



Growth Engine

Intelligent and Scalable



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Introduction

Tech-enabled Growth Engines For B2B Scale-ups

Every day is crucial in the race to capture market share and increase your bottom line. We're not just another marketing agency. We're your growth partner.

Whether you are launching a new product or aiming to break through a growth plateau, our approach brings enterprise-grade sophistication to your small or medium-sized business.

Having OneForce in your corner as an end-to-end growth partner means you get our best-in-class team, ranging from developers and designers to marketing strategists, with one goal: your revenue growth.

Our unique end-to-end process integration streamlines all lead-generation activities along the funnel to enhance performance and increase revenue.

Your Revenue-Acceleration Partner

OneForce Growth enables you to conquer your market by providing a powerful blend of strategic thinking, operational excellence, and sophisticated technology. Scale your business quickly and efficiently by leveraging AI-powered automation and business analytics. With our Growth Engine, your business will accelerate like a race car.

Your Business



Who We Work With

Scale-Out

We work with companies that have significant market opportunity and want to conquer the market ahead of their competition. These are typically startups at Series Seed, Series A, and Series B stages who have raised \$5M to \$50M.

Market Expansion

We work with companies that are not getting an adequate return on their marketing investment from their current marketing agencies and look for innovative approaches to change the status quo. These are typically B2B businesses with \$10M to \$100M in revenue in software, hardware and professional services industries.

What We Do

Take Business Development Responsibility

OneForce Growth is taking complete business development responsibility for finding and qualifying new clients for our customers. To make the whole process more efficient, we combine both marketing and sales development techniques to educate the market and generate new business opportunities.

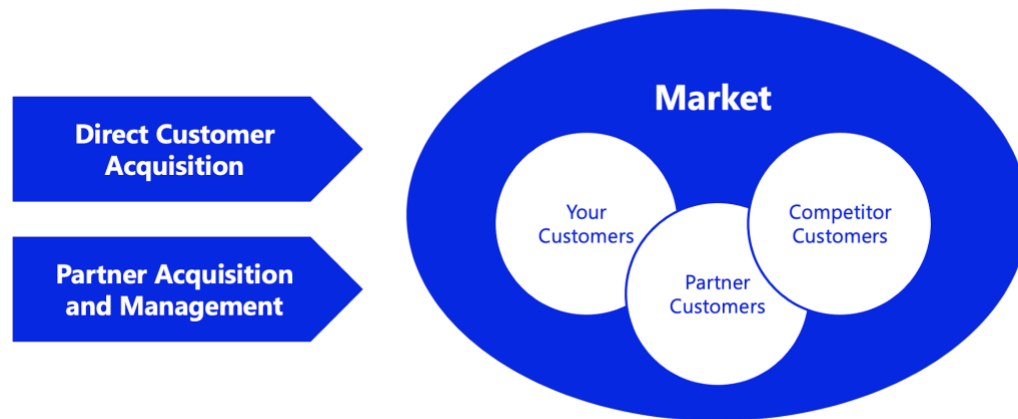


Go-To-Market via Direct and Partner Channels

OneForce Growth is leveraging both direct and partner channels for business development. We do this by setting up and operating reseller and referral partner

programs. We have our own multi-level marketing (MLM) network of affiliates that sell various products or services to small and medium businesses.

Go-To-Market



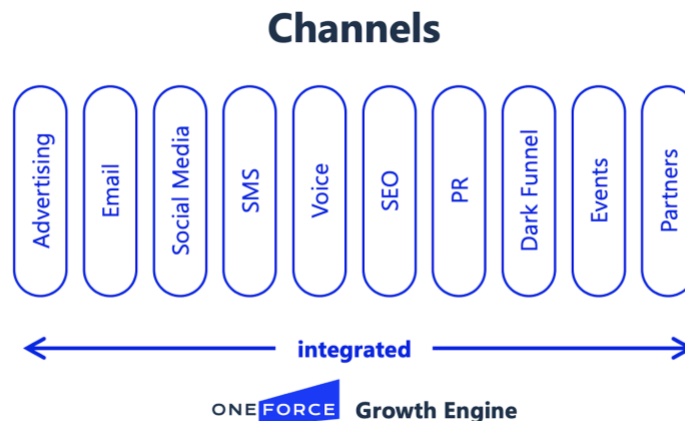
Focus on the Top and Middle of the Funnel

We take the end-to-end responsibility for the Top and Middle of the funnel, generating sales-qualified leads (SQLs). In the Bottom and Retention parts of the funnel, we support sales, account management, and referrals.



