Are you ready for Growth?

Driving growth

A model for B2B brands to move forward

STEIN IAS

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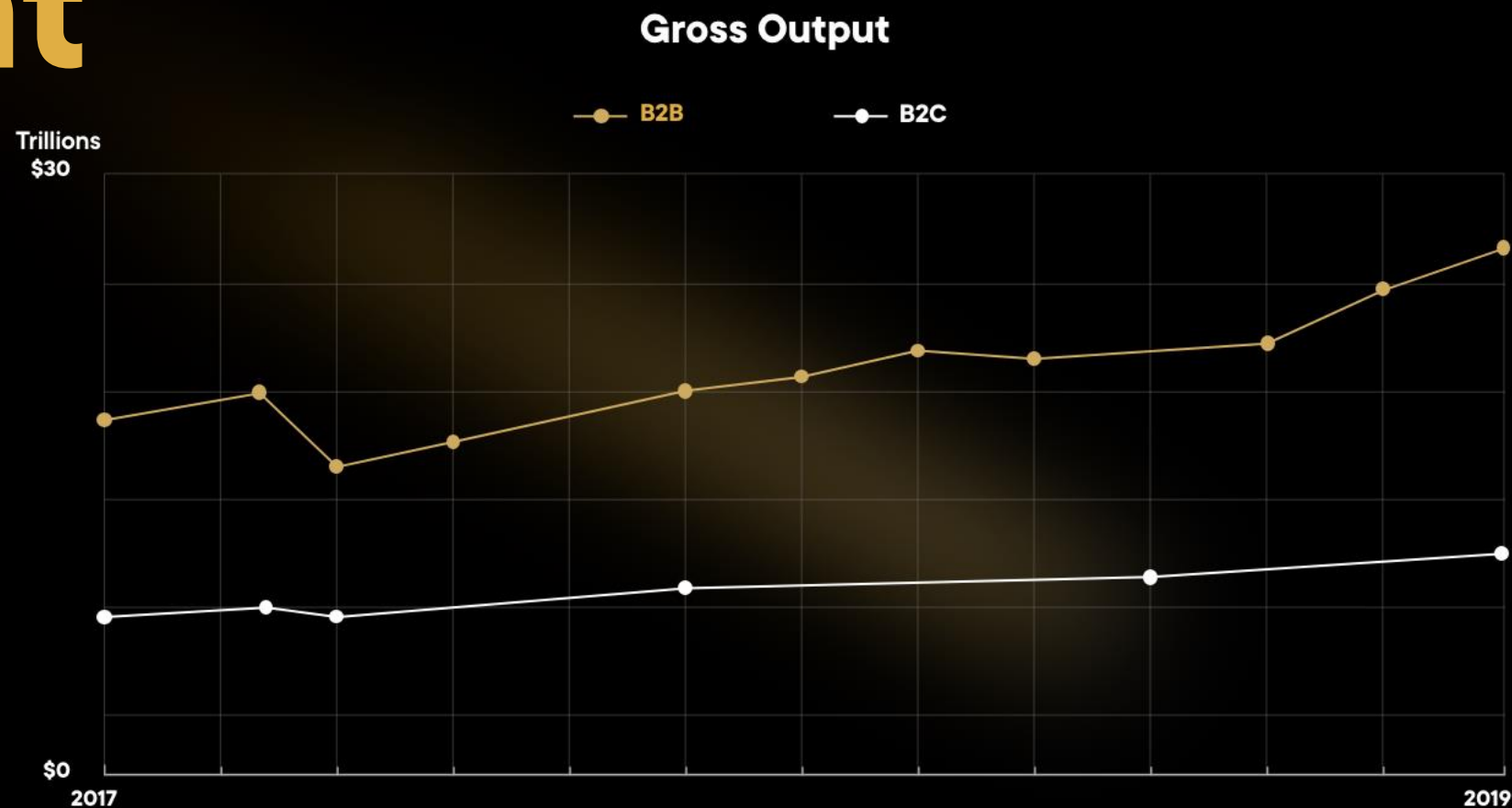Stein IAS

B2B in the spotlight

Resilience

Dynamism

Engine

B2B in the spotlight

Resilience

Dynamism

Engine

Gross Output

B2B   B2C

Trillions
$30

$0

2017   2019

U.S Business Spending (Skousen B2B Index) vs. Consumer Spending,
2007-2019 (Nominal Value in $ Billions)

Credit: Ned Piplovic

B2B in the spotlight

Resilience

Dynamism

Engine

B2B spending on digital media in the U.S. grew by 23% in 2020 and is projected to grow another 11% this year.

