



Growth Driven Marketing

Growth Driven Marketing is a strategic approach to sales and marketing **focused on activity that leads to predictable growth.** Growth in awareness, interest, contact and opportunities. Growth in sales, and growth in account size.

If it doesn't drive growth, we don't do it.

Activity

Set business anchored
outcome targets

Run experiments

Repeat

ABM

Profile target markets

Martech and data

Chained results understanding

- Increase predictability of outcomes from marketing activity
- Enhance your ability to identify and convert new customers through marketing and sales alignment
- Improve efficiency through automation and data led decision making
- Stand out from the competition through exceptional creative execution and refined targeting
- **Close deals more quickly by enhancing your brand positioning and creating preference and urgency in your targets before a sales call even happens**



The benefits of GDM:

- Efficiency • Predictability • Empowered team
- Revenue Acceleration
- Improves Sales & Marketing Alignment
- **Aligns directly with business strategy**
- Long-term pipeline of effective marketing communications



Where to begin?

Opportunities

1. Identify targets/KPIs
2. Explore and prioritise opportunities to influence
3. Rapid campaign development
4. Contextual work on web, PR, etc...
5. Sales alignment to continue the story
6. Results monitoring and experimentation
7. Double down on success
8. Go to 2



Opportunity types



The story works, we just need to find more places to tell it.



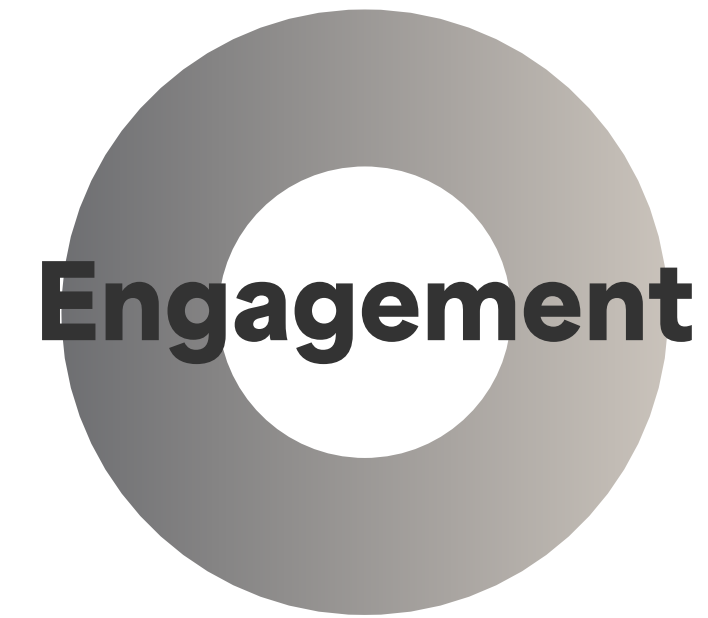
We're reaching the audience, but failing to be understood - new propositions need testing, and web overhaul?



We're in the spray and pray (and pay!) trap, refinement of audience and message pairing.

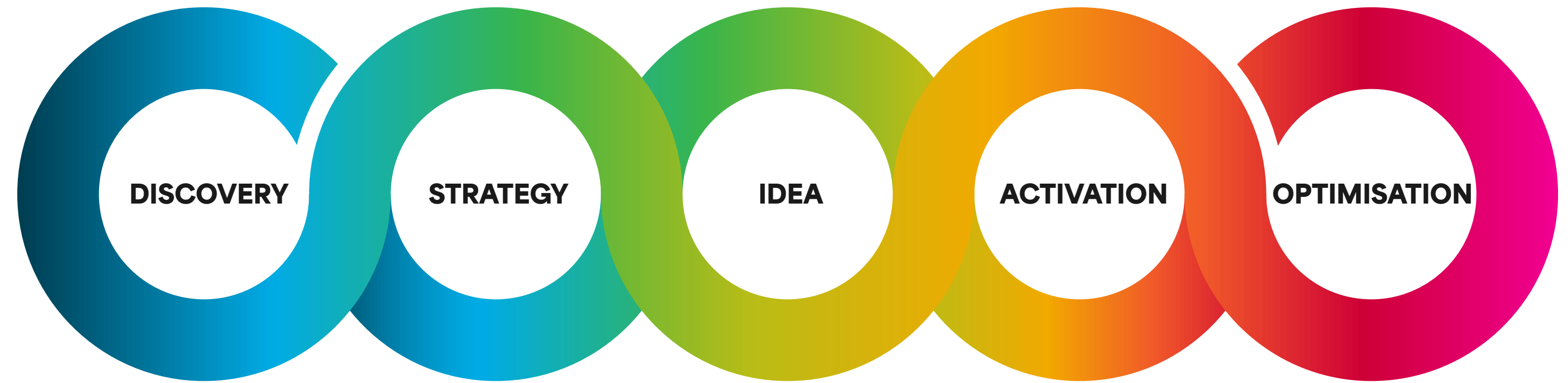


Our activity is too shallow, with disconnect to sales. Maintaining comms to build connection, not just awareness.



Bottom of funnel stickiness, we need more compelling urgency and closing tactics, matched to lead gen.

How we work



Just enough research

Clearest objectives

Multi-disciplinary response

Speed, scale, KPIs

Analysis and experimentation

Visibility The story works, we just need to find more places to tell it.

Audience profiling
Channel profiling

Channel planning

Spin up campaigns

Experiment and refinement of targeting

Clarity We're reaching the audience, but failing to be understood - new propositions need testing, and web overhaul?

Product, Audience, Brand deep dive

Identify opportunity to land new story

Platform creation
Web creation
Campaign development

Broad roll out, staged

Focus We're in the spray and pray (and I pay!) trap, refinement of audience and message pairing.

