

LEVEL UP

SCALE UP

TANGENT

01 INTRODUCTION

You kicked off as a start-up. You spent half your time finding seed funding. You've been going at it for years.

The odds were stacked against you. But here you are now, still standing and stronger than ever.

Enter the scale-up stage. Now you face a whole new set of challenges for your business, your product, and your team.

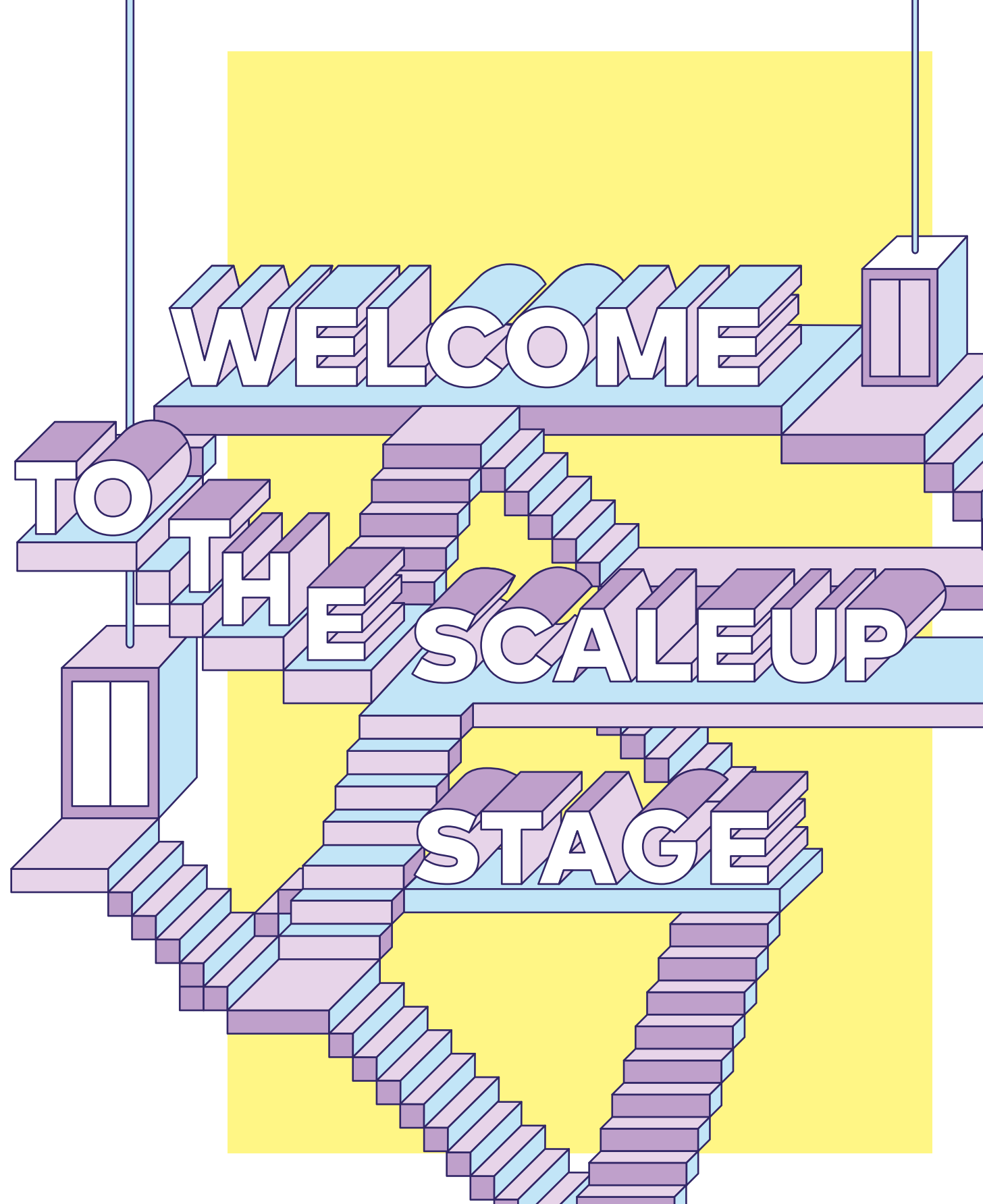
Can you build a strong brand in the current climate?
What is the most compelling way to tell your story?
How do you get buy-in from new customers without alienating your existing audience?

Having helped a bunch of scale-ups reimagine their digital experience, we'd love to share some ideas you're free to steal.

This short guide has been designed to help you if:

1. You're looking for new investment
2. You've just raised investment
3. You want to appeal to a new audience, including enterprises
4. You need to recruit talent in a competitive market

If that's the case, keep on reading...



