

2026 GROWTH BLUEPRINT.

Readiness, Realignment & Smart Marketing
for Illinois Manufacturers

Presenter: Jason Abrahams, Next Play Marketing
Founder | Fractional CMO | Growth Strategist

December 4, 2025: 11:30 am – 12:30 pm

Presenter Bio: Jason Abrahams



Jason Abrahams is a seasoned marketing leader with over two decades of experience helping B2B organizations drive measurable growth. As Founder of Next Play Marketing and a sought-after Fractional CMO, Jason specializes in designing scalable marketing strategies, aligning sales and marketing efforts, and empowering lean teams with modern tools and practical processes. His approach combines clarity, accountability, and real-world execution—helping lower and middle-market companies break through growth plateaus, strengthen brand positioning, and build sustainable pipelines. Jason partners with business owners, executives, and advisors to turn ambition into action and ensure every team knows its “next play.”

Welcome & Agenda



Why growth strategy matters now



Top barriers & readiness gaps



Smart marketing: Do more with less



Tech & AI at your pace



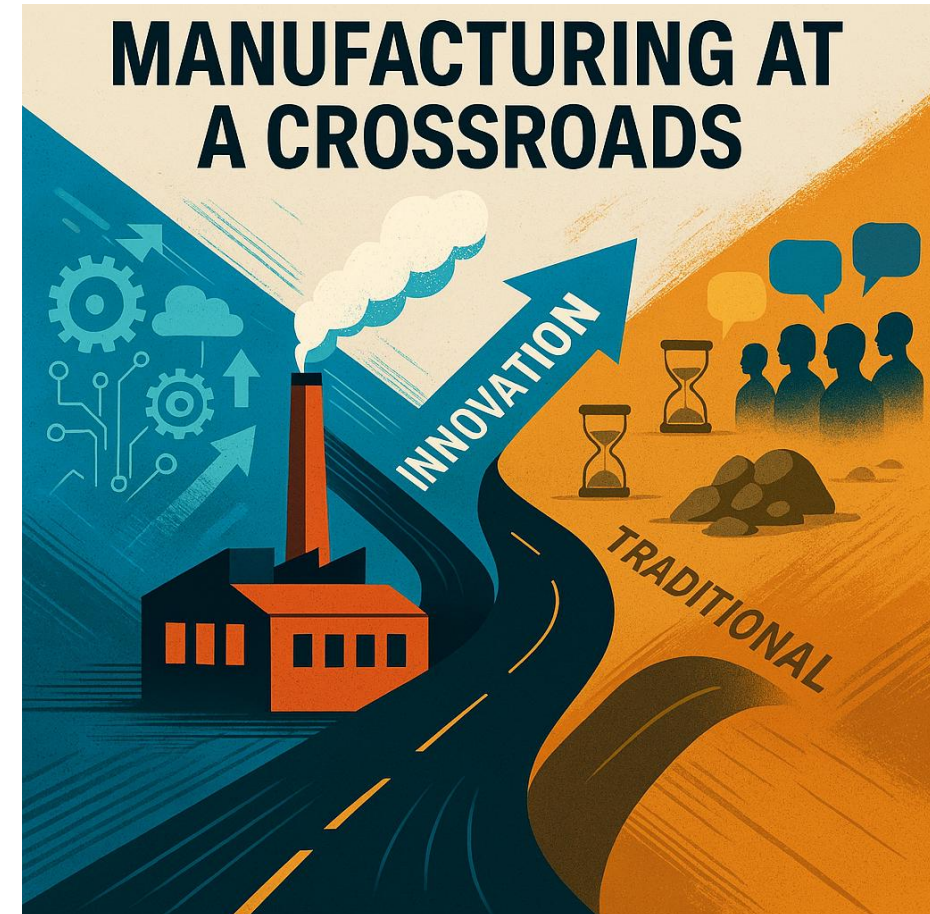
Action steps & IMEC programs

Manufacturing at a Crossroads

Competition & customer demands accelerating

Resource & time constraints are real

Old playbooks \neq future growth



The 2026 Growth Challenge



Scattered efforts = missed opportunities

Siloed teams, unclear goals

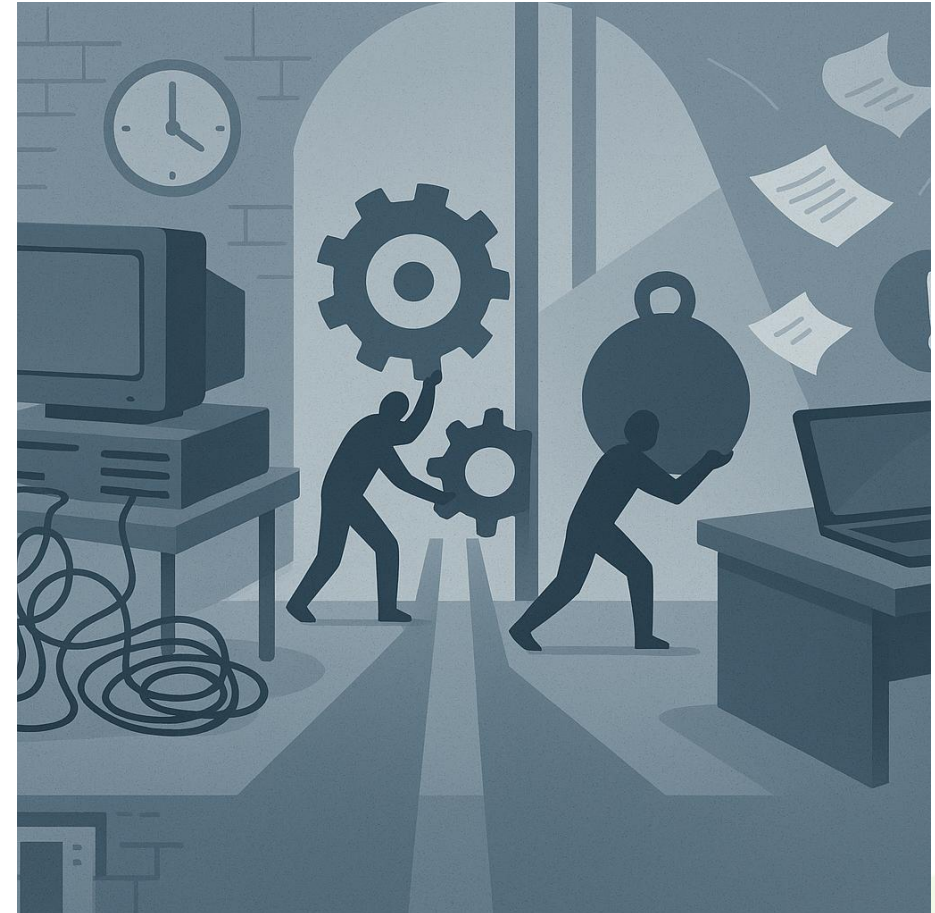
Digital noise & tech overwhelm

What's Holding Us Back?

Reactive vs. planned marketing strategies

“DIY” sales teams doing heavy lifting

Outdated, disconnected systems & processes



Telltale Signs You're Slowing Growth