Audience opportunity mapping

Pick our targets

Campaign development to selected audiences

Pinpoint budget allocations

Connection Our activity is too shallow, with disconnect to sales. Maintaining comms to build conversation, not just build awareness.

Sales team and customer profiling
Identify drop out points

Address drop outs and continuity

Fill the gap with new assets / content / creative

Fuller campaign coverage, martech likely key

Sales team feedback loop

Engagement Bottom of the funnel stickiness, we need more compelling urgency and closing tactics, matched to lead gen.

Pitch decks, enquiry point reviews
Map cust acq

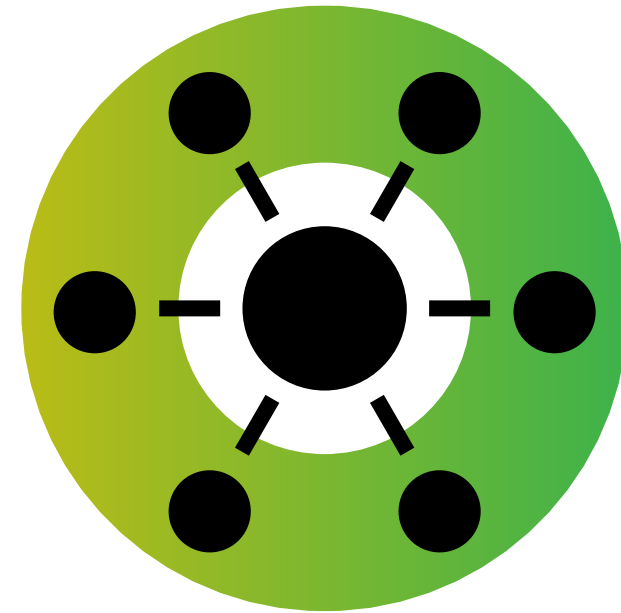
Identify key journeys and assets - and messages to convey

Fill the gap with new assets / content / creative
Including pitch decks and sales training

Whole journey campaign mapping and metrics alongside roll out

Sales team feedback, experiment, optimisation

The GDM scale



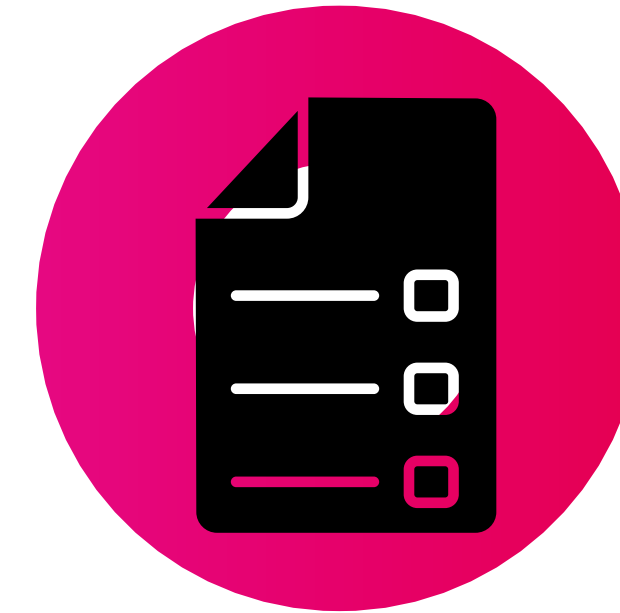
Clarity

Identify messaging priorities and roadblocks to success in current platform: adjust/ develop marcomms platform to resolve roadblocks and tell a consistent, clear story to market.



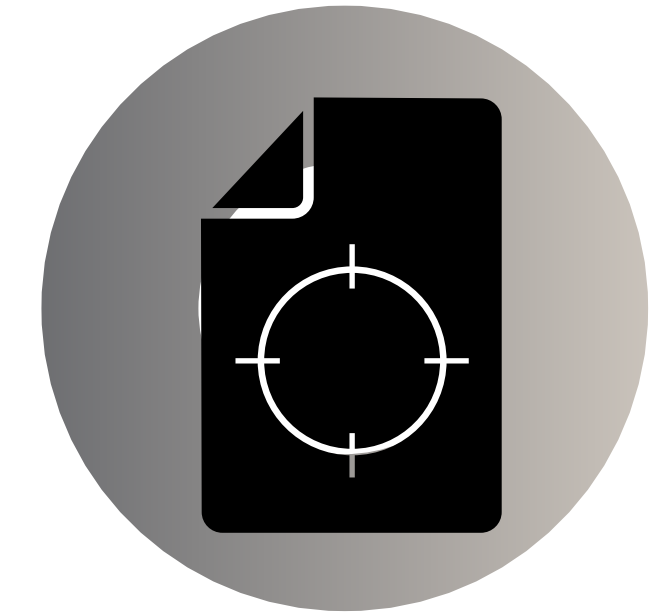
Focus

Identify and prioritize key target audiences against real-world messaging opportunities. Developing campaigns to pinpoint interaction.



Connection

Canvassing drop-off points in key target audience interaction with campaigns and filling the gaps in marcomms assets, content, and creative.



Engagement

Full development of long-term targeted campaigns from strategy (targeting) to full tactical execution and optimization beyond launch.

This isn't 'direct lead gen', but it isn't brand awareness either.

Targeted, meaningful marketing to a defined audience, **to elicit a defined engagement.**

Not just once, not just for a few weeks or months, but for long-term, gradual growth.

Inhance Technologies

Inhance Technologies is a specialty chemicals and plastics company producing highly specialist fluorinated plastics and materials with significant benefits in recyclability and performance, at a premium price point.