B2B marketers out of the **shadows**

Necessity the mother of opportunity

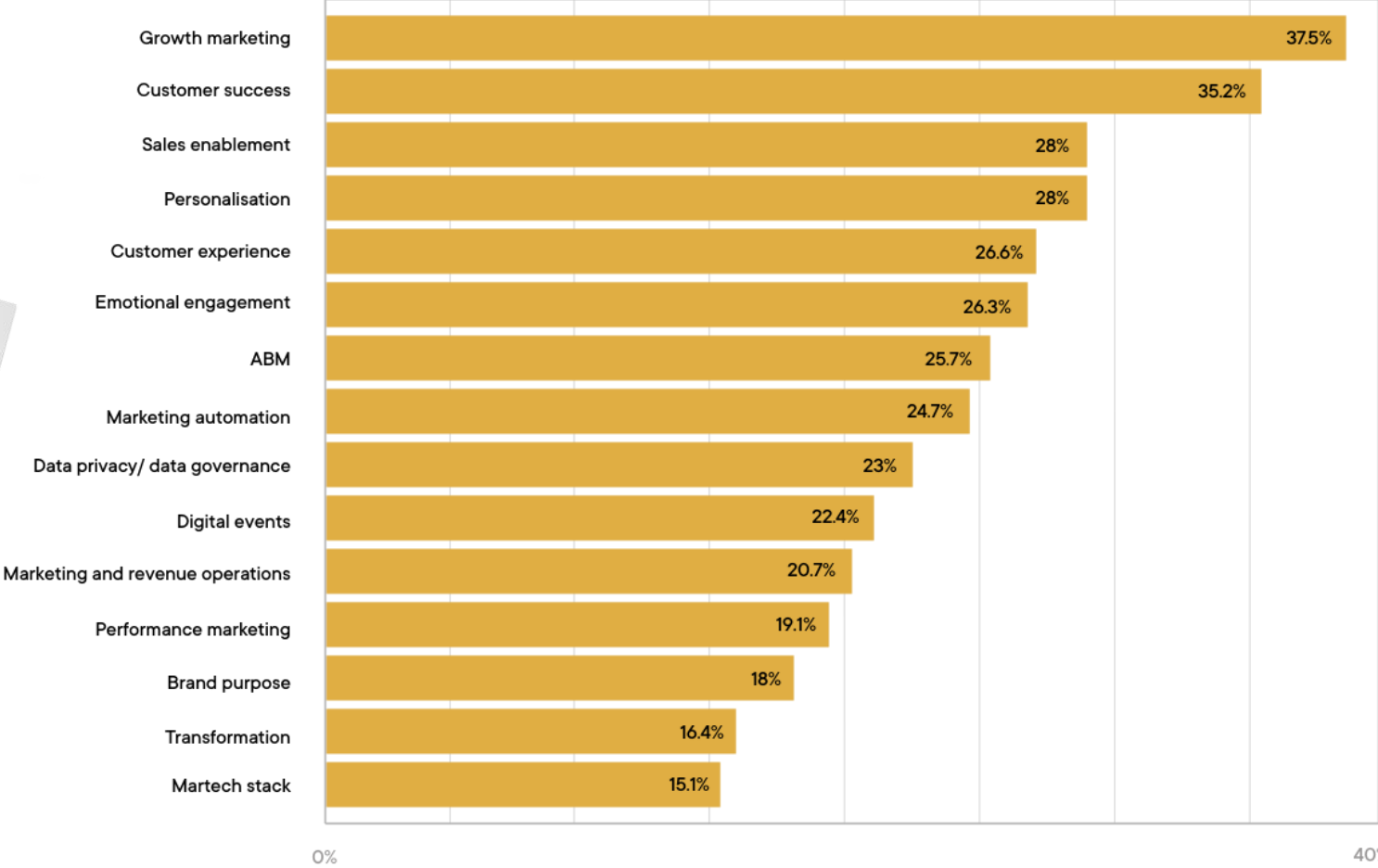**B2B marketers ready – muscle developed over the past 10 years**

