

Building A Growth Engine

4 STEPS TO SUSTAINABLE REVENUE
GROWTH IN THE DIGITAL AGE

Companies that rely on traditional marketing and sales tactics in an increasingly disruptive, digital landscape need a better, more sustainable way to grow.

Most companies say they employ digital marketing, but it's rarely as effective as it should be. If your team writes a blog, social media post, or runs a Google ad absent a well-defined strategy, chances are good that none of these efforts have a discernible impact on your company's sales.

The truth is, none of these one-off efforts can produce results themselves. To generate more leads, increase website traffic, and drive additional sales, you need more than just a good website or a single lead generator; you need a comprehensive digital marketing and sales strategy.

If your business is a race car, then marketing and sales is what gives you the power to grow. The goal for any business? Gain a more powerful engine than your competitors. Businesses that try to grow without the right engine will stall out eventually or lose the race to newer, more efficient market disruptors.

So, if you know digital marketing and sales for your company needs to improve, your goal should be to build an engine that aligns your efforts and your investment around a unified task - growing your company and securing your future.

By the time you're done reading this article, you'll understand why so many companies (and, perhaps you) are wasting time and effort on digital marketing and sales tactics that don't deliver an ROI. And, you'll have a framework to create real value and sustainable growth for your business.

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Your company can't build an effective digital presence buying random marketing one-offs.

The safest way to ensure growth and new business development is to implement a customized and comprehensive digital marketing plan that is aligned with your sales process, otherwise known as a Growth Engine.

As we mentioned in the intro, an engine is made up of multiple parts working together for a sole purpose.

Let's take a closer look at this vehicle engine example.

Each of these parts has a special job but all of them must work in concert to create energy, acceleration and momentum. To optimize for long-term performance, periodic maintenance, updates and tuning is required. But, the engine itself is designed to do the hard work of getting you further down the road.

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A digital Growth Engine functions in much the same way - once it's built and optimized, it will continue to work in the background without your constant attention to every single detail of the process. We have a proven 4 step process to developing, optimizing and maintaining a Growth Engine:

1. Strategy
2. Foundation
3. Acceleration
4. Momentum.

We craft each phase to your unique growth objectives, business strengths and weaknesses, and market opportunities. Once the basic building blocks of your Growth Engine are in place, you'll have a system that rallies your marketing, sales and service teams around a unified vision and set of goals.

HOW TO BUILD A GROWTH ENGINE

A Growth Engine must be intentionally built with these four critical steps.



01. STRATEGY

We help you understand how the world ACTUALLY sees your business and provide a roadmap for growth that's sustainable, data-driven, and optimized for the best possible ROI.

02. FOUNDATION

A deliberate project to build a foundation that enables growth through your website, CRM, and content development platform.

03. ACCELERATION

Increase the pace of growth with quarterly growth sprints designed to align your marketing campaigns, content development, sales funnel and service pipelines. The goal is to increase sales and drive change for more efficient growth.

04. MOMENTUM

Take advantage of your growth gains to pursue new opportunities, expand your market base and keep your Growth Engine tuned for the best possible ROI.

From a competitor analysis to SEO optimization, it's important you understand where each marketing effort fits into your Growth Engine. If built with fidelity, each part of the engine creates sustainability for your business, as well as ensures your team never wastes time and money on efforts or services that don't align with your company's long-term goals and vision.

The Growth Engine methodology ensures that you start with the right strategy and invest in the most important assets first. Then, you have a digital platform that enhances your business model, unifies your marketing, sales and service efforts, and creates long-term value for your company.

GAIN A TEAM WITH INDUSTRY EXPERIENCE

It's one thing to have fancy tools for sales and marketing, but knowing how to leverage them for your business requires expertise and insight.

If your team is already using all your available capacity and your employees don't have the time or expertise to build a strategic Growth Engine on your own, consider hiring an agency that can do it for you.

Our team can quickly understand your B2B business model and build a customized Growth Engine together, we'll help you solve the problems that are keeping you from reaching your growth potential.

WHAT'S NEXT?

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