



Partnering with you to create repeatable,  
measurable marketing and sales success

# Your Marketing Partner

**GrowthPoint offers you a marketing and sales-enablement partnership featuring on-demand skills and services that drive tangible, measurable sales results.**

GrowthPoint understands that in today's demanding marketing environment, your marketing team may need to augment their skills and tools to get the results you need. We are built specifically to add value to your work in three key ways:

- 1** We offer on-demand, experienced marketing services to fill gaps in your knowledge, skills, and/or bandwidth.
- 2** We offer services that leverage technology to deliver a customized environment for accelerating sales success by converting leads into opportunities across the full scope of direct and channel sales environments.
- 3** We offer an exclusive “narrow and deep” focus that gives us a unique ability to elevate your marketing and sales results as a manufacturer.

**Every service we offer is purposely focused on delivering measurable results and providing transparency between marketing strategy/tactics and sales performance.**



# Services In-Demand, On-Demand

**We provide on-demand, experienced marketing services to fill gaps in your knowledge, skills, and/or bandwidth.**

Today's complex marketing environment requires expertise and experience that spans many technologies and skills. Considering marketing technology choices alone, chiefmartec.com identifies 7,040 different solutions available to marketers. ([See Marketing Technology Landscape Supergraphic](#))

We bring our deep bench of marketing experts in an on-demand environment to lead or supplement your staff to fill gaps in knowledge and skills. In this way, we help create more success in achieving your marketing goals. With GrowthPoint marketing services, you get:

- perspective into strategic marketing plans across the entire marketplace
- recommendations that allow you to maximize your demand-generation spend through benchmarking what works across all clients
- “fractional” service for services-on-demand for projects
- best practices for technology, messaging, branding, media planning and placement, demand generation, lead qualification, lead nurturing, etc.

In today's marketing world, it's difficult, expensive, and sometimes impossible to have all the expertise you need in house. GrowthPoint has proven marketing knowledge and expertise that our customers value. GrowthPoint is not a vendor; we are a true partner focused on ensuring that you succeed.

## YOUR TEAM IS TASKED WITH THE RESPONSIBILITY OF:

*Take a deep breath...*

marketing strategy, market research, market segmentation, segment persona and pain point identification, value-proposition identification, messaging-conversation mapping, customer messaging, branding, media research, media strategy and planning, media negotiation and purchasing, media execution and performance tracking, marketing automation, lead nurturing, marketing content creation, ad creative (graphics and content), demand (lead) generation planning, lead delivery, and overall marketing lead performance measurement to be accountable to sales and your business.