DIGITAL TRENDS

TO LOOK OUT FOR

COPYCAT CULTURE
COPYCAT CULTURE

LINGO

BINGO

PUSHY
DEMO
PROMPTS

CONTENT

GATE

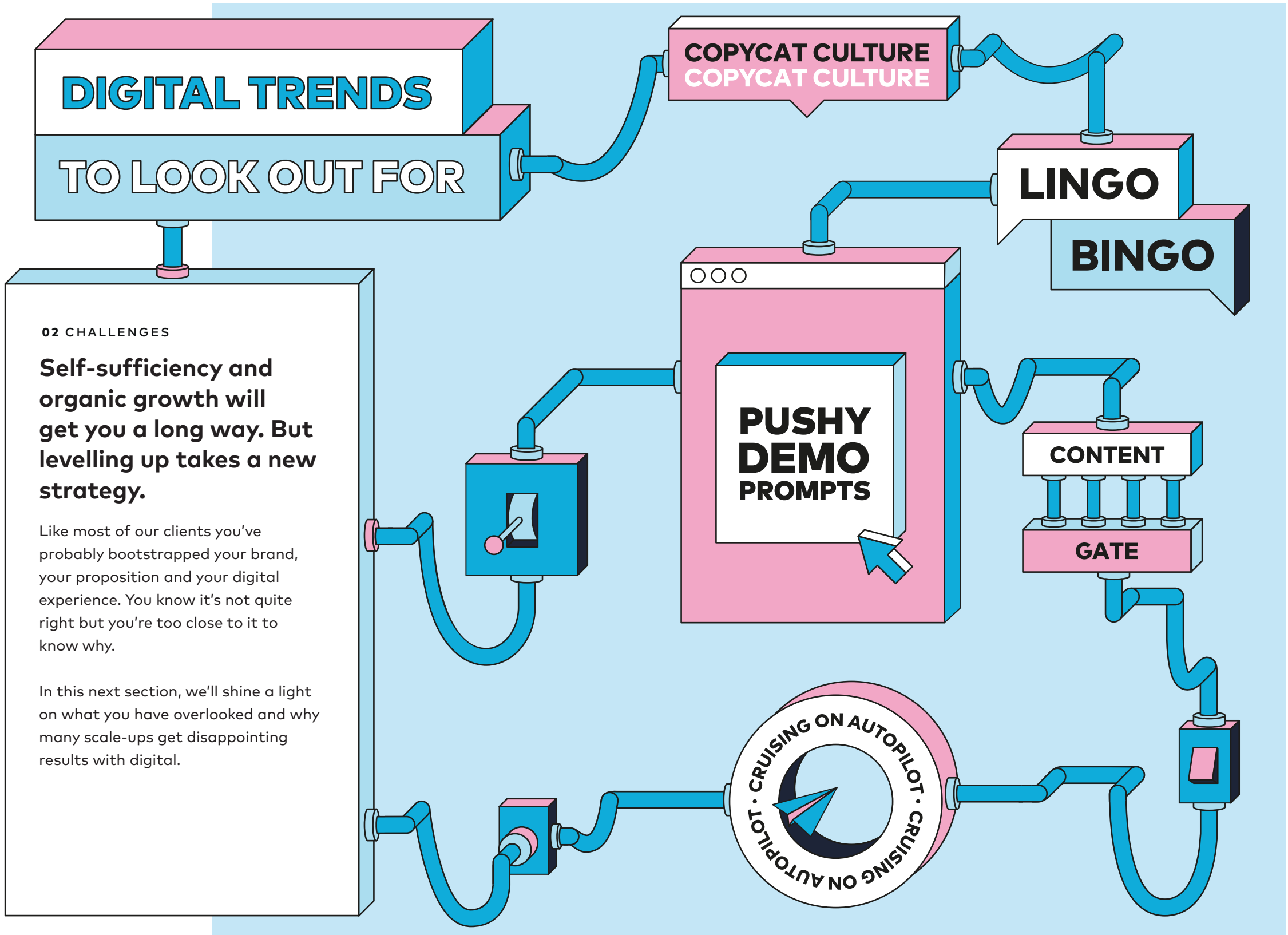
CRUISING ON AUTOPILOT
CRUISING ON AUTOPILOT

02 CHALLENGES

Self-sufficiency and organic growth will get you a long way. But levelling up takes a new strategy.

Like most of our clients you've probably bootstrapped your brand, your proposition and your digital experience. You know it's not quite right but you're too close to it to know why.

In this next section, we'll shine a light on what you have overlooked and why many scale-ups get disappointing results with digital.





DIFFERENTIATE

YOURSELF

02.1 COPYCAT CULTURE

Imitation might be the sincerest form of flattery, but it doesn't help you differentiate yourself from competitors.

In particularly crowded market places, we've observed so many brands that visually end up merging into one – particularly when it comes to brand colours, use of iconography and general site structure.

If you want to stand out and be memorable to potential customers, **stop looking over your shoulder** and assuming that what your neighbour is doing is what you should be doing too.

BIT OF A

MOUTHFUL

EXAMPLE A

"The enterprise-grade event data collection platform. For companies who demand high-quality, real-time event data, delivered by a cloud-native data pipeline they fully control"

SNOWFLOW

A

BLAH
BLAH

EXAMPLE B

"Shorten machine learning workflows by making data exploration and pre-processing of large training data sets as easy as point-and-click"

DATAMEER

B

02.2 LINGO BINGO

Many scale-ups fall into the trap of leading with complex proposition copy on their homepage.

Whilst they may encapsulate exactly what it is the product does, these propositions lack clarity, demand a lot of cognitive thinking, and ultimately set the tone for what is yet to come.

Scale-ups often have been obsessively focussed on their product- and rightly so. But one of the outcomes this can lead to is using lots of internal language which simply doesn't resonate with your audience.

