

Grow.

5

# Phases of Market-Led Growth

---

Take your company from  
**VIABLE to VALUABLE**

# Who is Grow.

Growth agency with a focus on developing emerging **B2B SaaS/Cloud** companies from Viable to Valuable with a proven model to accelerate revenue

- iCMO
- Brand
- Go-to-Market
- Messaging
- Demand Gen

# Grow.



## iCMO.

To successfully execute on the **Five Phases of Market-Led-Growth**, emerging technology companies need a seasoned market-driven leader to work with the CEO, determine resources to get through each stage, and lead the initiative of gaining traction that takes a company from VIABLE to VALUABLE. iCMOs (interim Chief Marketing Officers) from Grow follow this model to guide and support the client leadership team on the path to success.

Grow.

1

# Messaging & Positioning

*“We have a MESSAGING problem...we don’t communicate what we do well or how we’re better”*

# Grow.

1 | Messaging & Positioning

## Story-time.

---

The first phase of the **5 Phases of Market-Led-Growth** process is undeniably the toughest and most challenging. CEO's want growth, RIGHT NOW, and for good reason. They have their own inherent push to drive fast, hungry investors, a product or service that needs to get into the much needed hands of customers and a vision that needs execution quickly to get to the company's next stage.

...but without a solid messaging platform and a position that either builds a new category, demonstrates differentiation or shows a superior approach, the house of cards will fall.

In this first phase, we build out the messaging playbook that is the definitive internal guide to building all the tools, assets, emails, blogs, social media posts and much more to get the story consistent, solid and in a framework that can change as new information becomes available. Understanding the buyer, the buyer journey and how to convert buyers at each stage of the sales funnel will make a big difference in ensuring successful execution

Grow.

2

# Brand & Identity

*"We look like everyone else, we feel like our brand is outdated therefore distracting & we really need to look bigger than we actually are."*

## First impressions last.

---

While it may not seem fair, the first impression is often the only impression and the only chance you get to gain interest. Looking professional, established, consistent and strong is critical to overcome any possible negative impressions.

Remember - in most cases, people are looking for reasons to say no to you. **Don't give them one.**

Grow will work closely with the leadership team and its own resources or the client's resources to build a brand and identity that not only looks professional and stands out from the competition, but more importantly - can make you look bigger than you might be to gain that confidence in potential customers and partners. This includes a in-depth workshop, branding guidelines and basic presentation template.

Grow.

3

# Asset Creation & Implementation

*“Our sales people have nothing to say or share with our clients. We need a website, case studies, presentations and sales tools for better sales and marketing.”*

# Time to build.

---

Once the story and identity are in place, it's time to combine the two and build out an arsenal of tools that can be used in the marketing tactics, sales engagements and investor awareness-building to put the story into action.

Having the right tools at the right time in the buyer journey will accelerate a successful program.

Grow will provide resources or work with existing resources under the guidance of the iCMO to build out all the tools needed based on the buyer journey, the business's needs and what the teams want to have in place.

This is also the phase where marketing tools such as website design and development, sales assets and templates, marketing automation, social media management, community management or other tools will be implemented.

Grow.

4

# Demand Creation & Rapid Testing

*“We need leads, we need to feed our sales teams, we need the ‘marketing machine’”*

# Build pipeline. grow.

---

Now that you have the story in place, the right identity that differentiates you, the assets created and the tools configured, it's time to put it all into action and drive forward with a demand creation program that is guaranteed to drive new pipeline.

This is where all the hard work of our **Market-Led Growth Program** takes flight.

Grow will provide resources or work with existing resources under the guidance of the iCMO to begin a full execution of programs across digital, off-line, awareness-building, influencer and word-of-mouth marketing to drive new pipeline growth, while reviewing reporting on a weekly basis to tweak and tune the programs to increase effectiveness.

Grow.

5

# Scale-up, Optimize & Transition

*“This is working. We need to double our efforts, continue to optimize it and hire people to take this on internally”*

## Improve, enhance, internalize, repeat.

---

With the machine moving in full-force, it's time to build in sprints and processes to continually improve results, test new experiments, get more feedback from internal and external resources and if not done already, begin looking at hiring internal resources to take on the evolution of the story, the assets and the tools and make it your own.

Grow can continue to assist, or help find internal resources to take the program over and scale the program.

Grow will help with finding, training and transitioning the program to new or existing team resources. While there is not a need to end the engagement at that point, we do find that the iCMO model and ramping up the company's **Market-Led-Growth Program** is not designed to be forever. We want a successful transition and to watch it work as one of the company's biggest fans.

Grow.

5

# Phases of Market-Led Growth

---

Take your company from  
**VIABLE to VALUABLE**

# Grow.

POWERFUL MARKETING

[info@growpowerful.io](mailto:info@growpowerful.io)

[www.growpowerful.io](http://www.growpowerful.io)