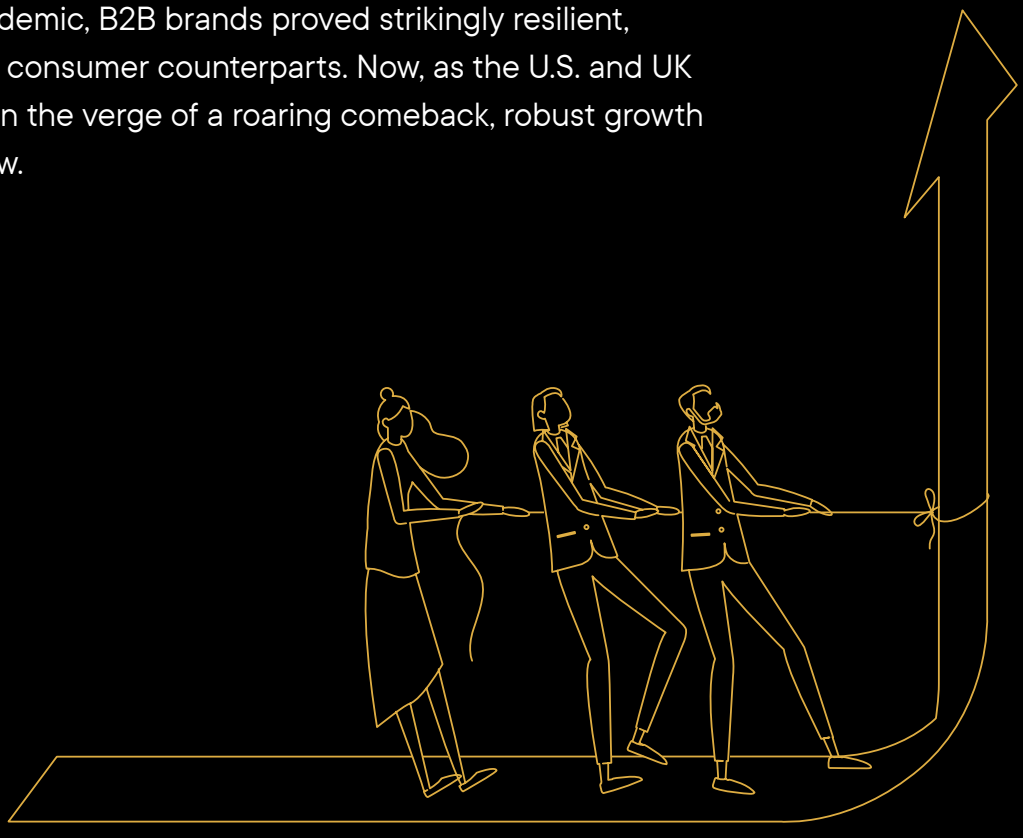
Modelling & Maximizing Growth

B2B turns the corner

Over the course of the pandemic, B2B brands proved strikingly resilient, especially in comparison to consumer counterparts. Now, as the U.S. and UK economies are seemingly on the verge of a roaring comeback, robust growth again is in vogue and in view.



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A roaring comeback

A roaring comeback? How very exciting.
But what's needed for brands in both regions to fully achieve growth? That starts with a comprehensive platform for transformative brand and demand growth realisation – a strategic approach aligned with business ambitions and overall marketing and sales objectives.

A growth model and framework needs to provide the interlock that helps connect teams behind a single strategy.

B2B Marketing Needs a New Growth Model

Over the last few years, so many different areas have become the responsibility of marketing – brand, creative, campaigns, data, product, go to market, innovation, martech, adtech, operations, sales alignment, CX, measurement and attribution, digital transformation... all of which contribute to growth. Going forward, CMOs and their teams need visibility into and focus on the key levers and priorities across all these areas.
At Stein IAS, we believe in having a strategic framework that acts as a blueprint and roadmap.

Today, this framework, this growth model, needs to be agile and able to adapt and flex (as Covid has taught us). It needs to be transformative, outcome orientated, tech enabled and brand immersive. And because of that, it needs to reflect continual marketing maturity measurement and transformation mapping. In our view and based on our extensive experience, an effective, forward-looking growth model should provide:

