

CMOs Pressured to Deliver ROMI

Chief Marketing Officers have earned a seat at the executive table with 73% of them owning or sharing P&L responsibility.

Millions of dollars are being invested in digital marketing with one third of marketing budgets spent on technology. Some marketers are further ahead on the adoption curve than others. Only one third of marketers say they have incorporated digital into their marketing processes.*

Regardless of level of investment and maturity, marketers must demonstrate return on Martech investments.

However, technology is only one component for achieving that return. Strategy, process, people and data harmonize with technology to provide compelling customer experiences throughout all the stages of the buyer’s journey driving profitable top line growth.

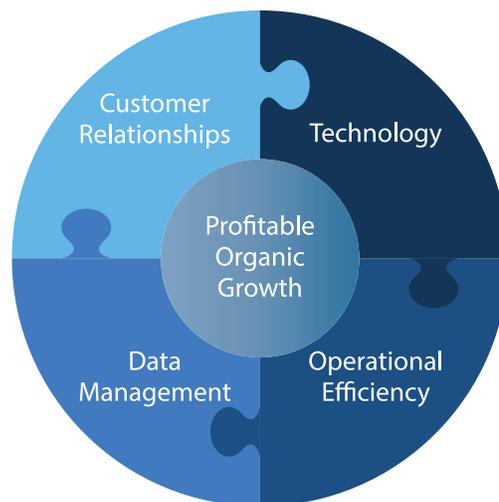
The Growth Strategy Group has demonstrated through the framework below marketers can deliver on their P&L promise.

**Gartner survey*

A Digital Marketing Framework to Drive Profitable Growth: The MarTech Roadmap

- Engagement Marketing
- Loyalty to Advocacy
- Voice of the Customer
- Customer Experience
- Account Based Marketing

- Centralized Data
- Segmentation
- Predictive Analytics
- Insight Driven Growth
- Personalized Offers



- Marketing Technologies
- Content Management
- Omni channel
- Social/Mobile/Video
- Data Management Platforms

- Actionable Plans and Roadmaps
- Roles and Responsibilities
- Agile Marketing
- Efficient and Scalable Processes
- Marketing/Sales/IT Alignment

Marketing Metrics that Matter



Who We Are

The Growth Strategy Group was founded in 2007 by Marianne S. Hewitt following a 20 year career as a corporate executive and consulting leader serving global and mid-size businesses. Recognizing the incredible power of marketing and sales technologies to drive growth, Marianne and her partners work with CMOs and their teams to implement marketing programs that drive customer engagement and demand generation through prudent application of marketing technologies.

We are a group of executive consultants passionate about helping businesses reach their growth potential.

The value proposition to you:

- deep expertise and thought leadership
- the experience to lead . . . or follow
- hands-on approach to get the right things done quickly
- a pragmatic alternative to strategy and implementation consultancies.

What We Do

The Growth Strategy Group works with marketing, sales and technology leaders to establish marketing to sales solutions that drive organic growth and show real return on marketing investment.

Our services include:

- Actionable marketing/marketing technology strategies
- Evaluation and selection of marketing to sales technologies
- Implementation of the leading marketing to sales technology solutions
- Marketing and sales transformation and alignment
- Digital marketing maturity assessments
- Segmentation strategies and personalization
- Program management of digital transformation initiatives

How We Do It

Our exceptional implementation skills will engage your organization and facilitate real change resulting in increased productivity and improved effectiveness. We are skilled in crafting implementation roadmaps that deliver capabilities timed to self-fund future investments.

We are your thinking and implementation partners. We are vested in your success.

The results: • Increased sales • Loyal customers • Profitable **GROWTH ACHIEVED.**

What Our Clients Are Saying

“ Highly recommend this Firm if the task requires thought leadership, process management, and tangible results . . .
– **Executive Vice President, Customer Services**

“ . . . truly professional with both operational know-how as well as great insight into effective customer management and strategy. – **Vice President, Customer Experience and Product Marketing**

“ Working with The Growth Strategy Group proved to be an excellent strategic decision which ensured the long term success of our company's fledgling new customer engagement program.
– **Vice President Customer Segment and Product Marketing**