*That's a lot, and we probably missed a few things.*



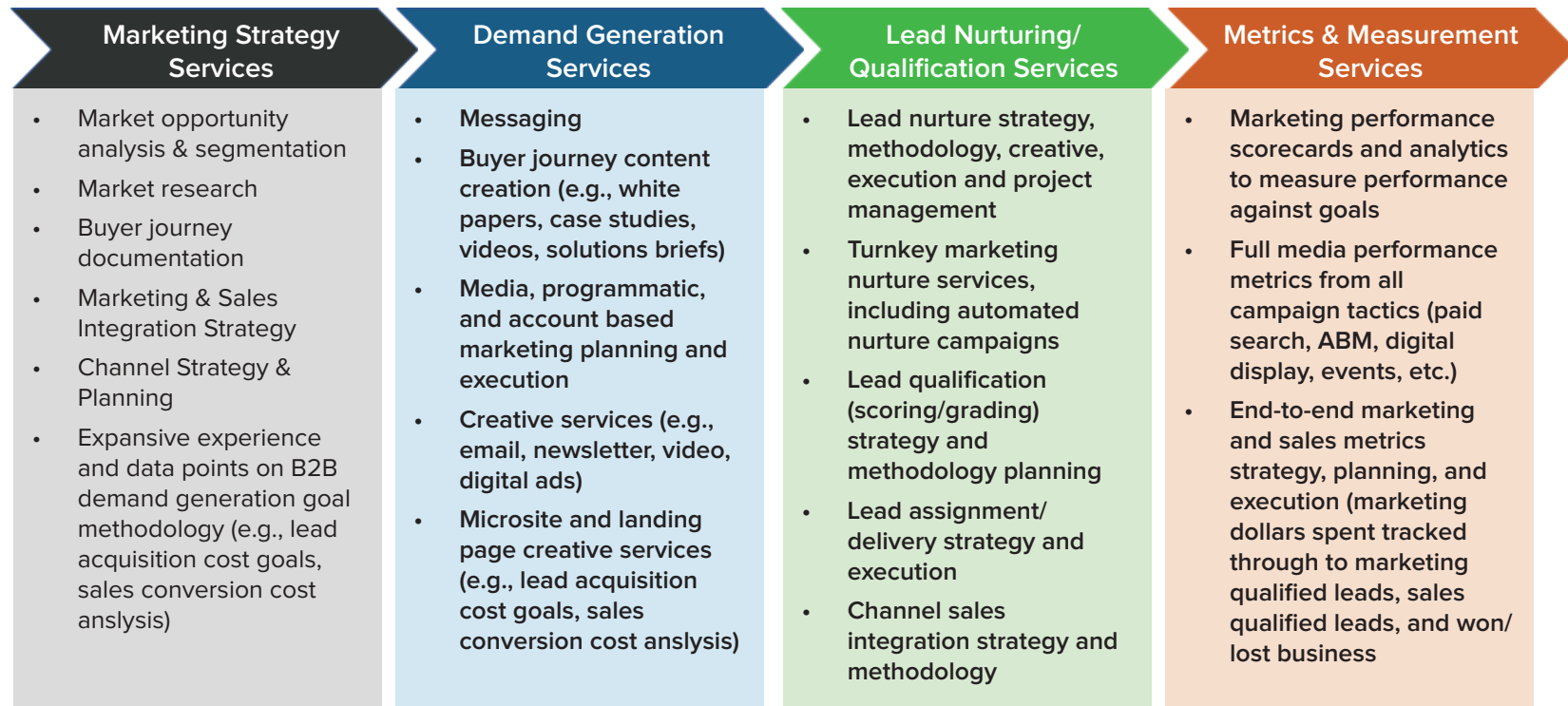
# Services In-Demand: Example

Our team functions as an extension of your team.

## Case Note: Demand Generation Campaign

Consider the example of developing a demand generation campaign (the strategy, planning, execution, metrics). Figure 2 outlines the major tasks you must lead and manage to be successful. The figure correlates the types of expertise and resources Growthpoint can supply to you, adding value to and augmenting your work. You focus on deploying your own skills and resources that best utilize your strengths. As your marketing partner, we fill the gaps to identify and generate leads, creating success for you and your sales teams.

Figure 2 – Growthpoint on-demand services



Whether you take advantage of our in-depth industry knowledge, our insights into the manufacturing-sales ecosystem, our media savvy, or our expertise in marketing or lead management, GrowthPoint can accelerate your success by providing exactly the marketing resources and services you need.



# Services That Leverage Technology

We offer services that leverage technology to deliver a customized environment for accelerating sales success by converting leads into opportunities across the full scope of direct and channel sales environments.

GrowthPoint offers B2B marketers essential lead capture, qualification, and nurture tools that are optimized for manufacturers selling both directly and through the channel. Your environment is not the norm for most consumer-focused marketing tools. The complexity involved in connecting your marketing tactics to sales at the end of your channel is simply not available in the typical “DIY” marketing software.

We strongly believe that every dollar you spend on marketing should be about getting the results you want. You should not have to buy technology, add staff to operate technology, deal with the bugs and upgrades, and all that goes with technology BEFORE you begin to see benefits. GrowthPoint offers results-focused services that leverage technology in key areas to deliver direct benefits to you without the technology hassle.

