make Optimizers work more effective. If Optimizers focus on these steps, it helps to achieve sustainable growth.

## XI. CONCLUSION

The study clearly displays that the way Optimizers does marketing is really important for getting business and improving its performance. What works best is direct marketing. Optimizers found out that talking to companies in person is better than using digital cold calls to market their products. Customers who buy from Optimizers really like the quality of their products and the service they obtain. Optimizers has begun to get market visibility. They are getting positive feedback almost equivalent to the relevance of the competitors in the same business. There are certain areas where improvement must be done. Prospect count must be increased.

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