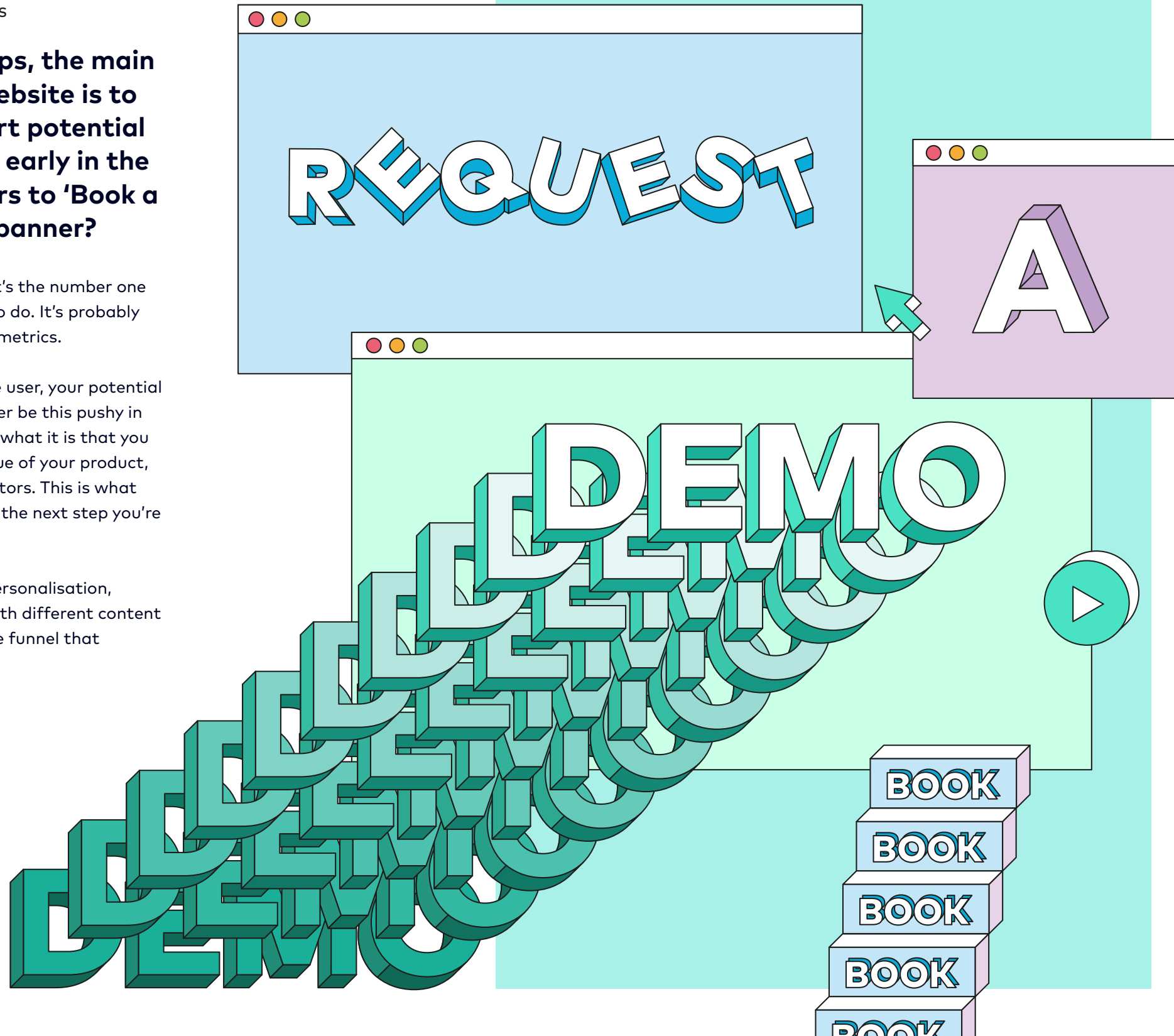
02.3 PUSHY DEMO PROMPTS

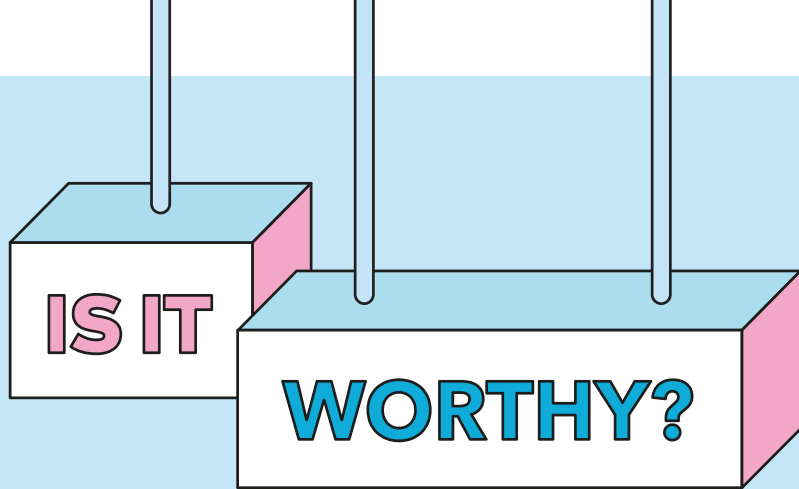
For lots of scale-ups, the main objective of the website is to attract and convert potential leads. But is it too early in the journey to ask users to 'Book a demo' in the hero banner?

Sure, it's prime real-estate. It's the number one thing you want site visitors to do. It's probably one of your main conversion metrics.

But think of it in terms of the user, your potential next customer. Would you ever be this pushy in person? It's worth explaining what it is that you do, and demonstrate the value of your product, particularly for first-time visitors. This is what might convince them to take the next step you're looking for.

If your platform allows for personalisation, can you serve return users with different content blocks that pull them into the funnel that bit quicker?





