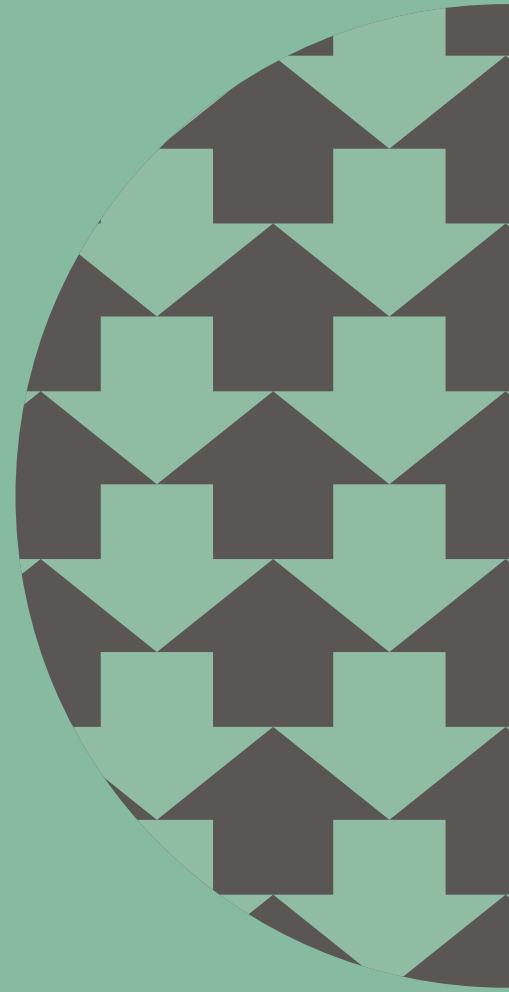


# GROW.

## Point of View Paper

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Optimize your  
customer acquisition:  
The ongoing challenge of growth



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The drive to acquire new customers is never done. Natural churn, aggressive competitors and disruptors can erode revenue and market share.

Whilst marketing budgets have slowly been increasing, they are still lagging in comparison to pre-pandemic levels<sup>1</sup>. Going forward for 2023, reductions are likely to be felt once again, but this time due to the global economic pressures<sup>2</sup>.

In addition to the increasing volatility of customer relationships<sup>3</sup>, and the subsequent impact this has on retention, these factors are creating both a threat and an opportunity to businesses.

So how, in a world where customer loyalty is expected to decline. Marketing and sales budget is expected to decline. Headcounts continue to shrink. Does a company achieve growth?

## INSIGHT DRIVEN OPTIMIZATION.

Digital transformation isn't just about technological advancements and growing your tech stack. It is about how technology enables people and teams to operate in a more efficient way. Removing data and team silos to impact the operations of your marketing and sales teams, as well as the broader organization. Accessing higher quality data, processes, and insights to drive and refine your understanding of the business and most importantly, the customers that grow the business.

For some organizations the ongoing challenge of collaboration and cross-functional operations can create a negative effect on outputs<sup>4</sup>. The challenges faced by marketing teams in acquiring new customers and entering new markets give reason to learn from and co-operate with other departments inside the organization.

The most effective organizations understand the importance of collaboration, in addition to the importance of trusting your teams and technologies to operate independently, where necessary.

So how as marketing operations, can you drive success in your customer acquisition and market penetration, whilst still assisting and delivering on cross-functional wider organizational goals and objectives?

## SOLUTION.

Learn what works and what can be improved in your customer acquisition and market penetration strategy, implementing the roadmap for testing and improving your operations and outputs, whilst providing clarity on strategic goals, initiatives and objectives.

Build and improve on the foundations you already have in place to deliver on excellent customer experiences, to drive and optimize customer acquisition.

Work in partnership with cross departmental functions to gain a clear understanding of the entire customer lifecycle, to further refine and spot opportunities for growth. From not only new clients, but from within existing accounts through cross-sell and upsell opportunities. Aiding and assisting growth through strong customer loyalty and the creation of valuable customer brand advocates.

Take this collective knowledge and experiences to drive your market penetration strategies and develop your customer acquisition efforts in new products, industries, regions and accounts.

