

**Are you trapped in  
a perpetual cycle  
of marketing  
efforts that  
just aren't  
working?**



Are your **leads**  
evaporating into  
thin air or simply  
not up to par?



Has low **website**  
**traffic** got you  
worried?



Are you having  
difficulty  
articulating your  
brand's **unique**  
**value** to  
customers?



Are you facing a  
lack of **credibility** in  
the market?



Are your hard-  
earned **customers**  
slipping away?



# What we see is not always the complete picture



Poor leads

Low web traffic


Customers  
aren't 'getting it'

Nobody knows us

Low market share

High churn

Low credibility

An iceberg floating in a grey sea. The tip of the iceberg is above the water line, while the much larger part of the iceberg is submerged below the surface. The text is centered on the submerged part of the iceberg.

**Below the  
surface lurks  
the real  
problem**





# Outdated positioning

The priorities of customers change. The competitive landscape changes.

Is the value you provide still relevant and differentiated? Are you targeting the right people?

*Re-evaluate at least every six  
months*



# Confusing messaging

Are you clearly and concisely articulating your value to customers, what they can expect from you, and how you are different?

Is it consistent with what your sales team says?

*If your positioning changes, so should  
your messaging*



# Unconvincing sales narrative

Tell a compelling story of how your customer's world is changing and how you can help them navigate the change.

It's about the benefits and transformative outcomes you offer, not features.

Your sales team will thank you



# Vague marketing strategy

Objectives need to be clear and aligned with business objectives.

It needs to be robust, adaptable and data-driven.

"Tactics before strategy is the noise before defeat" - SUN TZU



# Non-existent marketing plan

Create a roadmap of what you will do, where you will do it, when you will do it, and how you will track success.

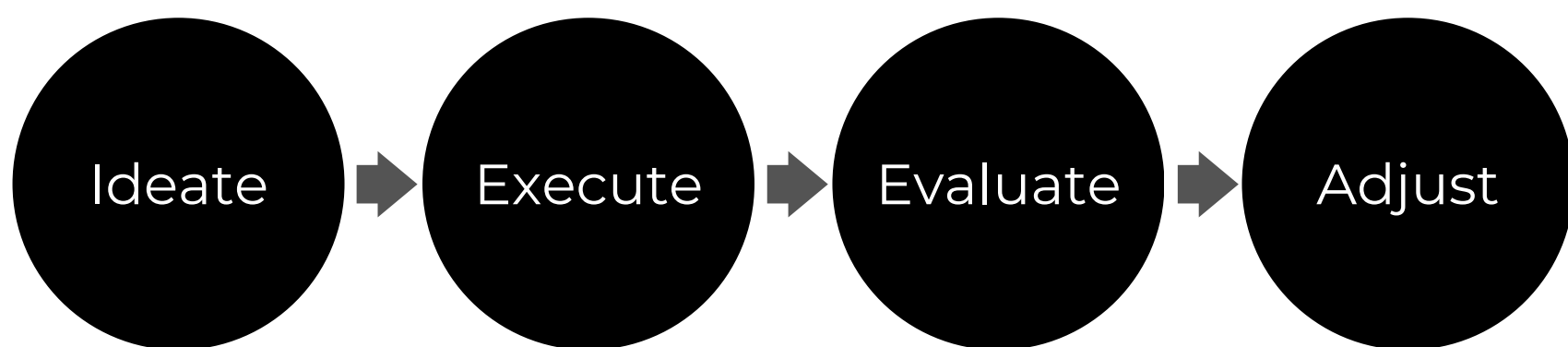
*A strategy without a plan will get  
you nowhere*



# Ineffective tactics

Have you selected the right tactics to reach your target audience?

Are you trying too many at once?



*make data-driven decisions, and don't spread yourself too thin*



# Rudderless marketing team

Startup marketers are asked to build a brand, generate demand, support sales, help with investor pitch decks, and work on employer branding... and that's all before lunch.

Is the team adrift in a sea of tasks?

Guidance on  
prioritization is key



# Lack of product-market fit

Build what customers need and want.

Marketing, sales, and customer success can't fix a product or service that nobody wants.

But they can gather feedback to help gain insights on experiences and expectations





The iceberg may be massive, but it can be navigated successfully with the right **knowledge, strategy, and tools.**



I help B2B tech founders and  
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