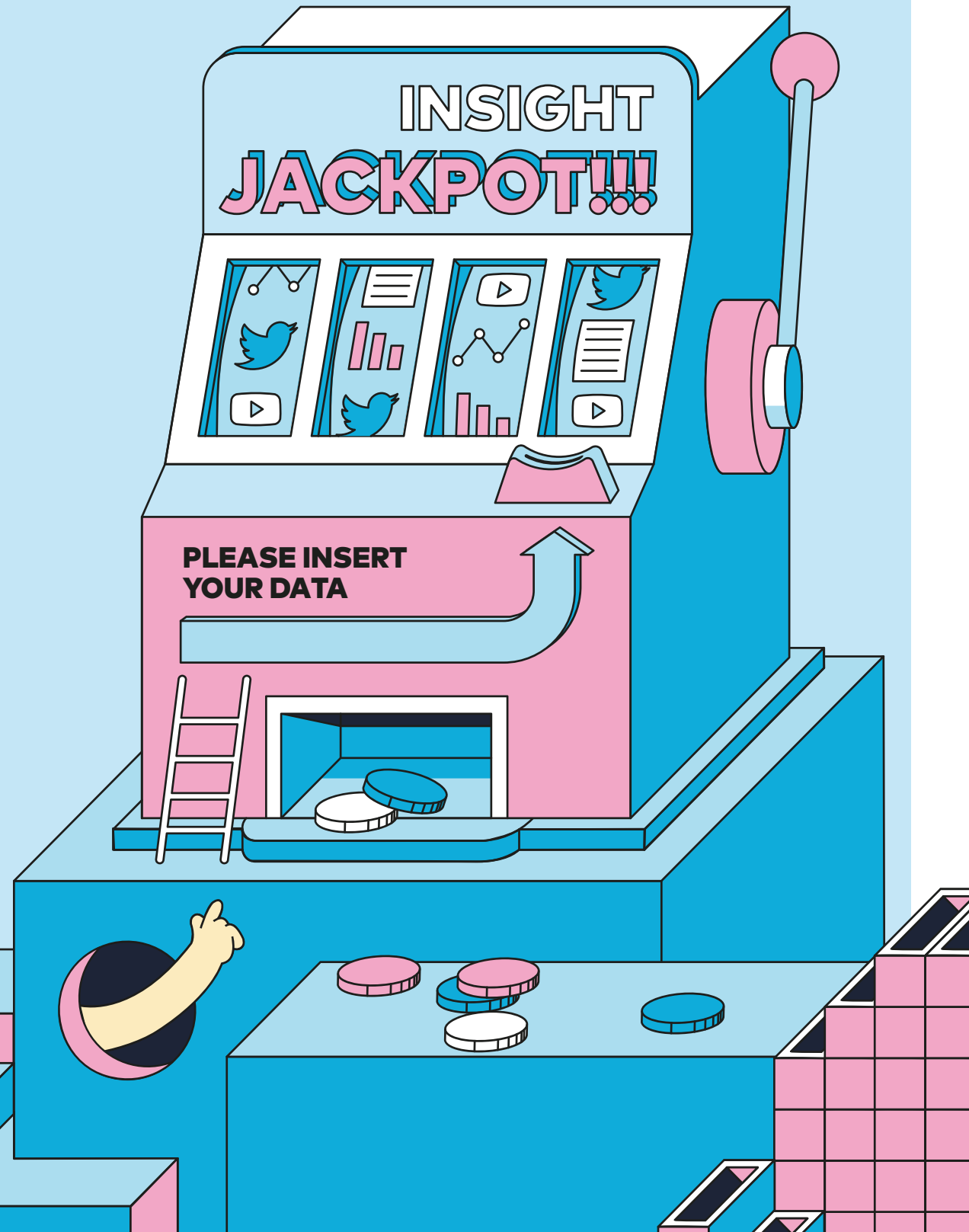
02.4 CONTENT GATE

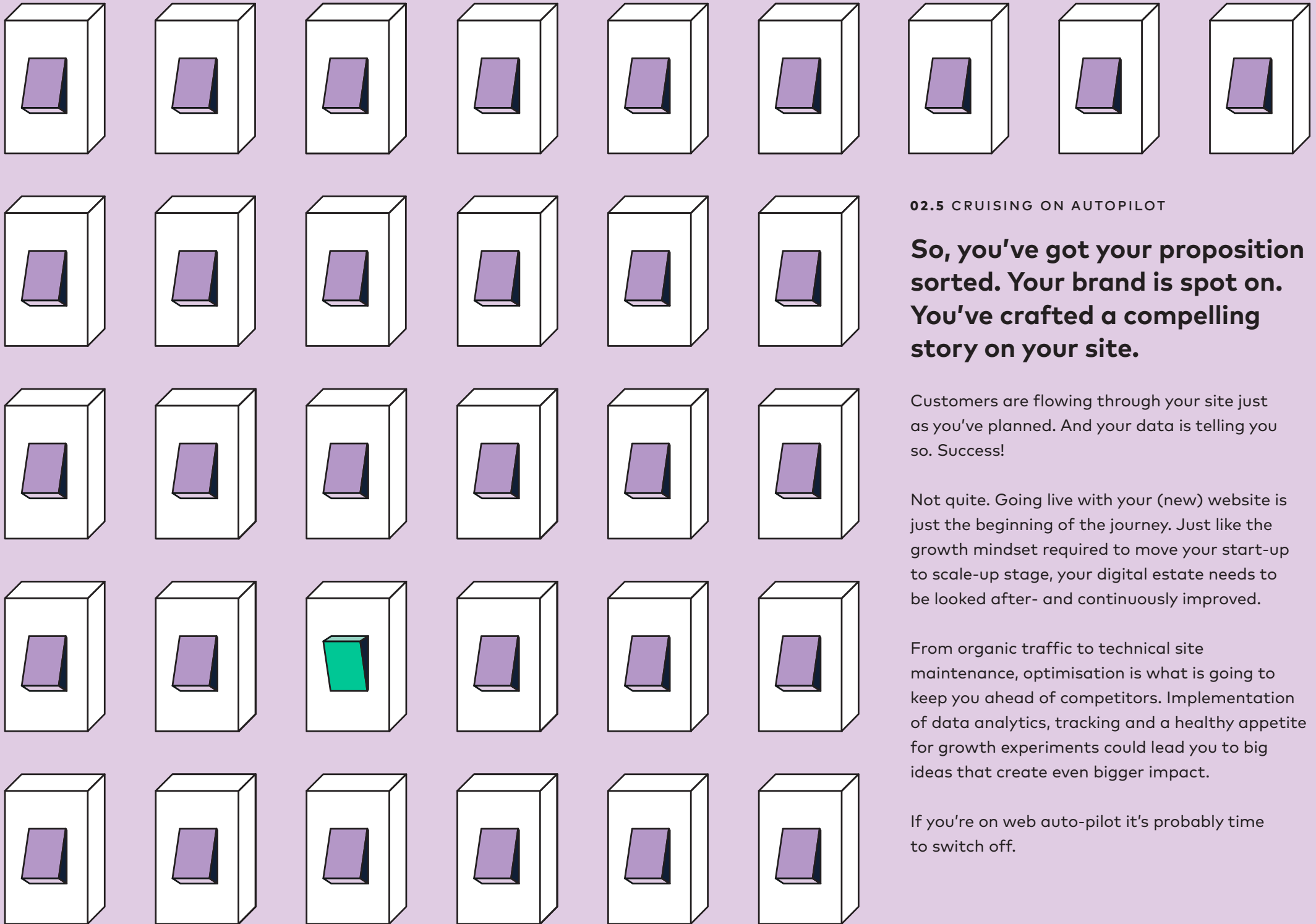
If leads are your lifeblood, content remains a powerful way to capture details and spark conversations. But only if it's truly worthy.

The debate around gated content remains ongoing, but no matter what side you sit on, you need to honestly assess the value of your content. If you're going down the gated route, ask yourself: What's my differentiating hook? What niche can I tap into? Can people find this content for free elsewhere? Is my content worth their precious time?

If we take a wider view on your content strategy, you need to consider content through all of your touchpoints, from social to email to SEO. Your content should:

1. Answer customer questions
2. Convince them of the value of your product
3. Address the decision-making necessary to push them along your sales funnel





02.5 CRUISING ON AUTOPILOT

So, you've got your proposition sorted. Your brand is spot on. You've crafted a compelling story on your site.

Customers are flowing through your site just as you've planned. And your data is telling you so. Success!

Not quite. Going live with your (new) website is just the beginning of the journey. Just like the growth mindset required to move your start-up to scale-up stage, your digital estate needs to be looked after- and continuously improved.

From organic traffic to technical site maintenance, optimisation is what is going to keep you ahead of competitors. Implementation of data analytics, tracking and a healthy appetite for growth experiments could lead you to big ideas that create even bigger impact.

If you're on web auto-pilot it's probably time to switch off.

03. CASE STUDIES

Take a look at how we have put these simple principles into practice.

DECIBEL Codility_ 



03.1 DECIBEL

Designing a consistent customer experience across all channels

Every day millions of dollars are lost due to poor digital experiences, with many brands in the dark about what's causing them. Decibel Insight uses AI to detect, analyse and prevent these issues for some of the world's biggest names.