Gain more from your marketing and business technologies, maximize your capabilities through efficient use, effective training, productive processes and clear strategic goals and initiatives.

Use market, business and customer insights to support continuous growth performance through adopting a culture of optimization, refinement, and ambition.

Align dashboards and data visualisation to your levers of growth (Budget, Resource utilisation,

customer engagement, revenue outcomes), providing the baseline for growth performance.

Utilize the information gained and the insights learned, to design, refine and optimize your engagement and acquisition strategies, through developing easily communicable and accessible, transference of organization and customer data, whilst monitoring and working towards collaborative goals.

### Use the following steps to grow your customer acquisition efforts:

- ➔ *Drive efficiency in short term tasks and objectives through long term alignment and collaboration.*
- ➔ *Understanding the tasks and responsibilities that require efficient operations and those that require alignment as a team. Collaborating with cross-functional teams to create the strategy but allowing and trusting teams to independently deliver on the strategies to:*
  - *Reduce time taken to react and create outputs/campaigns.*
  - *Reduce time and resources spent on inefficient lead management and nurture efforts.*
  - *Improve consistency of processes, culture and workflow.*
  - *Test, optimize and refine your marketing campaigns and operations and technologies.*

## GROWTH THROUGH OPTIMIZATION.

Looking to build on success and further optimize growth in your market penetration and customer acquisition? We help you establish baselines, access growth insights and provide engaged reporting, aligned to the levers of growth. We track progress against your original strategy and implement improvements for continuous growth.

Use our proven frameworks to improve performance whether through big bold moves or smaller, incremental, marginal gains. Learn more about which prospects are likely to

convert, and who you need to influence to win new business. Let data and testing guide you to better results.

Delivering an executable plan you can stick to, we will help maximize an insight led acquisition strategy of campaign and targeting improvements.

- ➔ **Business growth measurement frameworks** — *backed by data and insights.*
- ➔ **Performance benchmarking** — *creating impactful data visualisation to consistently manage your efforts.*
- ➔ **Testing and optimisation** — *assess, discover, build and refine your outputs, activities and processes.*
- ➔ **Recommend and prioritize initiatives** — *to effectively deliver on objects and build the strategic roadmap for proven growth.*

## SERVICE DELIVERABLES AND TIMELINE.

Our growth action plan comprises of core deliverables that you can act on immediately as well as a customized strategy for near-, mid- and long-term efficient growth.

### STRATEGY FOR GROWTH —

an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan.

### BUSINESS REQUIREMENTS & KEY USE CASES —

a prioritized set of business requirements that align your strategy, initiatives and business use cases.

### PROGRAM OF WORK & ROADMAP —

a program of work and a roadmap of phased initiatives that will deliver on your business use cases.

### SOLUTION DESIGNS (OPTIONAL) —

supporting designs as necessary to achieve your objectives such as workflows, technology architecture etc.

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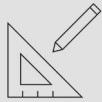
## THE PROCESS.

Typically, our action plans take two to three months depending on scope and availability of key stakeholders. Our approach is simple.



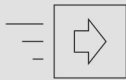
### STAGE 1

**Discover** — An initial business discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/category research. This allows us to understand your unique symptoms and business challenges.



### STAGE 2

**Diagnose** — A thorough examination through targeted discovery, research, audits, maturity assessment or lite testing. This helps us cut to the underlying issues causing the symptoms and get to the heart of what really matters.



### STAGE 3

**Design** — We design your custom plan and gain handshake agreement so you can start implementing solutions immediately.

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#### Sources

<sup>1</sup> Gartner. *The State of Marketing Budget and Strategy 2022*

<sup>2</sup> The Future of Commerce. <https://www.the-future-of-commerce.com/2022/11/23/defending-your-marketing-budget/>

<sup>3</sup> PwC. *Customer Loyalty Survey 2022*. <https://www.the-future-of-commerce.com/2022/11/23/defending-your-marketing-budget/>

<sup>4</sup> Gartner. *Chief Marketing Officer Leadership Vision 2023*.