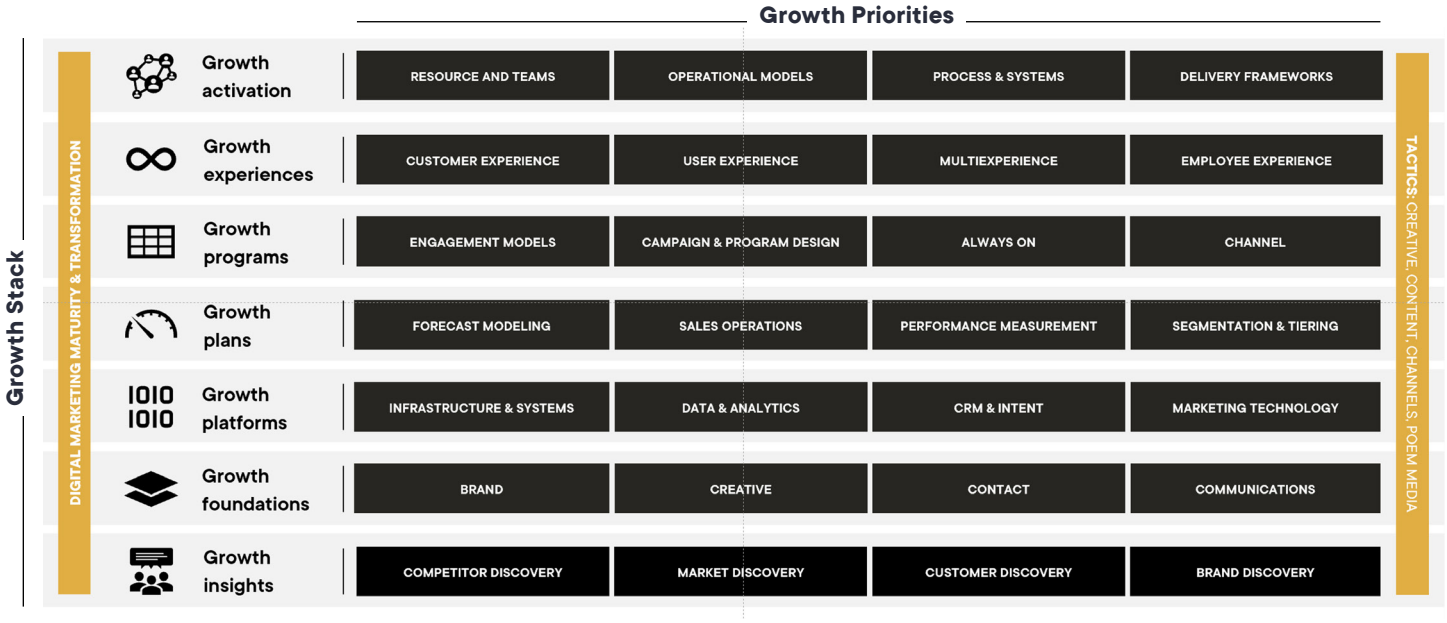
- A blueprint for CMO activation that provides focus and structure
- Definition of all the critical components for growth realisation
- Marketing maturity measurement
- Effective transformation mapping

And, with marketing containing so many different teams and disciplines, a growth model and framework needs to provide the interlock that helps connect teams behind a single strategy.



Original Growth Model: Strategic Pillars

Growth Realisation



Business Strategy & Vision

The Original Growth Model: A Strategic Framework and Planning System Bespoke for B2B

Working with as many marketing leaders globally as we do, and helping them drive growth from brand to demand, Stein IAS has identified the key components that we believe provide a model framework for growth. We call it the Original Growth Model (OGM), a strategic framework and system to model and to map out the key priorities that can drive and optimise growth, to advance GTM programmes and to deliver clear return on marketing investment. The OGM comprises three core areas:

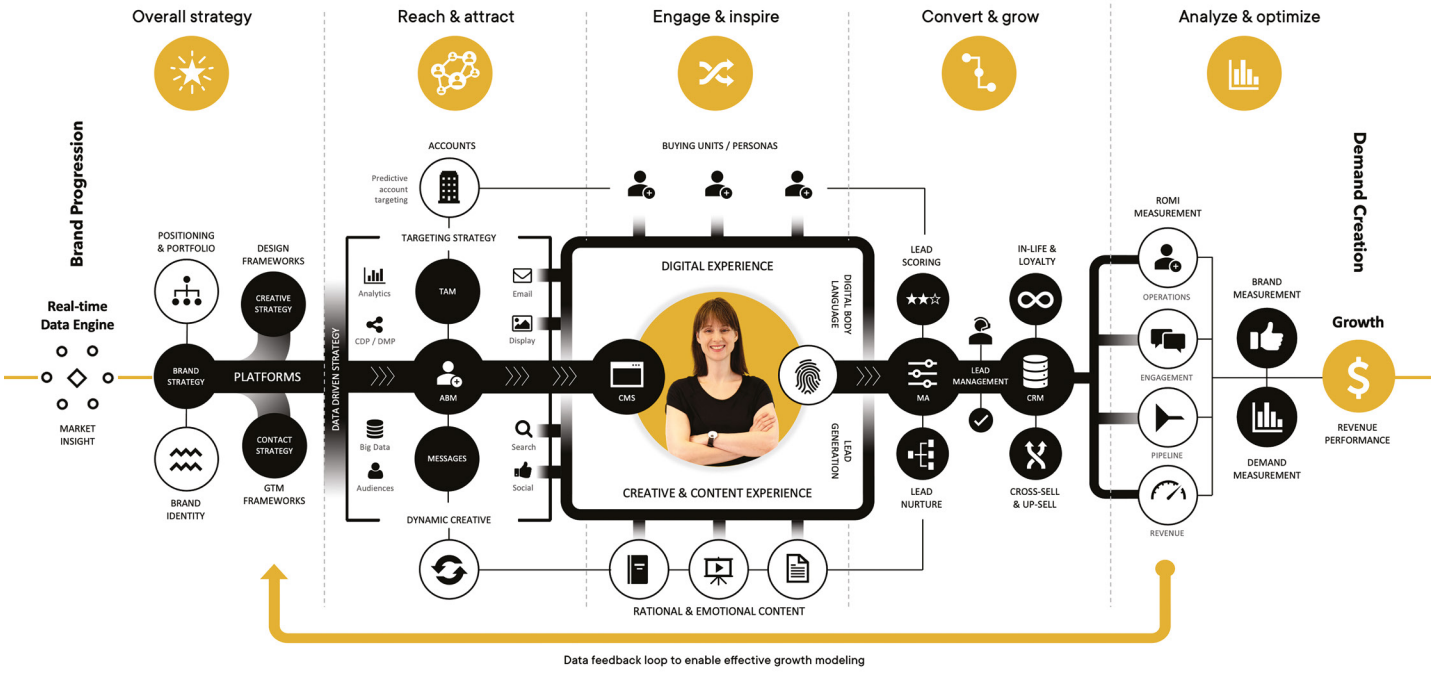
Growth Stack: These seven interlocking layers provide the essential building blocks for growth and help in describing, analysing, measuring and designing a brand's bespoke growth model. We believe they represent the essential components every brand needs to consider to provide the pathway to growth.

Growth Priorities: These 28 strategic areas, which feature across the seven growth stack layers, represent the priority areas and functions we believe marketing must activate to achieve maximum performance and growth outcomes.

CX Blueprint: Effective application of the seven growth layers and 28 priorities (showcased in the table above) enables you to achieve an ideally connected experience from brand to demand and from global to local. In doing so, you can develop an advanced CX blueprint including Overall Strategy, Reach & Attract, Engage & Inspire, Nurture & Convert and Analyse & Optimise. →

The Original Growth Model

CX blueprint



Connecting Brand to Demand

The Original Growth Model is built on the foundations of intelligent marketing and identifies the core strategies and connection points at each stage, from overall strategy to analysis and optimisation. The outcome is a measurable brand-to-demand framework that connects the customer experience from first touch to in-life and beyond.

Overall Strategy

Ensuring the core platforms and overall strategies including messaging, buyer/account profiles, buyer journeys, brand and demand forecasts, total addressable market and overall business and marketing objectives are locked down to drive effective marketing plan development.

Reach & Attract

Addressing the core targeting strategies across all stages of the buyer journey using a combination of inbound and outbound approaches across data-driven paid, owned and earned media.

Engage & Inspire

Engaging prospects across websites, hubs and landing pages to ensure effective content engagement, lead capture and buyer profiling.

Convert & Grow

Converting prospects to customers through effective lead scoring, lead nurturing, lead routing and management, sales integration and remarketing. Then effectively onboarding customers and activating cross/upsell strategies to drive loyalty and advocacy.

Analyse & Optimise

Measuring marketing performance with defined and standardised metrics, KPIs, reporting and optimisation strategies.

Data Strategy & Martech Platforms

Underpinning each of these stages and programmes with the appropriate data strategy and marketing technology platforms comprising the most appropriate mix of adtech and martech to achieve marketing and campaign objectives.

Marc Keating
Chief Innovation Officer, Stein IAS

Growth focus

Tetra Pak started to implement the Growth Model starting in 2018. Programmes focussed on a digital marketing transformation initiative to deliver global go-to-market frameworks that would radically transform the planning and deployment of campaigns.

This was achieved by streamlining processes and the deployment of GTM blueprints and toolkits containing campaign architectures, ROMI models, KPI frameworks and standardised templates and assets across media and marketing automation platforms.

Within just one year, Tetra Pak had increased the output from every $ invested in marketing campaigns by +40%, which came from growing sales leads +20% vs YA, whilst decreasing the worldwide promotional budget by -15%.



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