As part of a broad base of delivery, we worked to a specific stated objective of landing a major retail health and beauty brand as a client for their packaging materials.

Research into needs, drivers, priorities and current pain points was carried out, and educated messaging and content creation speaking to these issues. Targeted programme of online, direct and trade show based activity using these materials, along with martech implementation to track and react to activity. Sales support material to follow up and relationship build were also created.

This combination of advertising, organic, social media targeting, plus tailored messaging, creative and offers led to a first order from the target in year one of the programme.

Now growing into a significant account through ongoing account growth activity from the in-house team using the messaging and content created.

This in context of a buyer landscape with intermediaries, processors, and a product that disrupts the traditional approach to introduce new possibilities. Parallel campaigns targeted intermediaries known to supply targets to align awareness.

Enkase™

Inhance Technologies' Enkase™ Transforms Cosmetic Packaging.

Client: **A leading global cosmetic company** Industry: **CPG**
Application: **Natural Beauty Products**

A prestige multinational cosmetic company selected Enkase barrier packaging solution for its new product line.

Background and challenge

Many product designers prefer plastic packaging over glass and metal due to its design freedom, durability and sustainability. When choosing plastic packaging, many things need to be considered, including consumer appeal, functionality, shelf life, quality preservation and compliance.

The topic of barrier requirements is sometimes it is critical as many ingredients included in cosmetics have the potential to permeate plastic materials, resulting in product loss, packaging damage, reduced efficacy – all leading to a reduction in consumer experience.

A leading global cosmetic company required a solution that could withstand these challenges for a product line that included a range of natural conditioners, soaps and lotions. The company needed a material selection for packaging that would not impact the end performance of the product. The oils included in the product line had significant potential to permeate through the packaging that in turn impacted the customer experience.

The packaging for the new product line not only needed to be operational in holding the product successfully, it also needed a unique design aesthetic to appeal to its target audience. The company needed a solution that would allow total design freedom for packaging to be squeezable, clear and recyclable.

Also, it was essential for the company's product to meet all regulatory packaging standards.

Get packaging design freedom as standard.

Don't just package it. **Enkase™** it.

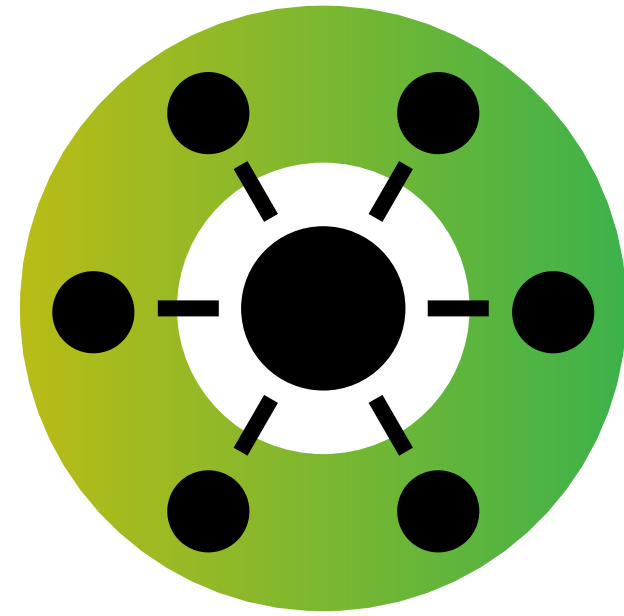
Inhance Technologies
The science of better

You want packaging to perform 100%.

We'll make it **100% recyclable** too.

Don't just package it. **Enkase it.**

Inhance Technologies



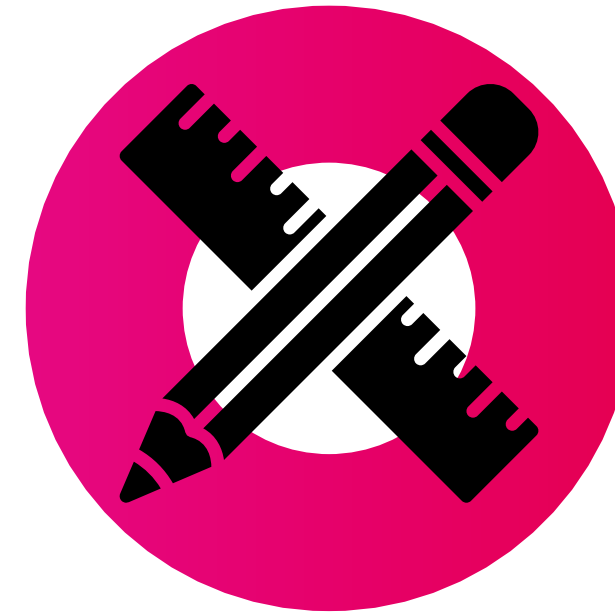
Industry/ region specific

Web, blog and ad content is extended with tailored Consumer Packaged Goods focus.



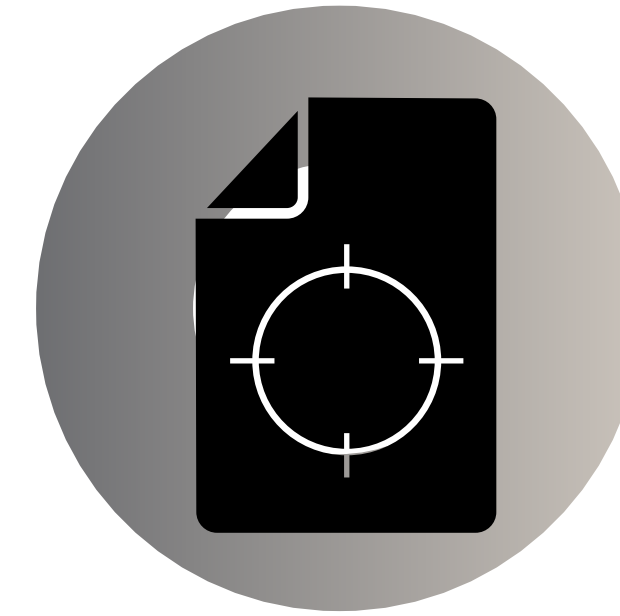
Partially personalized

Marketing and advertising content is tailored to standing out on the shelf, and achieving real sustainability differentiation.