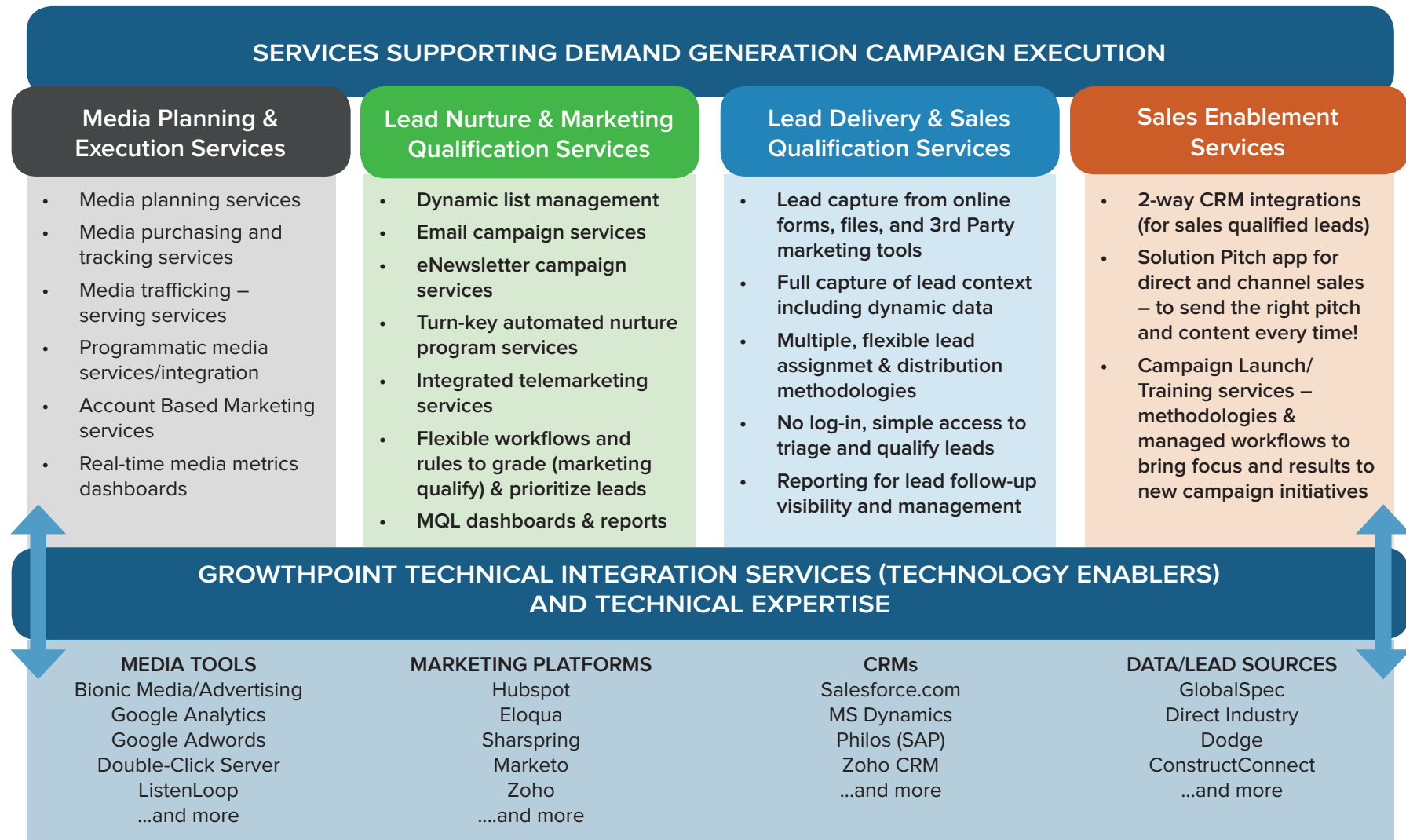
**Our philosophy is to provide the services, and results, you need so you don't have to take on the task of constantly managing the technology, staffing, and expertise required to own that technology yourself.**



# Services That Leverage Technology

We provide the results you want and deserve.

With GrowthPoint, we deliver results using the latest technology, and more importantly the market expertise and hands-on support required, to create the custom environment appropriate for your go-to-market model. In Figure 3, you see examples of the services we provide that leverage various underlying technologies using our own expertise and technology integrations.







# Services Built on a Narrow and Deep Focus

**GrowthPoint's exclusive "narrow and deep" focus gives us a unique ability to elevate your marketing and sales results as a manufacturer.**

Behind all of these services and tools is a company that offers narrow and deep expertise that brings immediate, positive impact to your marketing mission. Our roots are in industry. We were President's, Sales & Marketing VPs, and leaders in industrial manufacturing. We were sales people, sales managers, editors, speakers, and marketing managers in the media world. We were and are designers, writers, technicians, software providers, media planners, strategists. This background and expertise of our team creates a firm with a "narrow and deep" focus that provides a "wide and diverse" reach into the marketing and sales-execution talent market.

Our full-time staff is evenly divided between those with industrial manufacturing and/or power utility career lineages and those from the technology, marketing technology, and B2B media/publishing worlds. We are "narrow and deep" when it comes to understanding our industries in a rich and informative way.

We also have an extensive network of other trusted resources and contractors who we rely on as necessary. In the same way that producing a great movie involves bringing together the right director, writers, and actors, we select the exact talent needed to ensure your project's success. We get the best video producers, designers, writers, and other talent needed to supplement our own narrow and deep skill sets and knowledge.

**Bottom line: We make you better by leveraging our deep experience in industrial manufacturing sales and marketing and our extensive reach into the right talent pools. We start where you are and grow with you.**



Ready to start a long and  
valuable partnership?

Contact GrowthPoint today.

[www.growthpoint-inc.com](http://www.growthpoint-inc.com)

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