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Over-Optioned Audiences Need Focused Outreach

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Don't let your brand be another forgotten name in a crowded list.

Introduction

This post is about tech companies
— but first, let me take you back to the beverage industry. Because what happened there over the last century is exactly what's happening in tech right now.

In the late 1800s and early 1900s, the beverage space was tiny. You had Coca-Cola, Pepsi (barely starting), Dr. Pepper, and a few local soda fountains — maybe 10 total players worldwide. Coca-Cola held a dominant 90%+ market share, simply because there was no competition. They were early, they were everywhere, and they owned the brand.

Fast-forward to 2025, and the picture looks radically different:

There are over 500,000 beverage companies globally.

Coca-Cola's market share has dropped to 44–46%.

Pepsi holds around 30%, Dr. Pepper owns 8.3%, and the remaining 10–20% belongs to hundreds of smaller brands and regional players.

At first glance, it might look like Coca-Cola "lost" — but that couldn't be further from the truth.

Market Share Shrinks — But Revenue Grows



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In 1900, the entire beverage market was worth maybe \$10 million globally.

By 2025, it's valued at \$358 billion.

Coca-Cola's share of the pie got smaller, but the pie itself exploded in size.

This didn't happen by accident. It happened because of:

Global distribution

Population growth

Supply chain expansion

More occasions to consume

Greater accessibility and affordability

As more players entered the market, the total addressable market grew.

And while the original leaders may have lost some market share, they gained massive revenue, influence, and brand equity in the process.

And that's where marketing steps in.

Marketing: From \$1M Industry to \$485B Giant

In the early 1900s, marketing was a simple game. Print ads. Word of mouth. Local promotions. The entire global marketing spend? Probably less than \$1 million.

Now?

The global marketing industry is worth an estimated \$485 billion in 2025.

That's nearly half a trillion dollars spent trying to answer one question:

"Why should anyone care about what we're selling?"

The explosion in marketing spend was inevitable. Here's why:

More competition = more noise

More noise = more need for differentiation

More choice = more effort to be top of mind

More outreach = more spend on ads, email, content, influencers, SEO, and brand



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You can no longer afford to let your audience stumble upon you. You have to be present in their world — constantly. Otherwise, someone else will be.

Why You're Losing Deals You Should Be Winning

Let's be honest: most buyers today don't choose based on just one factor.

People buy for messy, human reasons like:

Urgent need

Proximity or speed

Brand familiarity

Your colleague just joined the company

A friend's recommendation

A memorable piece of content they saw last month

Your CEO said something smart on LinkedIn

You can't control most of these variables.

But you can control the story your brand tells.

If your ideal customer profile (ICP) doesn't know who you are, what you do, and why it matters — long before a demo or discovery call — then you've already lost.

You need to be in the room before the conversation starts.

That's what modern marketing is about. Not just generating leads, but building awareness, educating the market, and positioning your company as the obvious choice — before the decision-making even begins



The Marketing Problem No One Talks About

Measuring marketing performance has never been harder.

Programmatic channels are under performing.

Attribution models are unreliable.

CPMs are rising while results are declining.

Most CRMs are clogged with unqualified leads that go nowhere.

Meanwhile, the only thing that still works — real human conversations — are buried under tech debt, process clutter, and over-automation.

What we need isn't more martech.

We need a smarter strategy.

We need marketing that leads directly to revenue. and More

Conversations lead to more revenue

We need someone — or something — that can deliver multiple ROI from day one, while also building a brand for free.

Conclusion

The value of a single data point lies not in the click or the open rate, but in how it's used by sales to create a real, human conversation.

Marketing's job is to warm the room, so sales doesn't have to spend 20 minutes explaining what your company does.

In 1900, it was enough to exist.

In 2025, you need to be remembered.

If you're not consistently showing up in front of your ICP with content that resonates, someone else is. And they're winning deals that should've been yours



Don't let your brand be another forgotten name in a crowded list. Be the name that shows up first, feels familiar, and gets the "yes."

– Beeleads



*By Danika Frederick, I Still See You,
Once Upon a Christmas Miracle*



We plant trees every time you buy from us.

Guaranteed Demos | 90%+ Direct Dials | 98.3%+ Data Accuracy | Average CPL \$35

All Business Emails