



The Missing Layer:  
How Lighting Agencies & Distributors Can Turn  
LEX Engagement Into Real Revenue

A practical guide for the commercial lighting specification channel



# Your Line Card Is On. Now Let's Dial It In.

You invested in The Lighting Exchange for good reason. Your line card is organized, your manufacturers are showcased, and specifiers can search your products with ease. LEX is doing exactly what it's designed to do.

## **So why isn't that translating into more business?**

The answer isn't your content. It's what happens, or more accurately, what doesn't happen, after someone engages with it.

LEX is a content and communications platform. It's exceptional at making your line card accessible and your manufacturers searchable. What it isn't designed to do is manage relationships, automate follow-up, track project pipelines, or connect your marketing activity to revenue outcomes.

That's not a criticism of LEX. It's a description of a gap. One that the most competitive agencies and distributors in the country are quietly filling with a second layer: a CRM and marketing automation system built specifically around how commercial lighting actually sells.

This guide will show you exactly what that looks like, why it matters, and how to build it.



# Why Generic Marketing Doesn't Work

The commercial lighting specification channel doesn't work like most B2B industries. Your customers aren't clicking "Add to Cart." They're architects running 18-month projects, lighting designers spec'ing fixtures six months before a purchase order exists, and electrical distributors fielding bids from contractors who needed the quote yesterday.

The sales cycle is long, relationship-driven, and full of moments that most marketing systems completely miss:

- The CEU presentation that plants your manufacturer's brand in a designer's mind months before a project begins
- The sample request that signals a specifier is actively evaluating your products
- The project gallery visit that tells you someone is researching a specific application
- The re-engagement from a contact you haven't heard from in eight months who just opened a new project

Each of these is a revenue signal. Without a CRM layer, they're invisible.



# What LEX Tells You – And What It Doesn't

LEX gives you powerful engagement data at the product and category level:

- Which manufacturers are being searched most
- What product categories are trending
- How specifiers are interacting with your project galleries
- Overall traffic and engagement patterns

This is genuinely valuable intelligence. The problem is that it's anonymous and aggregate. It tells you what is happening, but not who is doing it or what to do next.

## The Gap LEX Leaves Open

- Who specifically is engaging (contact-level CRM data)
- How to follow up systematically with specifiers, distributors, and contractors
- How to nurture leads through a project pipeline from spec to close
- How to measure marketing ROI beyond engagement analytics

How to automate outreach based on behavior triggers

LEX Tells You	✓ HubSpot Tells You
Product category X is trending	✓ Contact A has been researching category X for 3 weeks
Your project gallery had 200 visits	✓ Firm B visited your hospitality gallery twice this month
Engagement is up 20% this quarter	✓ These 12 contacts are showing buying signals right now
A specifier downloaded a spec sheet	✓ Here's their full history and what to say when you call

# The 5 Revenue Gaps For Lighting Agencies



## **Gap 1: Relationships living in inboxes, not systems**

Your best reps have deep relationships, but those relationships live in their email, their phone, and their memory. A CRM captures and protects that institutional knowledge.



## **Gap 2: No follow-up system tied to the spec cycle**

The lighting spec cycle has a rhythm: awareness → specification → value engineering → bid → award → install. Most agencies don't have automated touchpoints mapped to that cycle and lack data-driven insights to it.



## **Gap 3: Manufacturer reporting stops at engagement**

Your manufacturers want to know where their products are being specified, not just viewed. A CRM lets you show them a project pipeline, a far more compelling deliverable than a traffic report.