Customized

Case studies and reports tailored to CPG, and martech campaign triggering nurture. Both as capture and engagement material.



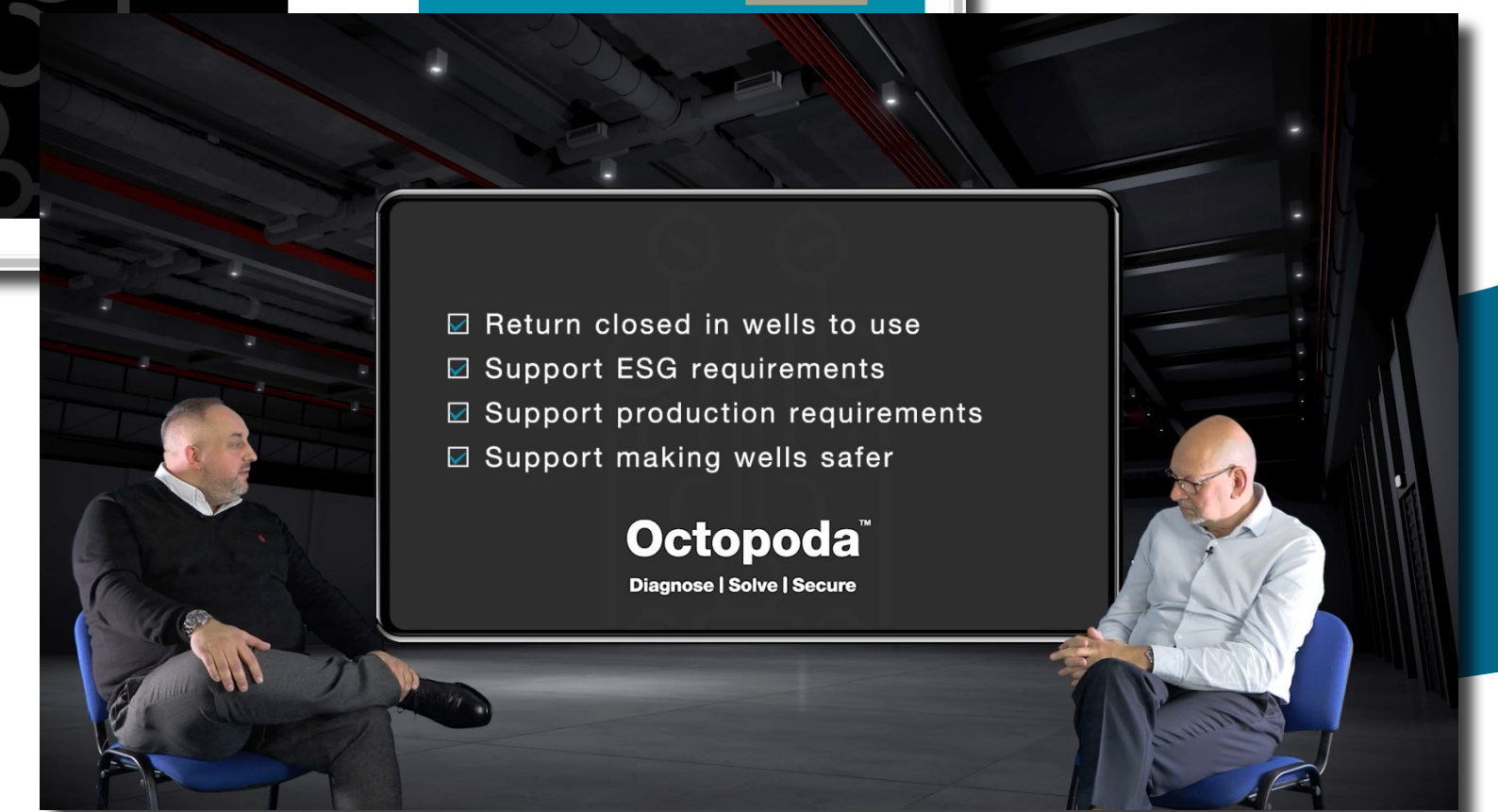
