



Our secret sauce is an integrated system of Strategy, Smart Execution and Automation.

**STRATEGY**

Empower your team with strategy. We discover and evaluate your growth gaps and opportunities then develop custom strategic blueprints that build growth by improving the results of these six customer facing operations.

**THE 6 ACCELERATORS OF OGS**

 BRAND DEVELOPMENT	 CUSTOMER ACQUISITION	 MESSAGE CLARITY
 MARKET EXPANSION	 SALES ENABLEMENT	 PRODUCT/SERVICE INNOVATION

**SMART EXECUTION**

Experience the power of strategic execution. We recommend the best course of action then develop and implement the programs, marketing materials and activities to get there with the highest ROI.

**AUTOMATION**

Increase effectiveness with the speed of automation. Marketing operations are developed, automated and tracked for you so you save precious time and get back to doing what you love while enjoying the fruits of your success.

**OUR COMPANY**

Octain growth Systems is a Raleigh, NC based business and marketing consultancy serving B2B and mid-market companies that want to scale to the next level of growth by launching new products, finding new customers and opening new markets.



**ELIMINATE TRIAL AND ERROR MARKETING**

**IMPROVE MARKETING ROI 30 TO 50%**

Are you frustrated by the performance of your marketing programs, agency or team?

We have the solution. The Octain Growth System is a marketing operating system that replaces trial and error, shiny ball syndrome marketing with a turnkey system that delivers higher profits and improves the performance and productivity of your marketing team by 30-50%.

**GET RESULTS LIKE THESE**

- 40% sales jump in six months – Medical Device Manufacturer
- A three-year revenue growth of 2800%. – LCS Technologies
- International market expansion — Sallyport Commercial Finance
- New sales growth of 24% in the first year. Denning Packaging

# ACHIEVE CLARITY, CONFIDENCE AND CONTROL

Clarity of direction. Confidence in decision making. Control over all of your marketing activities. OGS is a marketing operating system that enables you to scale to the next level of growth by launching new products, finding new customers and opening new markets.

## PROGRAMS AND SERVICES

STRATEGY	EXECUTION	AUTOMATION
<i>Each seven-step canvas provides the strategy, goals and action steps for accelerated growth.</i>	<i>Key implementation elements needed to achieve the strategic goals for that growth accelerator.</i>	<i>Baseline technology and tools required to implement and facilitate growth.</i>
Brand Canvas & Toolbox	Logo, fonts & colors; brand guide, PPT template, Word template, email signature.	Website
Customer Canvas & Toolbox	Customer personas; customer segments; buyers journey map.	CRM, Marketing Automation, Lead generation funnel – Quiz, Click.
Message Canvas & Toolbox	Messaging plan; Content fundamentals: email, blog, social posts, intro corporate and product/service videos. Canvas development will determine product choices in these areas.	Website/CMS; email marketing platform, social marketing platform.
Marketing Canvas & Toolbox	Marketing collateral, campaigns, events, advertising, resource allocation. Canvas development will determine product choices in these areas.	CRM, Marketing Automation, collaboration/productivity platform, SEO/SEM platforms, analytics
Sales Canvas & Toolbox	Enablement team, sales process development (SLAs), success metrics, resource allocation.	Appointment/Calendar, proposal software, enablement/engagement platform, analytics.
Product Canvas & Toolbox	Strength evaluator, improvement worksheet, mind map, dev roadmap.	Product development software.

### SIX MONTHS TO MARKETING FREEDOM

Transform your marketing operations in six months by replacing ad hoc marketing campaigns and disjointed activities with a proven turnkey operating system.

Since 2003, OGS has helped clients in 22 different industries realize an average annual increase of 33%.

**“Before Octain, our team was all over the map trying to target the right customers. Now we have a focused strategy for reaching our best prospects. We’ve seen sales jump 40% in six months.” – CMO, Medical Device Company**

Book a discovery call today |  [Clare@octaingrowth.com](mailto:Clare@octaingrowth.com)

Learn more |  [www.octaingrowth.com](http://www.octaingrowth.com)