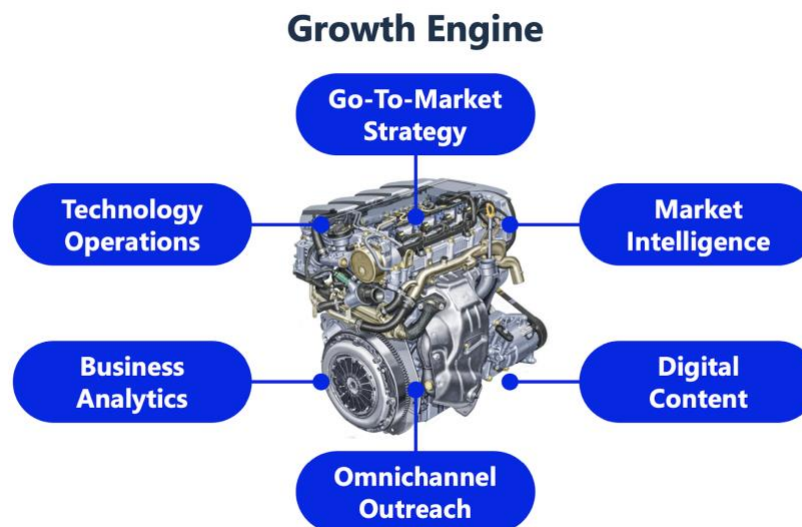
Manage Multi-Channel Customer Acquisition

For each business, we carefully select relevant channels for demand generation (create demand and capture demand). We provide integrated management across all executed campaigns in those selected channels.



How We Do It

This section describes the OneForce Growth approach to generating scalable customer revenue streams. Engage our proven growth engine to increase revenue and improve profitability.



Go-To-Market Strategy

At OneForce, we understand the importance of a well-executed GTM strategy. We can help you develop a plan that meets your unique needs.

We assess the market opportunity, product-market fit, and competitive advantage. We define the ideal customer profile (ICP), buyer persona, and priority channels for customer acquisition and partner ecosystem development.

Our team of experts works with you to identify your target audience, understand their pain points, and create a product positioning strategy that resonates with them.

The go-to-market strategy identifies the RIGHT initiatives, not the EASY ones. No more guesswork-driven marketing that wastes time and money.

Market Intelligence

Get accurate and relevant databases for your outreach campaigns.

You might be sourcing data from tools like Apollo, ZoomInfo, or LinkedIn Sales Navigator. We pull the data from multiple sources and build a massive contact database. Using custom scraping capabilities, we aggregate insights from multiple sources on the Internet. You get a 360-degree view of your target market with custom-curated data (existing competitors, potential customers, and partners).

We use our proprietary software SmartLeads customer data platform to store, clean up, and organize the data. Our proprietary Semantic Search technology dives deeper, micro-segmenting this robust database. This ensures you reach the right audience (micro-segment) with the right message.

Our technology converts raw data into actionable insights. These insights enable us to make strategic decisions rooted in comprehensive analysis, not mere speculation. This significantly boosts the ROI of your marketing campaigns and gives you a competitive advantage.

Get valuable insights by collecting market signals and understanding competitive dynamics. Improve your campaign performance metrics, such as click-through rates,

conversion rates, and customer lifetime value. With OneForce, you're not just staying in the game. You are several moves ahead of other players.

Digital Content

Our content studio delivers high-caliber content for targeted distribution.

Our Content Studio team comprises of developers, creatives, copywriters, SEO marketers, data analysts, project managers, marketing directors, data engineers, and motion graphics designers.

Our content studio serves as a seamless extension of your team, filling any gaps in expertise or resources you might have. We specialize in crafting high-quality marketing collateral that captures and amplifies your unique value proposition in the market.

We also handle targeted distribution through an omnichannel approach, ensuring your message reaches the right audience at the right time. This distribution is made possible through cross-skill integration among our specialists and by using advanced automation techniques.

