

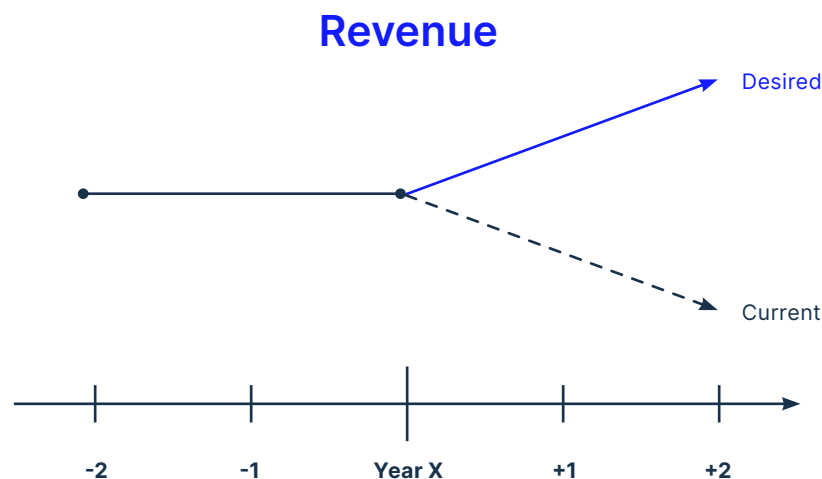
Growth **Pain Points**

Do you want to grow your business?

Feeling stuck at a business plateau? Do you need to scale but don't know where to start? You're not alone.

For countless mid-size B2B companies, the path from stagnation to rapid growth often seems filled with pitfalls. But it doesn't have to be that way. This article will help you understand the everyday struggles around strategy, talent, processes, and technology that shackle companies ready to expand.

More importantly, this article reveals the growth-accelerating solutions provided by OneForce. Our tailored, end-to-end approach strategically configures a customized growth engine that rapidly unlocks your company's revenue potential.



Problem: How do you improve the ROI of your current marketing budget?

Does this sound familiar? Your mid-sized B2B company has revenue from \$5M to \$50M. You are either the CEO simultaneously wearing a marketing hat, a CRO with added marketing responsibility, or a full-time or fractional CMO.

Your current marketing agency isn't getting the results you need to scale your revenue. They ask for more budget to increase output, but you haven't seen the outcomes to justify more spend. Why scale the budget when your current spend is not delivering the needed ROI?

Your spend on marketing is between 5% and 10% of revenue, and your annual budget is between \$250K and \$5M. It may seem like a lot, but it's not enough budget to hire an internal marketing team with the needed skills to deliver the maximum ROI.

In that case, you must outsource the work to multiple contractors and marketing agencies. Most of them have some specialization and may deliver reasonable quality only in their narrow domains. They will never be able to work as a cohesive team across your entire marketing motion.

You have a lot on your plate: develop a go-to-market strategy, manage people and vendors, streamline your processes, and implement new technology.

Welcome to the challenge!

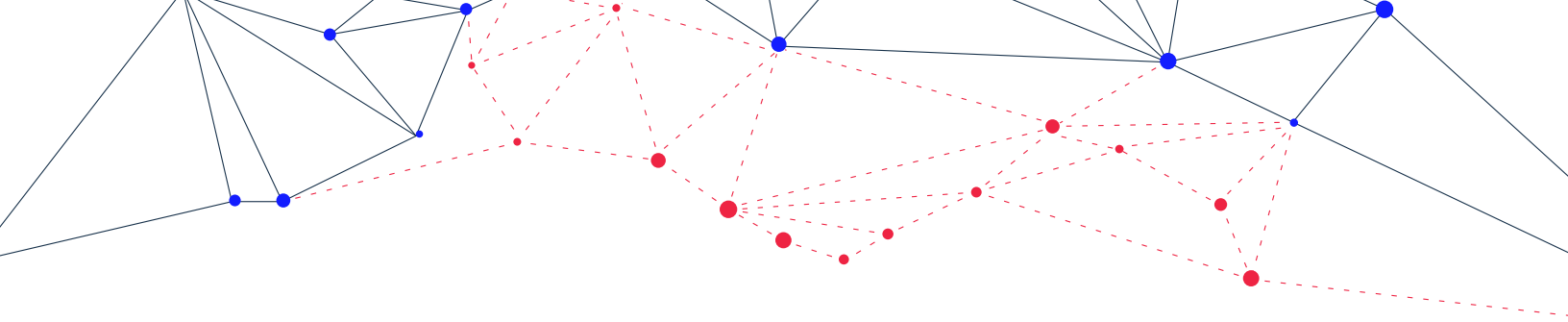
Go-to-Market Strategy: Doing the right things is more important than doing many things.