B2B marketers' #1 priority:

Growth

B2B Marketing 2021 Agencies Benchmark Report

Category	Value
Growth marketing	37.5%
Customer success	35.2%
Sales enablement	28%
Personalisation	28%
Customer experience	26.6%
Emotional engagement	26.3%
ABM	25.7%
Marketing automation	24.7%
Data privacy/ data governance	23%
Digital events	22.4%
Marketing and revenue operations	20.7%
Performance marketing	19.1%
Brand purpose	18%
Transformation	16.4%
Martech stack	15.1%

0%   40%

Growth marketing requires a new mindset

Sales' WOW has been re-defined

Digital is booming like never before

Hunt for growth is accelerating

The big pivot

From
Sales enabler

From
Growth enabler

To
Growth driver

Growth marketing requires a **new model**

A strategic approach aligned against business growth ambitions

A comprehensive perspective and ability to make all the necessary connections

A platform for transformative growth realization

The **Original** Growth Model

A strategic framework for modelling advanced GTM growth programs and ROMI

7
Growth layers

7 interlocking layers provide the essential building blocks for growth and help in describing, analysing, measuring and designing growth models

28
Growth priorities

28 strategic priorities across the layers represent the priority areas and functions to achieve maximum performance and growth outcomes

5
Growth tenets

5 tenets customer experience blueprint connects key strategies and use cases to create an integrated approach for connecting customer channels and touchpoints

The Original Growth Model

Strategic growth layers

Growth insights

MARKET INSIGHT AND INTELLIGENCE

Understanding the pulse of the market to enable accurate strategic planning

BUSINESS STRATEGY & VISION

The Original Growth Model

Strategic growth layers

The Growth Opportunity

↑

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Growth foundations

CORE STRATEGY
Defining the core marketing and brand strategy aligned with business vision

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BUSINESS STRATEGY & VISION

The Original Growth Model

Strategic growth layers

Growth platforms

DATA AND TECHNOLOGY
Building the infrastructure to enable scalable and agile growth

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BUSINESS STRATEGY & VISION

The Original Growth Model

Strategic growth layers

	Growth plans	**SALES AND RESULTS PLANNING** Forecasting growth and investment models to drive ROMI
	Growth platforms	**DATA AND TECHNOLOGY** Building the infrastructure to enable scalable and agile growth
	Growth foundations	**CORE STRATEGY** Defining the core marketing and brand strategy aligned with business vision
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BUSINESS STRATEGY & VISION

The Original Growth Model

Strategic growth layers

⊞	**Growth programs**	**MARKETING COMMUNICATIONS AND GTM** GTM approaches designed to deliver against target brand and demand objectives
⏲	**Growth plans**	**SALES AND RESULTS PLANNING** Forecasting growth and investment models to drive ROMI
1010 1010	**Growth platforms**	**DATA AND TECHNOLOGY** Building the infrastructure to enable scalable and agile growth
◆	**Growth foundations**	**CORE STRATEGY** Defining the core marketing and brand strategy aligned with business vision
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BUSINESS STRATEGY & VISION

The **Original** Growth Model

Strategic growth layers

Growth experiences

DIGITAL EXPERIENCE & SERVICE DESIGN
Rational and emotional creative and content experiences that connect across every customer touchpoint

Growth programs

MARKETING COMMUNICATIONS AND GTM
GTM approaches designed to deliver against target brand and demand objectives