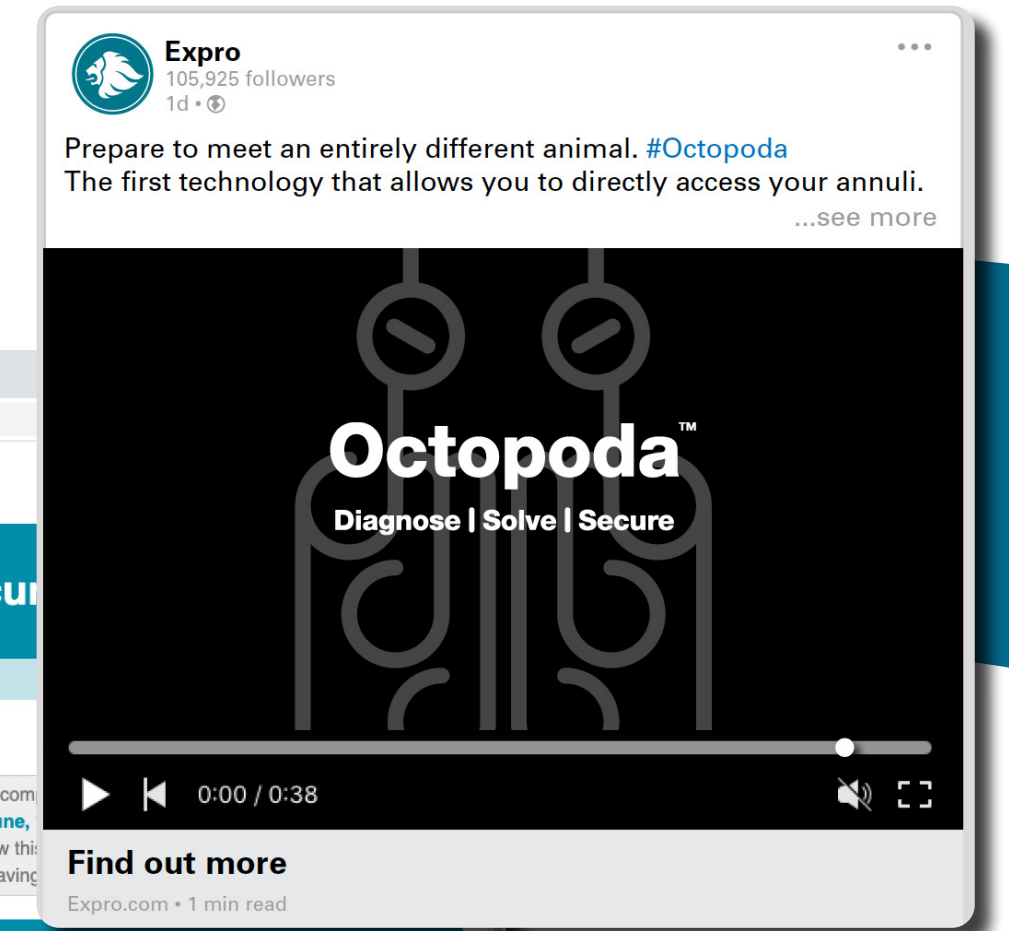
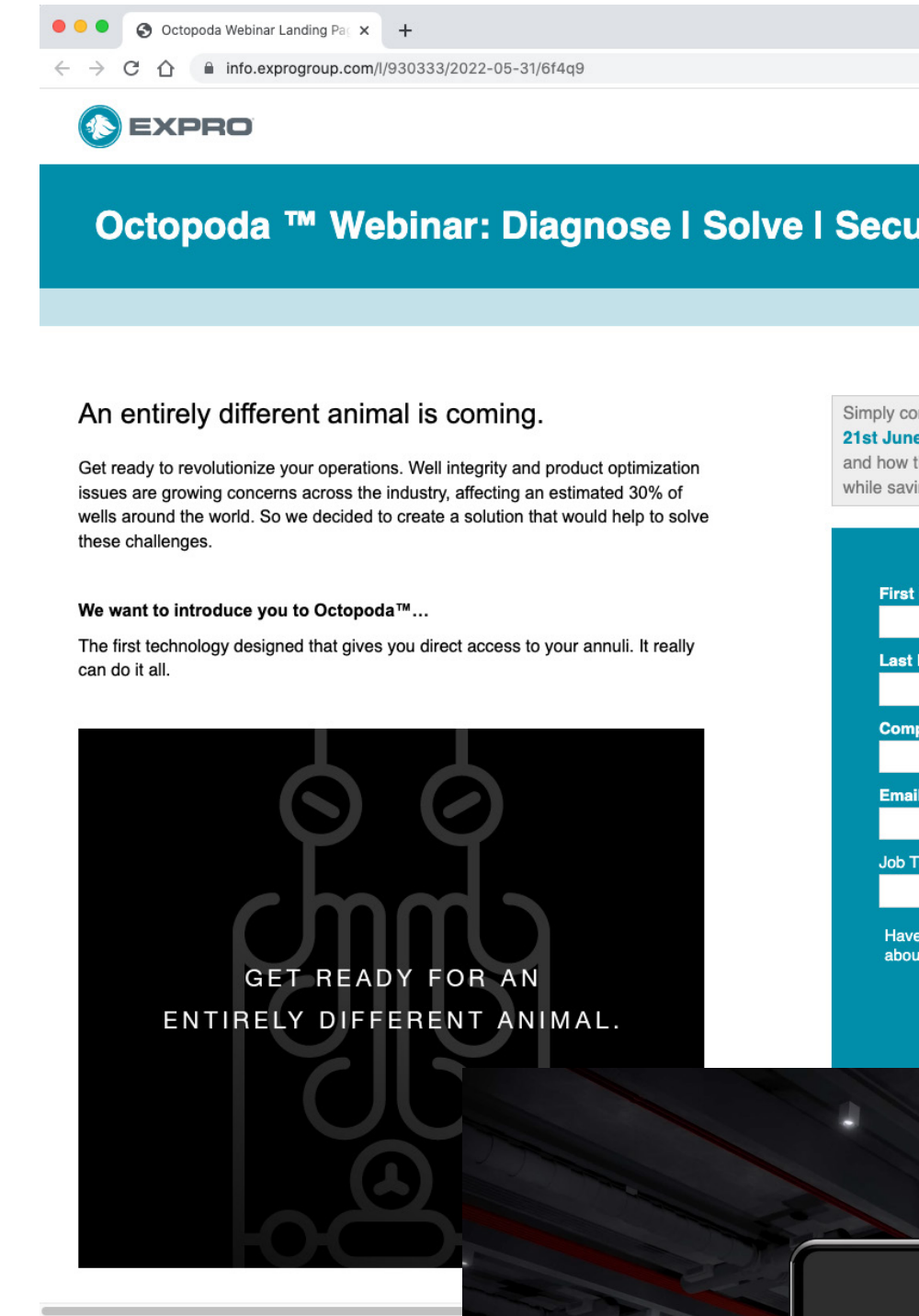
Fully personalized

Sales team equipped with templates, talking points, and ideal scenarios.