Going to market is challenging. The odds of picking a marketing tactic out of the hundreds out there and hoping it will work are slim. There is great potential for making the wrong decisions that can have dire effects. And when you are working with a large budget, one wrong decision could cost you millions of dollars. Understanding which go-to-market strategy will work best is the most crucial step in accelerating your revenue growth.

Team: How do you find skills your team doesn't have?

While your current success is a testament to your team's abilities, breaking into the next growth stage demands specialized expertise. Your team may excel in several marketing disciplines, but the overall marketing skills landscape is highly diverse.

Once you've identified there are gaps in the skillsets of your team, the next challenge is knowing how to fill the gaps. Your current marketing agency does not have the needed skills and expertise. However, attracting top talent is extremely difficult if you're not the latest sexy technology company. Your required effort is small, and you can't afford a full-time employee, only a part-time resource.



Most businesses can only hire a handful of generalist marketers. Specialist skills are then outsourced to a team of contractors that are disconnected, not integrated, or sharing feedback. The simple truth is that with a small team, you'll never have all the skills you need to grow your business quickly. And the more you rely on a team of contractors, the more time you'll waste managing and fighting with disjointed execution.

OneForce has built a team of specialists to cover the entire spectrum of marketing activities. Our focus on cutting-edge techniques attracts top-tier talent who want to work on the toughest challenges facing businesses today. When you hire us, you get a complete set of marketing capabilities.

Process: You must evolve to handle your new complexity.

In the early stages of your company, you had a small staff that could easily manage spreadsheets for project management and a single Slack channel for communication. But as your team expands in size and skill set, this system is bound to collapse.

As you scale, the feedback mechanisms that once kept your small workforce in sync will crumble, leaving you with a bigger team but stagnant output. Untracked learning will lead to repetitive mistakes, while critical tasks like targeted emails and ad campaigns will fall through the cracks due to the need for more organized planning.

OneForce has integrated the best frameworks on the market as our starting point. With every client we work with, we improve our process. We never repeat the same mistake. This feedback loop allows us to perfect every initiative that we execute.

Technology: Your growth will stall if your tech stack doesn't keep up.

Transitioning to new phases of growth, company size, and increased sophistication each necessitates specialized tools and systems. You have likely built up a collection of tools to handle specific tasks: one for your CRM, another for sending emails, and another for contact research. As you grow, your ecosystem of tools will grow as well. What many scaling businesses need to realize is that it is paramount that all of your tools connect.

If your tools cannot communicate and transfer data, you will never be able to have actual business intelligence across your company. You cannot automate routine tasks and instead suck bandwidth out of your team. Plus, you will face a never-ending series of marketing failures due to the inability to iterate with data quickly.

Automation and AI have become essential for business growth in every industry. You can no longer afford to ignore it. But navigating the complexities of AI is a formidable challenge, demanding a blend of business sense, creativity, and tech-savvy. Some companies may settle for a plug-and-play solution, which only allows rivals to seize the competitive advantage.

OneForce has already invested in the technology stack to scale up your technological capabilities immediately. What would typically take you 12 months to implement, we can confidently deploy in weeks. We have massively scalable data solutions, end-to-end business intelligence, and integrations with nearly all leading marketing tools.

OneForce provides an end-to-end solution to accelerate growth for mid-size companies struggling to gain traction.

At OneForce, we don't just sketch out plans that we hope will work. Instead, we craft data-centered, go-to-market strategies that are as unique as your business. We focus on what truly matters, enabling you to zero in on those initiatives that will have the most significant impact. We're not an average marketing team; we're experts who bring a diverse and rich spectrum of marketing know-how, filling the gaps that often slow down other agencies.

We believe in the power of a learning organization. We've developed robust processes refined through real-world client interactions, enhancing efficiency over time. And when it comes to technology, we understand its transformative power. That's why we give you quick access to the most advanced marketing tech and automation—tools that might otherwise take months to onboard, giving you a competitive edge that is second to none.

Simply put, OneForce isn't just configuring a growth strategy for you; we're architecting an engine for your sustained revenue acceleration. We're here to holistically solve the challenges—strategic, talent-oriented, procedural, and technological—that are holding back the growth of your mid-sized B2B company. We're not just an agency but your strategic growth partner.

Ready to scale?

oneforce.com

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