

# New Book 'Beyond the Funnel' Offers Adaptive Marketing Blueprint for Manufacturing and Construction Industries

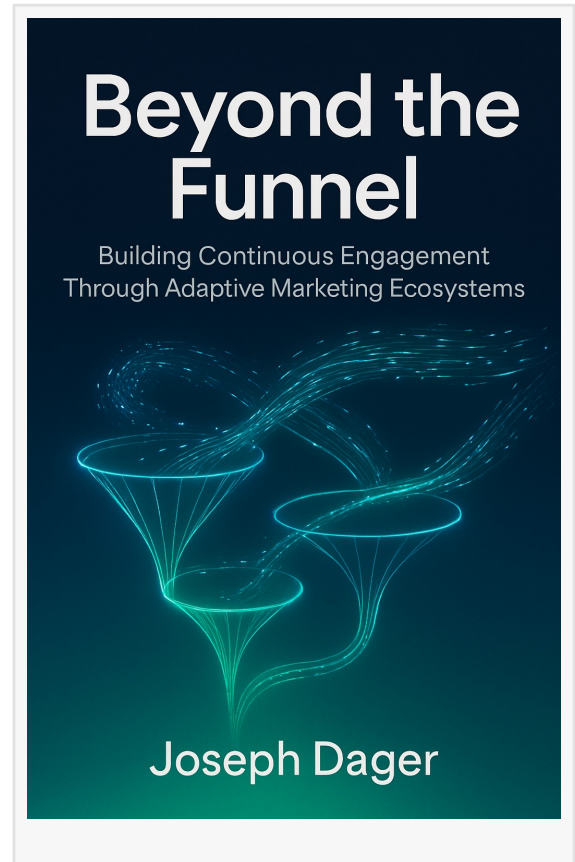
*Beyond the Funnel" provides a clear roadmap for businesses to evolve their marketing from a transactional approach to one built on continuous engagement.*

FORT WAYNE, IN, UNITED STATES, August 20, 2025 /EINPresswire.com/ -- Joseph Dager, a seasoned marketing strategist and entrepreneur, today announced the release of his transformative new ebook, "[Beyond the Funnel](#): Building Continuous Engagement Through Adaptive Marketing Ecosystems." Published by [Business901](#), this essential guide challenges outdated linear sales funnels, offering a dynamic framework for manufacturers, civil engineering firms, and architecture practices to achieve sustained growth and deeper customer loyalty in today's complex marketplace.

"Beyond the Funnel" provides a clear roadmap for businesses to evolve their marketing from a transactional approach to one built on continuous engagement. Dager introduces the concept of adaptive marketing ecosystems, where content, community, and commerce seamlessly intertwine to create fluid customer journeys. This innovative approach is particularly relevant for industries like manufacturing and construction, where long-term relationships, trust, and expertise are paramount. The book demonstrates how these sectors can leverage tailored content, foster vibrant professional communities, and integrate commerce as a natural extension of engagement, moving beyond traditional lead generation to cultivate enduring partnerships.

The comprehensive Table of Contents highlights the book's depth and actionable insights:

- Chapter 1: Rethinking the Sales Funnel: From Linear to Ecosystem – Explores the shift to responsive, adaptive approaches.
- Chapter 2: Building Blocks of Adaptive Marketing Ecosystems – Details how content, community, and commerce work together.
- Chapter 3: Multi-Channel Engagement: Strategies for Deeper Dialogue – Guides on crafting



unified brand voices and interactive calls-to-action.

- Chapter 4: Evolving with Audience Preferences: Responsive Marketing Tactics – Covers agile campaigns and ethical personalization.
- Chapter 5: Measuring Success Beyond Traditional Metrics – Introduces KPIs for loyalty and lifetime value.
- Chapter 6: Overcoming Challenges in Ecosystem Implementation – Addresses building cross-functional teams and securing leadership support.
- Chapter 7: Real World Case Studies: Adaptive Ecosystems in Action – Provides practical examples across B2B, B2C, and Nonprofit models.
- Chapter 8: Future-Proofing Your Marketing Strategy – Focuses on fostering innovation and building strategic partnerships.

"In today's rapidly evolving business landscape, relying on static marketing funnels is like navigating with an outdated map," says Joseph Dager. "Manufacturers and construction firms, in particular, need strategies that adapt in real-time to complex client journeys. 'Beyond the Funnel' offers the blueprint for building resilient, customer-centric ecosystems that don't just win transactions, but cultivate lasting relationships and predictable growth."

About the Author: Joseph Dager is a seasoned marketing strategist and entrepreneur dedicated to redefining how businesses engage with customers in the digital age. With years of experience blending storytelling and data, he helps brands move beyond traditional sales funnels to create meaningful, lasting connections. When not crafting innovative marketing solutions, Joseph enjoys exploring the intersection of



Joe Dager, Author



Fractional Marketing Services

technology and human behavior, always seeking new ways to inspire growth and transformation.

About Business901: Business901 offers Fractional Chief Marketing Officer services, enabling clients to focus on core operations while marketing experts handle customer-facing campaigns. Business901 combines traditional and progressive methods, including AI-based tools, to maximize customer growth through a 90-day adaptive growth strategy. This learn-by-doing approach focuses on enhancing brand awareness, generating leads, and refining target audience understanding through a powerful feedback loop, ensuring an ongoing course of action tailored to each business's unique needs and industry.

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