

# MONETISE YOUR MARKETING

DIAGNOSIS BEFORE FOCUS MESSAGE BEFORE MEDIUM QUICK WINS BEFORE MUST WINS CONVERSION OPTIMISATION BEFORE CAMPAIGNS & CONTENT SYSTEMISATION BEFORE SCALE



**Get marketing & sales on the same page**

From strategy to execution, Step Change helps B2B challenger brands monetise their marketing to outsmart their competitors and ensure impact through to the bottom line.



# DOES YOUR MARKETING MEASURE UP?

Find out if your marketing and sales are geared towards supporting rapid growth. Visit [stepchange.typeform.com/measure-up](https://stepchange.typeform.com/measure-up) and get clear on what it takes to maintain demand and ensure that your communications efforts are working to impact the bottom line.



◀ [stepchange.typeform.com/measure-up](https://stepchange.typeform.com/measure-up)

## Outsmart, don't outspend



- ▶ Find out "who's got your money?" with Australia's leading predatory and strategic marketers.
- ▶ Get your customers to buy on value, not price.
- ▶ Equip sales teams with the right tools to qualify and convert with greater efficiency.
- ▶ Ensure team alignment on your organisation's north star and ambition.
- ▶ Simultaneously harvest and grow market demand with smarter resource allocation.
- ▶ Get marketing and sales on the same page: to drive the business forward.

## WHAT YOU GET



### Diagnosis

- ▶ Strategic radar
- ▶ 4D organisational map
- ▶ Marketing capability audit



### Focus

- ▶ Organisational north star
- ▶ Segmentation and targeting
- ▶ Growth pathway and strategy



### Message

- ▶ Customer value proposition
- ▶ Solutions architecture
- ▶ Predatory marketing



### Medium

- ▶ Communications plan
- ▶ Internal embedding
- ▶ External rollout



### Quick wins & Must wins

- ▶ Value effort matrix
- ▶ Reporting and tracking setup
- ▶ Ongoing consultation, activation and support



### Conversion Optimisation

- ▶ Mystery shopping
- ▶ Proposal scoping tool
- ▶ Gap analysis and lead capture mechanism



### Campaigns & Content

- ▶ Content strategy
- ▶ Creative development
- ▶ Integrated marketing campaign



### Systemisation

- ▶ Marketing automation and nurture journey
- ▶ Lead monetisation
- ▶ Activate and improve NPS



### Scale

- ▶ Partner engagement
- ▶ Market expansion strategy
- ▶ Next horizon planning and budgeting

## BRANDS WE'VE HELPED GROW

CODAN

COMPASS GROUP

RIDLEY

HSC TECHNOLOGY GROUP

ANZ

Mercer

Canon  
CANON BUSINESS SERVICES ANZ

Quickstep

SONY PICTURES HOME ENTERTAINMENT