## **Gap 4: No segmentation by specifier role**

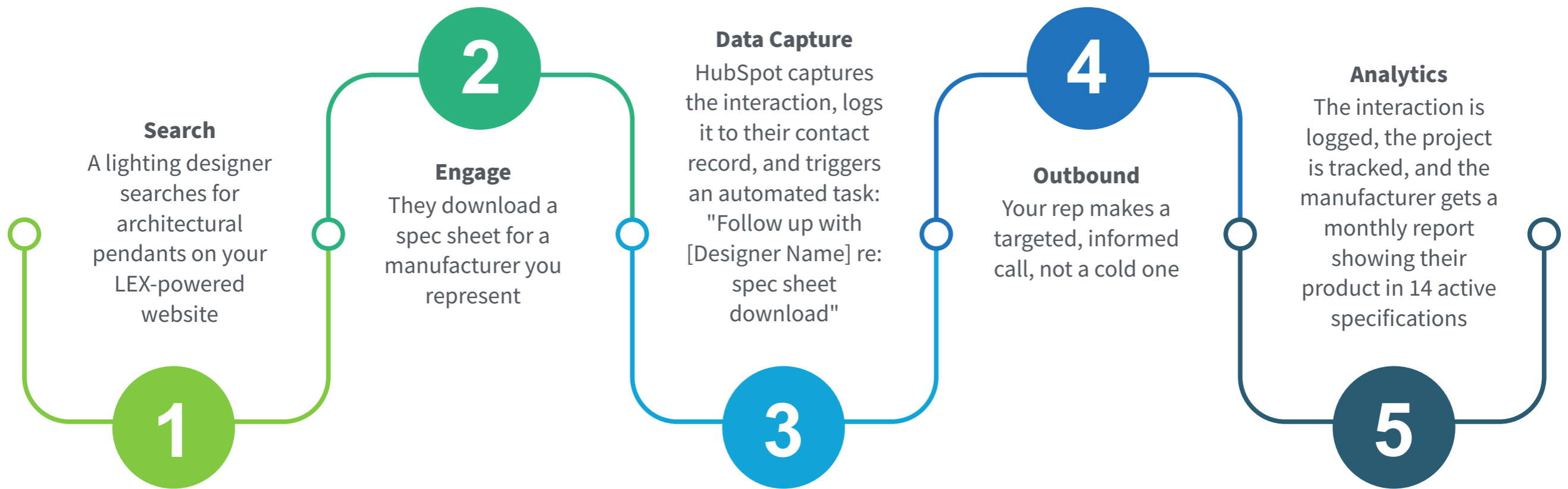
Architects, lighting designers, electrical distributors, and contractors all need different messages at different times. With a CRM, you can deliver the right message to the right person at the right moment in the project cycle.



## **Gap 5: Marketing spend with no measurable return**

How much of your marketing budget is generating actual revenue? Most agencies genuinely don't know. A properly configured HubSpot account connects your marketing activity directly to closed business, so you can double down on what's working and cut what isn't.

# How the LEX + HubSpot Combination Works in the Real World



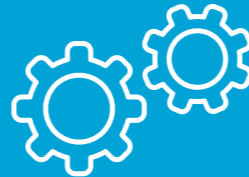
# Getting Started With The 3-Step Foundation

Here's the minimum viable CRM foundation for a lighting agency or distributor:



Step 1:  
**Build your contact  
database by role**

Import your existing contacts into HubSpot and segment by role: architect, lighting designer, electrical distributor, contractor, facility manager. This single step transforms a list into a segmented audience.



Step 2:  
**Map your touchpoints  
to the spec cycle**

Identify the 5–7 key moments in your sales cycle and build a simple automated sequence for each. CEU follow-up. Sample request follow-up. Bid stage check-in. Post-award install support. Each touchpoint is a relationship-building opportunity you're currently leaving to chance.



Step 3:  
**Connect your marketing  
to your pipeline**

Set up UTM tracking on your LEX content and link it to HubSpot. Now every time a specifier engages with your content, it's attributed to a contact, a company, and eventually a deal. Your marketing suddenly has a measurable ROI.

# Ready to Build the Layer LEX Can't Give You?

Since 2002, Bynder Group has been building marketing and CRM systems that generate real revenue for B2B companies. For the past nine years, we've focused our expertise specifically on the industry of commercial lighting.

We know your channel. We know your customers. We know the spec cycle, the rep relationships, and the moments that turn a lighting designer's interest into a purchase order.

We don't just set up HubSpot. We build systems designed around the way this industry actually works, because we've been inside it long enough to know the difference.

Let's talk about what your system could look like.

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“After decades in the lighting industry, I've worked with a lot of vendors and partners. Bynder Group stands apart. They didn't just build us a website or run a few campaigns; they became a genuine and valuable extension of our team. Rob understands our business, our manufacturers, and our customers, and translates all of that into marketing that actually moves the needle.”

Marcus Cone  
Principal,  
California Lighting Sales