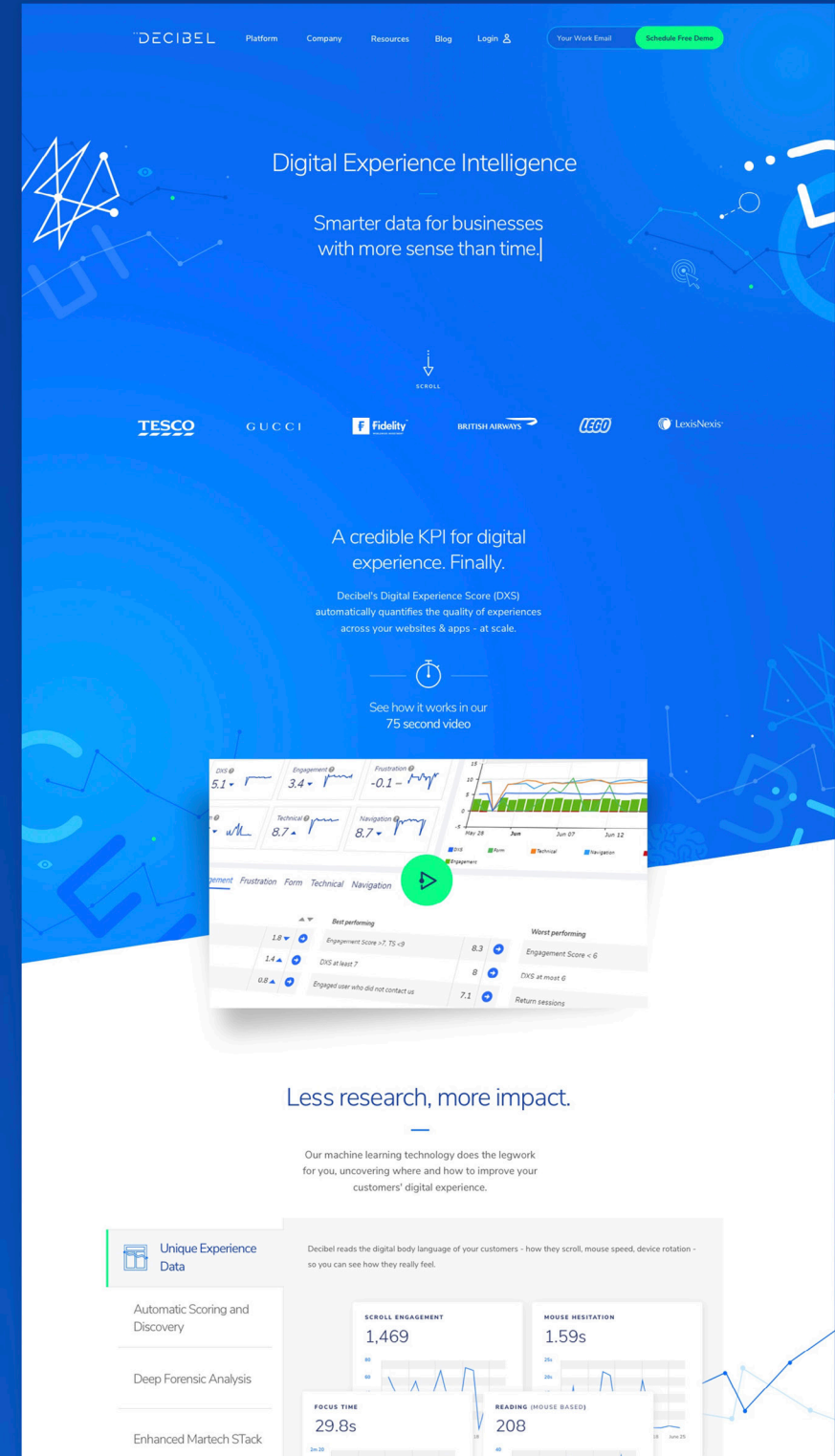
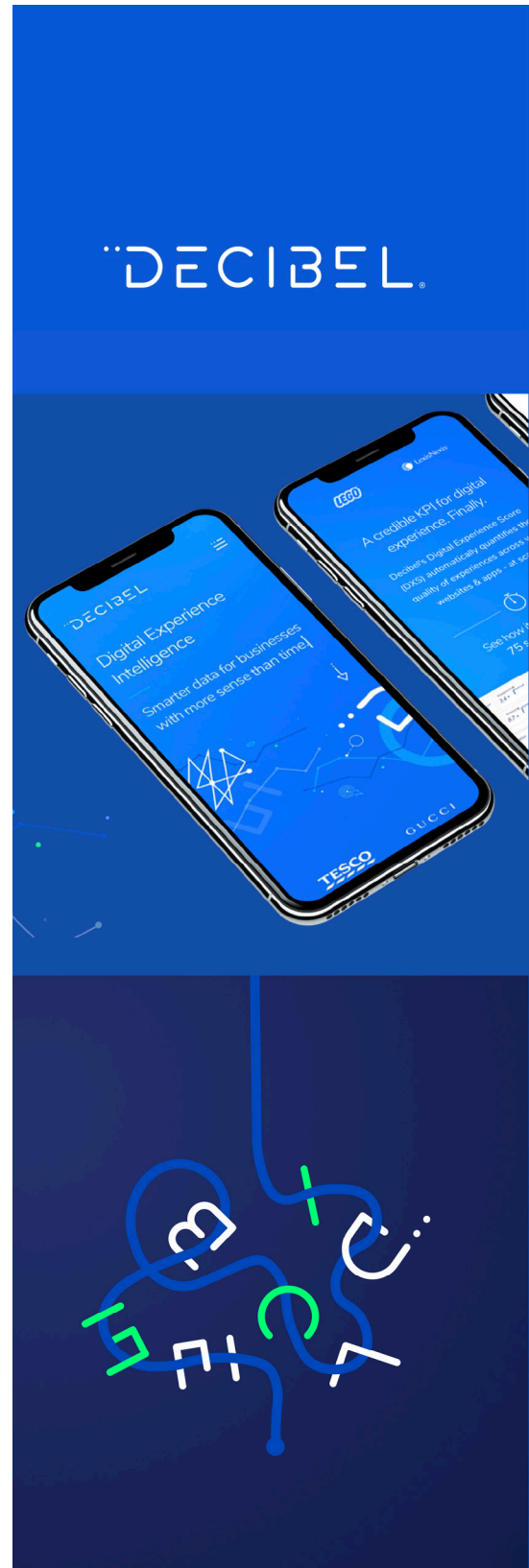
Given what they do, it's vital that Decibel offer an effortless, compelling and cohesive experience across their own site and digital channels.

We helped them achieve this with improved user journeys, forms and universal visual elements such as interactive infographics that invite visitors to explore Decibel's complex tool at their own pace.

We also used behavioural insights to increase conversions tenfold on one of their most important KPIs - demo bookings.

Home > demo = 12% conversion
(from 1.4%)

Demo > thank you = 44% conversion
(from 17%)



03.2 CODILITY

Adding the human element to tech-powered hiring

Codility is a software platform that helps tech recruiters and hiring managers assess their candidates' skills by testing their code online.

Their existing brand and website didn't reflect the human element to their offer that distinguishes them from the competition.

We helped them ditch the 'tech blue' and excessive use of 'non- ownable' graphics; injecting their unique personality into the brand.

We're currently rolling the visual changes out to their website.



03.3 PEAK

Conveying a complex offering in a new market

AI is powering the world's smartest companies to drive growth, increase profitability, and improve efficiencies. But how do you bring such a complex proposition to life?