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Strategic growth layers

Growth activation	**OPERATIONS AND DEPLOYMENT**	Models, processes and frameworks that drive GTM efficiency and agility
Growth experiences	**DIGITAL EXPERIENCE & SERVICE DESIGN**	Rational and emotional creative and content experiences that connect across every customer touchpoint
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BUSINESS STRATEGY & VISION

The **Original** Growth Model

Strategic growth layers

GROWTH REALIZATION

DIGITAL MARKETING MATURITY & TRANSFORMATION

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TACTICS: CREATIVE, CONTENT, CHANNELS, POEM MEDIA

BUSINESS STRATEGY & VISION

The Original Growth Model

Strategic growth priorities

GROWTH REALIZATION

Growth activation	RESOURCE AND TEAMS	OPERATIONAL MODELS	PROCESS & SYSTEMS	DELIVERY FRAMEWORKS
Growth experiences	CUSTOMER EXPERIENCE	USER EXPERIENCE	MULTIEXPERIENCE	EMPLOYEE EXPERIENCE
Growth programs	ENGAGEMENT MODELS	CAMPAIGN & PROGRAM DESIGN	ALWAYS ON	CHANNEL
Growth plans	FORECAST MODELING	SALES OPERATIONS	PERFORMANCE MEASUREMENT	SEGMENTATION & TIERING
Growth platforms	INFRASTRUCTURE & SYSTEMS	DATA & ANALYTICS	CRM & INTENT	MARKETING TECHNOLOGY
Growth foundations	BRAND	CREATIVE	CONTACT	COMMUNICATIONS
Growth insights	COMPETITOR DISCOVERY	MARKET DISCOVERY	CUSTOMER DISCOVERY	BRAND DISCOVERY

DIGITAL MARKETING MATURITY & TRANSFORMATION

TACTICS: CREATIVE, CONTENT, CHANNELS, POEM MEDIA

BUSINESS STRATEGY & VISION

Key CMO **Growth** Priorities

DELIVERY FRAMEWORKS	PERFORMANCE MEASUREMENT	MARKETING TECHNOLOGY
Global to local operations and GTM deployment	Putting ROMI at the core of GTM	Marketing automation driving transformation

DELIVERY FRAMEWORKS

Priority 1

Global to local operations and GTM deployment

Global to local: growth enabler or barrier?

PERFORMANCE MEASUREMENT

Priority 2

Putting ROMI at the core of GTM

Marketing accountability now a mandatory for growth marketers?