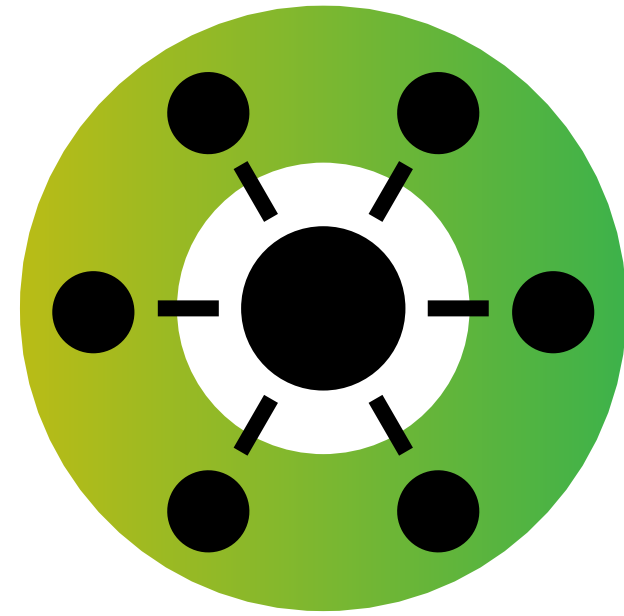


Expro Group

- New product with distinct target audience
- Research into likely target buyers, profiling priorities
- Discovered a very time poor decision making group, with challenging landscape
- Discovered a hunger for information, but a reluctance to 'do the work' to discover new options, and a resistance to 'sales' or 'messaging' inputs
- Designed an engineer / innovator led webinar and briefing campaign
- Targeted promotion primarily via linkedin and existing network 'pass this on' campaign
- Target of one significant new account from campaign
- Achieved three significant conversions from initial phase of campaign, and deepened insights into buyer priorities to improve broader sales conversations
- Content continues to feature in ongoing campaign work, and sales pursue the long sales cycle supported by this.



Expro Group



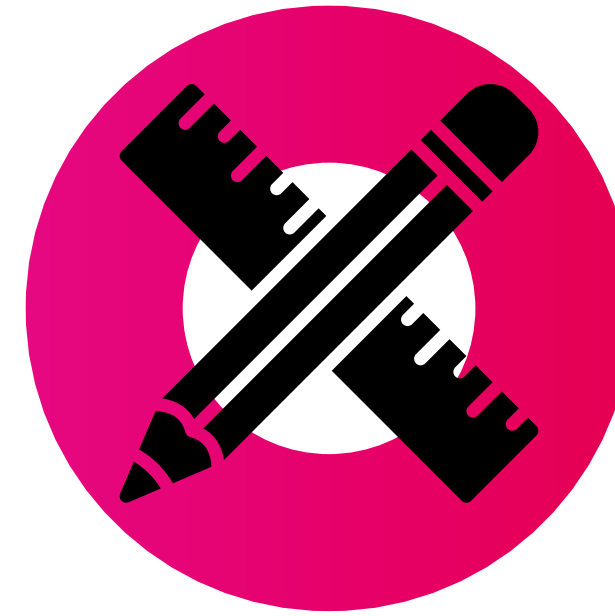
Industry/ region specific

Web, blog and ad content is extended with new product offering.



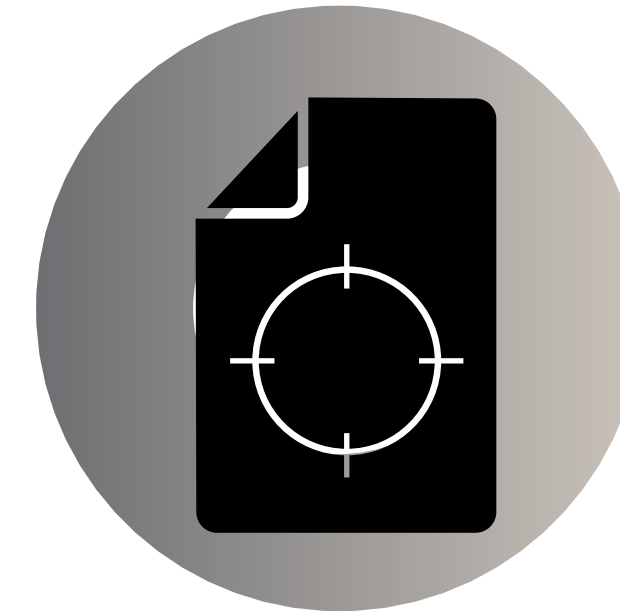
Partially personalized

Contact and touchpoint analysis to identify key targets. Messaging development including interview inputs from targets. Educates campaign and scripts. Ad campaign and landing page network. Video promotions.



Customized

Highly polished webinar conversion point, specifically targeting small audience as a “free education product”. Supported by extensive promotion campaign.



Fully personalized

Sales team equipped with follow up scripts, templates, briefings. Assisted by automation.



How we do it

Project team

Your project team consists of project management, strategic, delivery and creative experts working on your account consistently.

