

Industrial B2B Capability Statement 2026

Our complete industrial B2B marketing capability, for tier-1 panel pursuit, capability-led B2B selling, LinkedIn-native cadence for senior engineers and procurement-facing leaders, and procurement-ready website rebuilds. 35 active industrial clients across mining services, engineering, drilling, and trades. 21 WA-based.

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Executive summary

Industrial sub-verticals served

The flagship engagements (Berg, JSW, PYBAR)

Capability statement design system

LinkedIn cadence for senior engineers

Tier-1 procurement panel pursuit playbook

Tender response collateral systems

Recruitment marketing (FIFO, trades, engineers)

Procurement-ready website architecture

Commercial model (ad spend at cost, transparent fees)

Engagement shapes + indicative pricing

BY THE NUMBERS

The industrial B2B book at 121 Group.

35

ACTIVE INDUSTRIAL CLIENTS

21

WA-BASED CLIENTS

22mo

AVG INDUSTRIAL TENURE

FEATURED INDUSTRIAL ENGAGEMENTS

Three flagship case studies, four sub-vertical pages.

BERG ENGINEERING · 22MO

**WA structural engineering · 5
service lines**

JSW AUSTRALIA · 23MO

**Drilling · capability-led · zero ad
spend**

General retainer + organic social + SEO + SEM + WooCommerce parts ecom. Capability redesign won panel positions inside 6 months.

Pure earned + owned. JSW Newsletter (digital + printed), AMEC + Mining Club video, monthly retainer + social retainer.

PYBAR · 23MO

Underground mining · Thiess acquisition integration

PR retainer + monthly retainer + eNews + SEO + post-acquisition website integration. The capability-led mid-market industrial pattern.

WHY TIER-1-AWARE CAPABILITY STATEMENTS MATTER

Industrial capability statements influence panel evaluations.

Industrial capability statements are written for tier-1 procurement teams, mining-house procurement, civil-contractor pre-qualification, EPC supplier evaluation, government-tender-panel selection. Each procurement context has its own evaluation criteria, capability depth, project-portfolio breadth, safety-record substantiation, regulatory compliance, financial stability.

Most Australian industrial capability statements are generic supplier brochures that don't address the actual evaluation criteria tier-1 procurement teams use. The tier-1-aware capability statement is a different artefact, credentials matrix, project history, safety-record evidence, regulatory-compliance documentation, financial-stability indicators, all structured around the specific procurement context.

PYBAR Mining Services and SMW Drilling are working pattern references, capability-statement design tuned for tier-1 mining-house panel evaluation, project-portfolio + safety-record depth, principal-engineer-voice technical capability content. Perth-pod-delivered for WA-based clients.

Want the full capability pack?

PDF capability statement + LinkedIn cadence framework + tender-response template + indicative pricing matrix. Sent within 4 hours of request.



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CONTACT

1300 121 979

hello@121group.io

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