AI is a difficult and sometimes overwhelming topic that can unlock huge opportunities within businesses, but can be tricky to understand.

Peak AI make AI accessible and results-driven, giving their clients everything they need to succeed with it.

We worked with them to refresh and modernise their brand and digital estate to convey the core message; they make AI easy.



Join the dots
Optimise across your business with AI solutions
peak.ai Do great things with Data

Put your data to work
Make your data more meaningful with AI solutions
peak.ai Do great things with Data

PEAK AI
Solutions AI System Sector Resources About Peak

Do great things with data

Bring AI into the centre of your business to drive growth and power processes

See what you can do

Every business needs artificial intelligence

But not every business has the capability to build, maintain and generate value from AI in-house.

Peak makes AI accessible for all, not just the largest enterprises, harnessing the power of your data to deliver business outcomes and ROI.



AI-powered businesses grow

30%
faster with

50%
higher profits

Grow revenues and profits

Peak's AI System fuels competitive advantage by adding a layer of intelligence to existing systems throughout your business, drawing insight from your data to improve revenue growth, profitability, and cost reduction.

Peak's approach is driving success for customers



System



Solutions

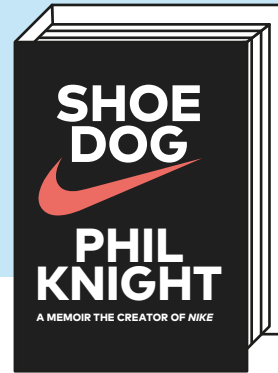
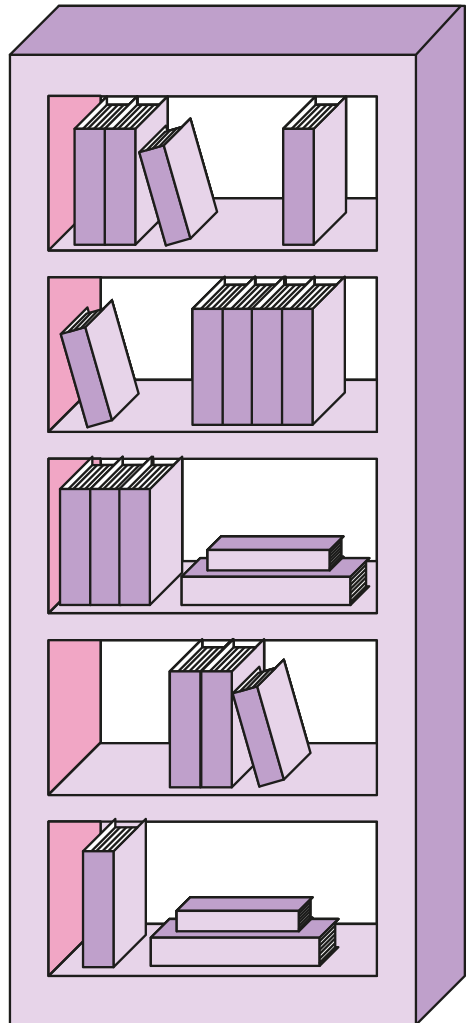


On-boarding & support

04. RECOMMENDED READING

So, why do we recommend these books?

Well, we think our curated selection will not only inspire you, but trigger some thought-provoking debates with your team. We hope you find the time to read and enjoy them!



Shoe Dog

A properly honest look at what it takes to grow a market defining business; the right product, lots of hard work and some well-timed good fortune. We think Phil Knight also manages to avoid falling into the survivorship bias trap – there are a number of times that it nearly went very, very wrong... Just make sure you don't try the waffle sole experiment yourself!

Our favourite quote:

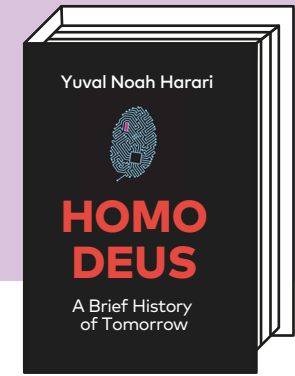
'But instead of cherishing how far we'd come, I saw only how far we had to go.'

The Hard Thing About Hard Things

This is one for people at the top- the founders, the CEOs – or anyone wanting to understand the skills needed to make it there. Grounded in anecdotes, Ben Horowitz discusses what he has learnt on the long road to becoming a successful entrepreneur. He analyses issues that have no easy answers, from hiring and firing to creating good company culture.

Our favourite quote:

'Note to self: It's a good idea to ask "What am I not doing?"'