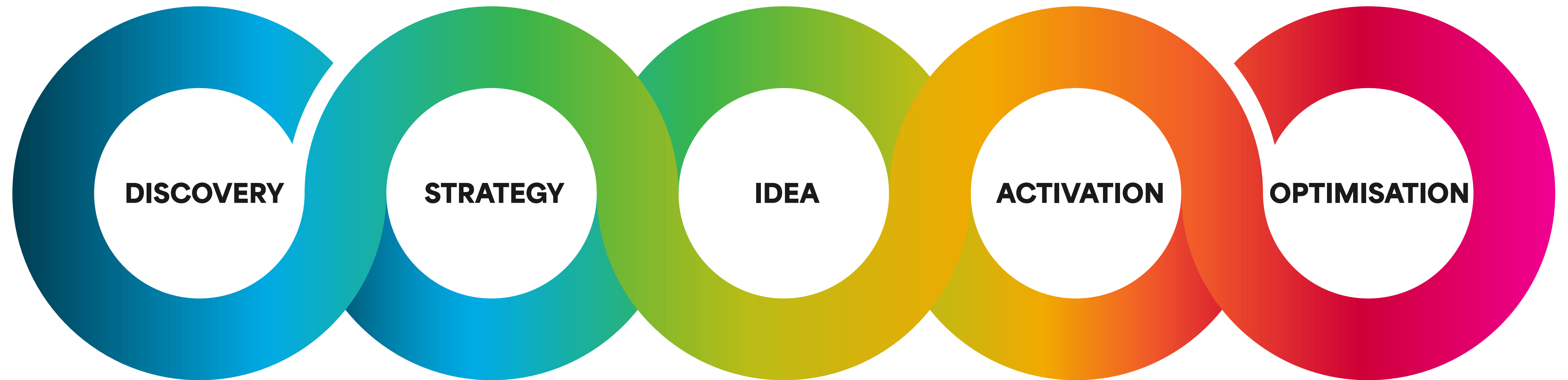
They get to know you, your objectives, your targets, and your stories.

Moving quickly demands familiarity and confidence in the material, as well as tight controls and planning to ensure effective use of budget.

- Identify targets
- Learn about targets
- Develop creative
- Personalize creative & messaging
- Personalized targeting
- Delivery and measurement
- Optimisation and orchestration
- Project management and reporting
- Technology optimisation (crm link)