MARKETING TECHNOLOGY

Priority 3

Marketing automation driving transformation

Has marketing automation had its day as a transformative growth platform?
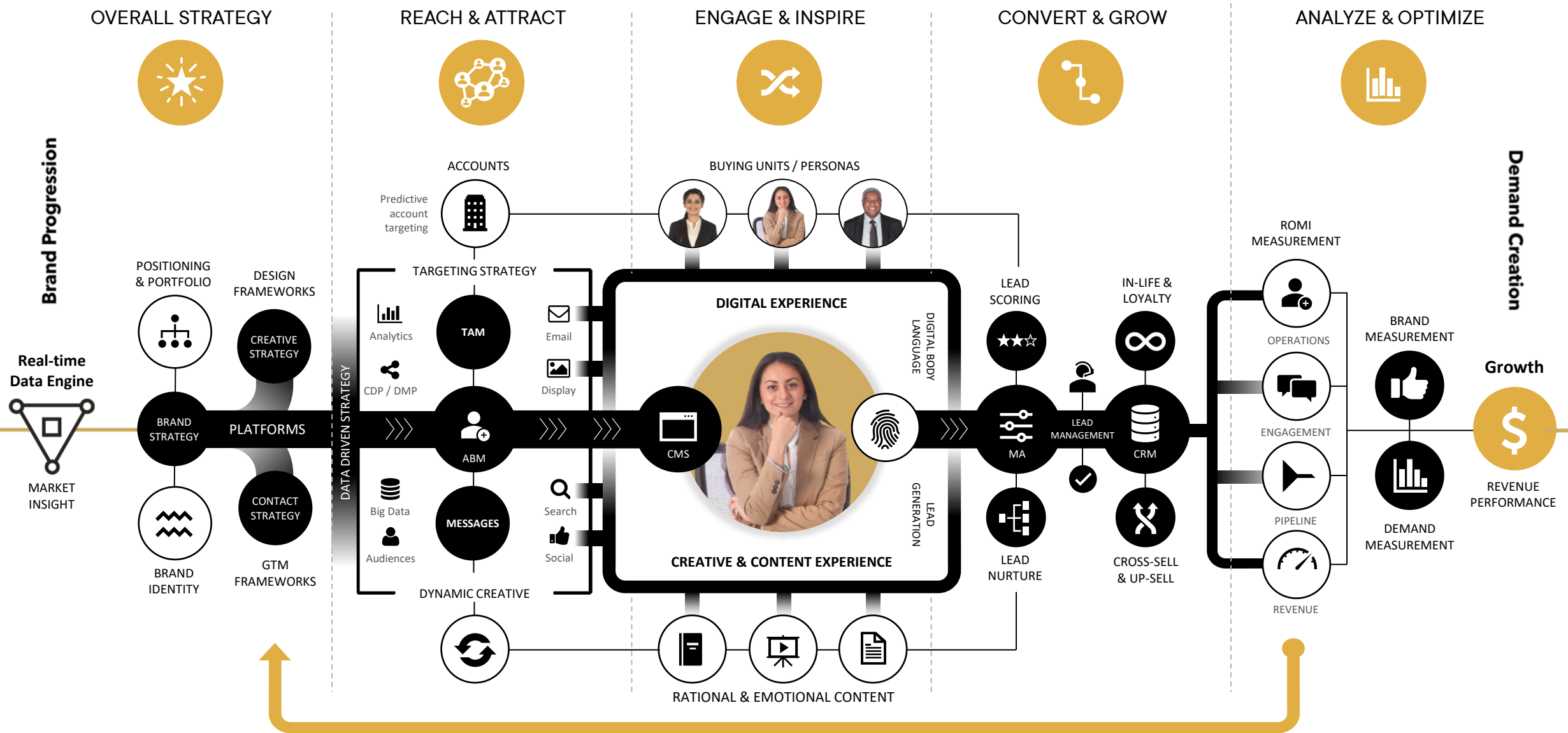
Growth model **performance**

Increased the output from every $ invested in marketing campaigns by +40%

Growing sales leads +20% vs YA (+2.100)

Decreased worldwide promotional budget by 15%

The Original Growth Model
Growth CX blueprint

OVERALL STRATEGY **REACH & ATTRACT** **ENGAGE & INSPIRE** **CONVERT & GROW** **ANALYZE & OPTIMIZE**

Brand Progression

Demand Creation

Real-time Data Engine

MARKET INSIGHT

POSITIONING & PORTFOLIO

DESIGN FRAMEWORKS

CREATIVE STRATEGY

BRAND STRATEGY

PLATFORMS

CONTACT STRATEGY

BRAND IDENTITY

GTM FRAMEWORKS

DATA DRIVEN STRATEGY

ACCOUNTS

Predictive account targeting

TARGETING STRATEGY

Analytics

CDP / DMP

Big Data

Audiences

TAM

ABM

MESSAGES

DYNAMIC CREATIVE

Email

Display

Search

Social

BUYING UNITS / PERSONAS

DIGITAL EXPERIENCE

CMS

DIGITAL BODY LANGUAGE

LEAD GENERATION

CREATIVE & CONTENT EXPERIENCE

RATIONAL & EMOTIONAL CONTENT

LEAD SCORING

MA

LEAD NURTURE

LEAD MANAGEMENT

IN-LIFE & LOYALTY

CRM

CROSS-SELL & UP-SELL

ROMI MEASUREMENT

OPERATIONS

ENGAGEMENT

PIPELINE

REVENUE

BRAND MEASUREMENT

DEMAND MEASUREMENT

Growth

REVENUE PERFORMANCE

DATA FEEDBACK LOOP TO ENABLE EFFECTIVE GROWTH MODELING