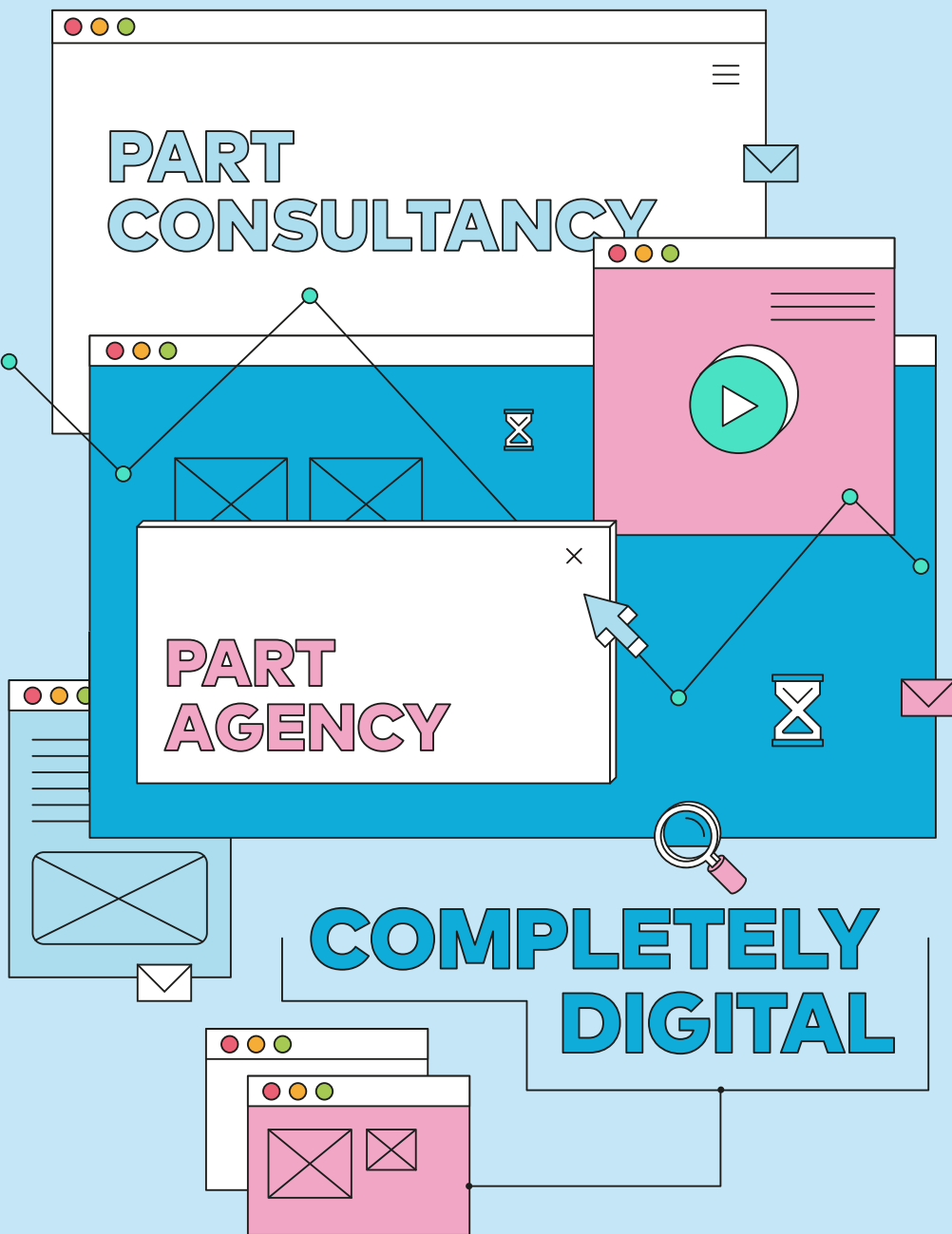


Homo Deus

This is the follow up to Yuval Noah Harari's Sapiens, in which he explores what the future looks like for humankind. We think this book is particularly thought-provoking given the industries we're working in – are we actually on the cusp of a world where big tech companies know us better than we know ourselves, and algorithms are more accurate at making decisions for us than 'free will'? Be warned though, we definitely came away with more questions than answers...

Our favourite quote:

'People are usually afraid of change because they fear the unknown. But the single greatest constant of history is that everything changes.'



TANGENT

05. ABOUT US

We solve digital challenges and craft memorable customer experiences through product design, engineering and optimisation.

Consultancy

It's not always easy to know what your next play should be. That's where we come in. Whether you want to assess your current digital performance, validate a product idea or define your strategic roadmap, we'll dive deep into your business, speak to your customers and take you on a collaborative journey to help you meet your goals.

Support & maintenance

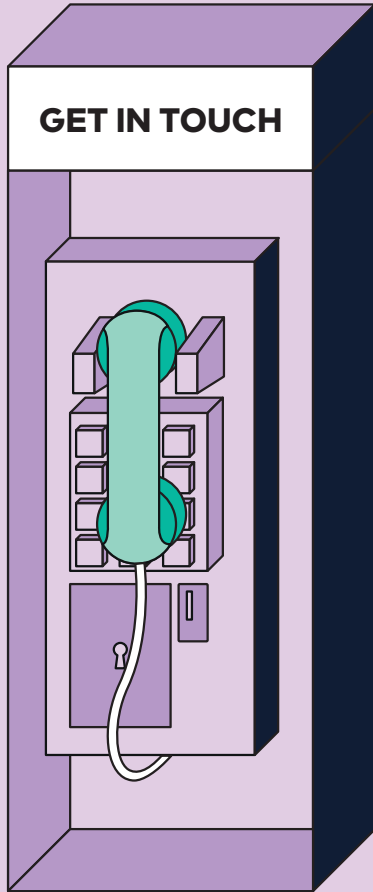
Technology never stands still. It moves, gets upgraded, retired, and (sometimes) breaks. We provide support and maintenance that does more than just keep the 'lights on'; we'll ensure your product is supported on a resilient technical infrastructure so you can rest easy.

Digital product design & engineering

We design and build new products, but we also see value in modernising existing ones. From websites and apps to bots and portals, we research, concept, design and engineer digital products that not only focus on your customer's needs, but elevate your brand experience.

Growth & Optimisation

Optimisation isn't just about implementing best practice. It requires a growth mindset and a healthy appetite for experimentation to test hypotheses. Whether you're looking to drive traffic, convert customers or upsell, it relies on a mix of skill sets with data, strategy and creative at its core.



Scaling up?
We'd love to talk with you

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