How we work



Guiding principle

Just enough research

Clearest objectives

**Multi-disciplinary
response**

Speed, scale, KPIs

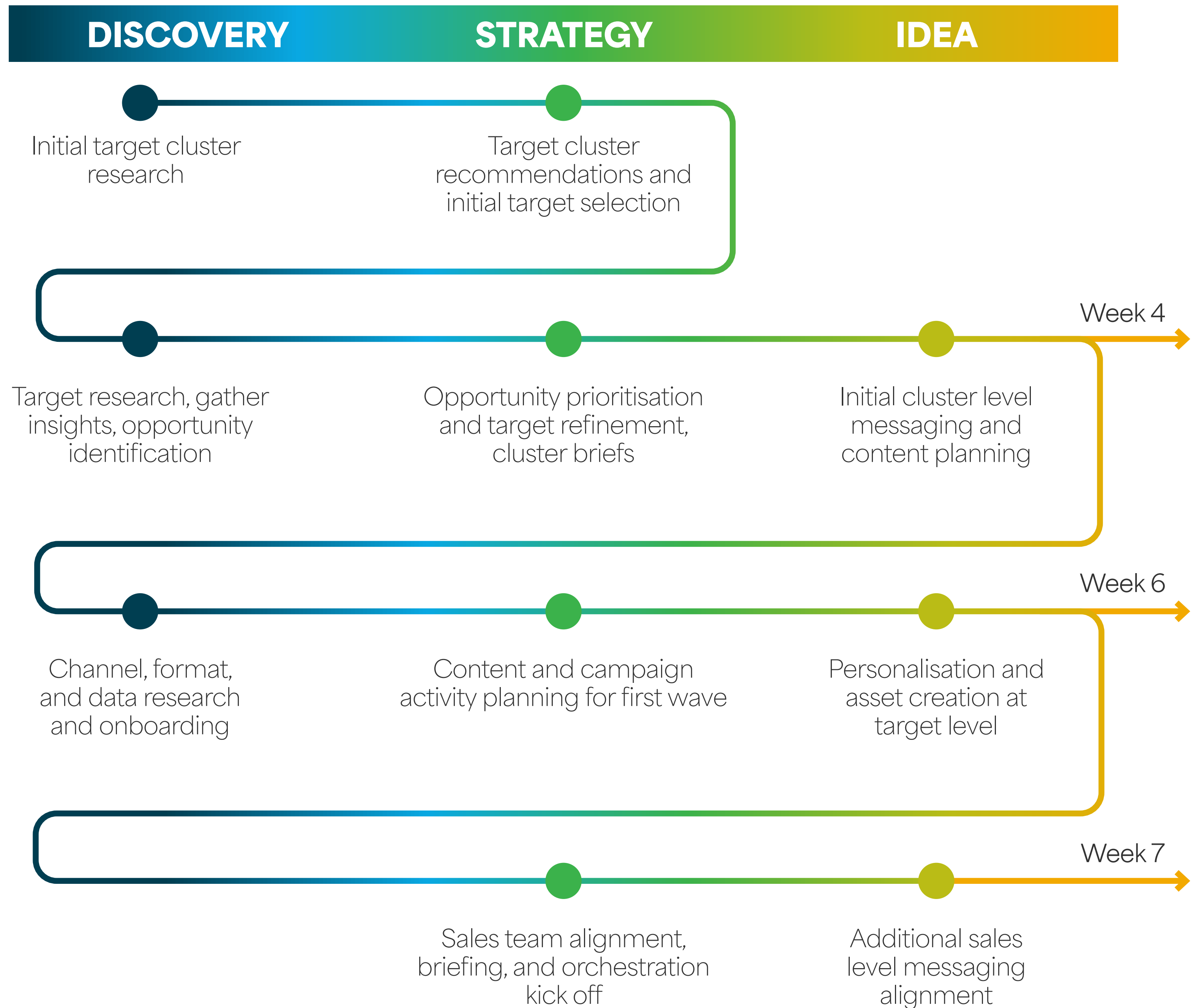
**Analysis and
experimentation**

How we'll get started

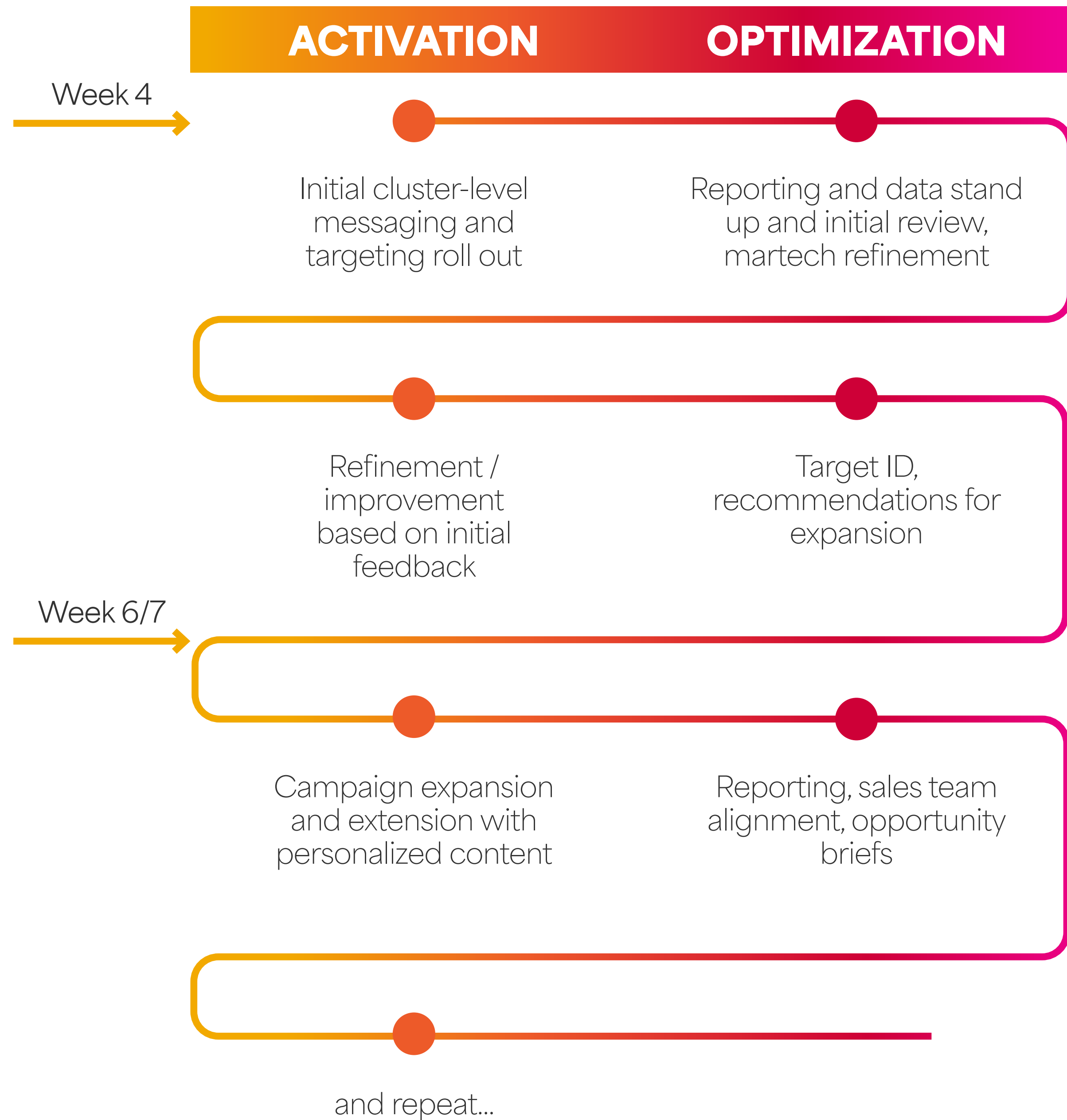


WEEKS 1-4

WEEKS 5-7



How we'll deliver results



Our priorities

Get started quickly

Gather insights and material from existing market

Gather insights and local requirements in new market

Identify and prioritise opportunities

Creative development

Reuse and adapt, adaptation led by creative

Don't skimp on personalization

Experimentation and feedback loop

Orchestration with other channels – i.e. PR





Investment
Budget sets pace

Factors we consider are:

- Number of locations
- Number of target accounts
- Size of sales team
- Technology in place
- Diversity of offer
- Existing marketing activity

Example program - startup

Identify target clusters

Three primary target clusters

- Desert food production near population centers
- Urban food production for redevelopment and 'food miles' reduction
- Farmer diversification in existing food production areas, predictability, water, revenue

Develop campaigns

For each cluster:

- Target cluster research and ideal customer profiling
- Messaging and creative development
- Target ID and selection in each cluster
- Degree of personalization assessment in each cluster

And at top level:

- Martech and data onboarding
- Agree reporting cadence and format