

IDENTIFYING WHO

Challenger Groups

Behind the high-level problems are individual challenges — issues that drive someone to look for something new or better. This is why we develop challenger groups.

Challenger groups allow us to define of key pain points a business or individual may have and directly address how we can meet those challenges.



Builders

Whether launching a new business, bringing a new product to market, or rolling out a new service these individuals need helping building their foundation — from branding to establishing their presence in the marketplace. It's all about generating awareness.



Growers

From established companies with seasoned marketers to more fresh-faced organizations, there comes a time when you need to expand. Create more demand. Generate more leads. Own a bigger piece of the market. This group is ready to take that next step in marketing enhancement.



Transformers

Likely long-time players in the market, Transformers' position has plateaued. Business may not be bad, but it can be better. This group is ready for a significant change — from brand realignment to rethinking the way they do business.



Builders

We need to define who we are and establish our foundation, but the scope of the digital ecosystem makes it difficult to get started — and I need to get it right early on. Proving success quickly will help me unlock more funding from [leadership/investors].

INSIGHTS

Builders need a place to start and a goal to aim for — a goal that can move, scale, and grow over time. Securing budgets and the necessary runway can be a challenge as they are likely very early in their digital journey, and are under pressure from leadership/investors to prove quick success. This lack of experience and added pressure can lead to inaccurate expectations due to underestimating the level of effort it can take to establish a digital foundation.

GOALS

- ✓ **A strong brand identity**
- ✓ **Quick success, and an easy to understand ROI**
- ✓ **An easy to execute short term plan and a long term strategic vision**

NEEDS & WANTS

- ✓ A visually strong brand presence
- ✓ Fast-moving, clearly understandable solutions
- ✓ Education related to digital, and an understanding of the scope of the ecosystem
- ✓ A clear ROI story
- ✓ A partner who feels like an extension of their team

BLOCKERS

- ✗ Executive team's lack of buyout
- ✗ Risk aversion across the business
- ✗ Fear of making a large investment

JOB TITLES

- 👤 Marketing Manager
- 👤 Director/VP/SVP Marketing
- 👤 Chief Marketing Officer
- 👤 Director/VP/SVP of IT
- 👤 Director/VP/SVP Sales
- 👤 Buyer, Sr. Buyer, Director/VP of Procurement
- 👤 CMO, CSO, COO, CFO, CEO



Growers

I'm keeping a pulse on industry shifts — constantly looking to understand how our strategy can evolve to support it. I need to show tangible success to leadership by investing in the right areas to stay competitive in the changing market — with the goal of unlocking more funds to support ongoing growth.

INSIGHTS

These individuals/organizations are poised to take the next step in their marketing journey. They are very interested in telling a more compelling, connected story and are looking for a partner to help them evolve and grow the creativity, sophistication, and depth of their strategic approach. However, resources are not unlimited, so they must be purposeful with the choices they make — leveraging historical data to stay on the cutting edge.

GOALS

- ✓ **Support in forming and delivering on the smartest strategy to grow my business**
- ✓ **Attributable business growth**

NEEDS & WANTS

- ✓ An annual strategic roadmap
- ✓ Execution against a pillar of innovation
- ✓ Measurable ROI with an attribution story
- ✓ A strategic partner rather than a vendor partner
- ✓ Creative differentiation in the marketplace

BLOCKERS

- ✗ Inability to tie results to ROI
- ✗ Lack of transparency or inclusion in the process
- ✗ Inability to fit within their internal processes

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Transformers

Business has plateaued. The landscape is changing and we need to make sure we can adapt. It's time to take a look at who we are and measure our relevance in the market. What can we do to improve our opportunities for long-term success?

INSIGHTS

Transformers are focused on and responsible for growing the business — operating at a high-level of marketing sophistication and aware they need to evolve with their industry. They are seeking a deeper understanding of a cohesive digital strategy across business units and how they can confront ongoing challenges. Everything is an option — processes, brand identity and realignment, marketing infrastructure — with a goal of prolonged market growth. The key is showing them our success in supporting complex businesses in a rapidly changing marketplace.

GOALS

- ✓ **An executable strategic plan that utilizes creative solutions to support, monitor, and track long-term business growth**

NEEDS & WANTS

- ✓ An agile, quick-moving, strategic partner
- ✓ Creative solutions to business problems
- ✓ Flawless execution
- ✓ The ability to tell c-suite level data stories

BLOCKERS

- ✗ Politics of corporate organizations
- ✗ Inability to tie results to ROI
- ✗ Cumbersome processes or solutions
- ✗ Lack of scalability

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