Manual workarounds everywhere

Messaging feels generic or inconsistent

Pipeline stalling or slow to close

What Real Alignment Looks Like

- Marketing feeds sales – not creates work
- Shared goals, simple communication
- Even small teams, one clear direction



Smart Marketing Multiplies Sales

- Focus on ideal customers
- Repeatable lead gen beats “random acts”
- Brand credibility opens doors



Tech & AI for the Real World

- Automate follow-ups, not everything
- Right-sized CRM—track, don't overwhelm
- Simple analytics: what's working, what's not



From Strategy to Action

- Start small, measure, scale
- Prioritize what helps sales CLOSE
- Scoreboard: keep the team on track



2026 Growth Readiness Self-Check

Are teams
aligned on
growth
goals?

Is marketing
freeing up
sales?

Are you
using simple,
supportive
tech?

Do you
measure
what
matters?



Define Your Next Play!



BACKED BY DATA



SHAPED BY INSIGHT



BUILT FOR GROWTH

IMEC Growth Strategy Programs

CHOOSE FROM THREE LEVELS OF ENGAGEMENT:

DISCOVERY DAY PROGRAM

Perfect for companies needing rapid strategic alignment in **just two weeks**.

ACCELERATED PROGRAM

A **6-week deep dive** for teams that need to define brand, audience, and messaging with structure and speed.

EXPANDED PROGRAM

A comprehensive **12-week strategic foundation** for launch, scale, or transformation—backed by insights, interviews, and implementation planning.

Free Tools for Illinois Manufacturers



Value Growth Diagnostic Scorecard:

<https://nextplaymarketing.com/scorecard>



AI & Automation Assessment:

<https://aiautomation-audit.com/Nextplay%20Marketing>

Questions?

Ready for sustainable growth?
Contact IMEC for a deeper dive!