Our team operates on a fast feedback loop, allowing quick adjustments and refinements. The result is a marketing strategy that fits seamlessly into your existing operations and delivers a high ROI, making us your ideal long-term growth partner.

Digital Content



Create influential thought-leadership articles, videos, and collateral articulating the product value proposition and differentiation. Establish trust by sharing real success stories of solving their business problems for your current customers.

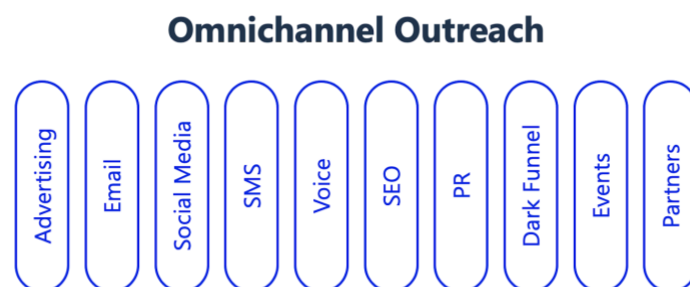
Get a high-converting website that establishes you as an industry leader.

At OneForce, we believe that a website should not only amplify your brand's professionalism but also act as a robust conversion engine. We dissect your and your competitors' websites to clarify your market messaging and positioning. This knowledge helps us craft a tailored, impactful website that resonates with your target audience and converts them into loyal customers.

Our expert team will ensure your website is SEO-optimized for search engine rankings. Our site will be updated with fresh, high-quality content by our experienced content creators, ensuring higher visibility and more organic traffic. With OneForce, you get a website that looks professional and excels in driving business growth.

Omnichannel Outreach

We have integrated omnichannel campaigns for customer and partner acquisition, including advertising, cold email, cold calling, SMS, social media outreach, and search engine optimization (SEO). These campaigns are sequenced appropriately to first use optimal channels to educate the market and create brand recognition before moving to very targeted channels used for sales development.

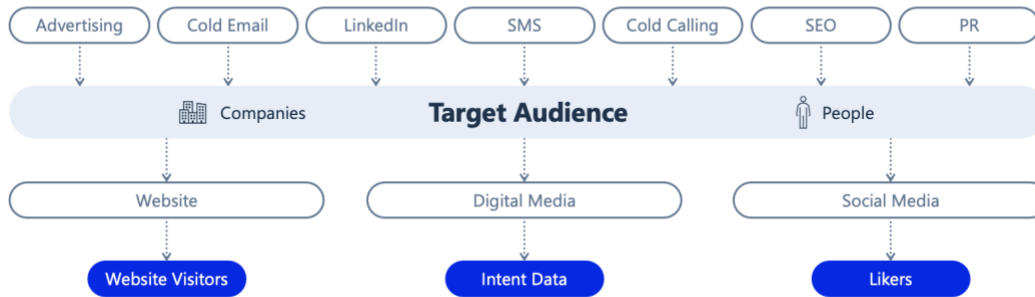


This powerful combination of marketing and lead generation channels improves customer acquisition efficiency multifold.

Business Analytics

We do engagement monitoring of how your potential customers engage with your content to educate themselves about your product or services.

Engagement Monitoring



We collect detailed information about lead-to-contract conversion for in-depth analysis and workforce optimizations.

Technology Operations

No More Guesswork: Make Data-Driven Decisions with Advanced Market and Business Intelligence.

Leverage best-in-class tools and technology pre-integrated and optimized for cost-efficient and agile execution of all core marketing and sales development processes.

Technology Operations

Management

Asana
Miro
Mem.ai
Slack
Fireflies
Loom

Database

SmartLeads
Apollo
LinkedIn SalesNav
ZoomInfo

Creative

Figma
Positional
Claude 2 / ChatGPT
Descript
Premiere
AfterEffects
Riverside.fm
Frame.io

Integrations

Zapier
Calendly

Advertising

Facebook ads
Stape.io
Google ads
Basis
Rollworks
StackAdapt
Illumin
SEMRush

Data Scraping

BrightData
Apify

Website

Google Analytics
Google Tag Manager
HotJar
Hyros
Webflow
Typeform
Wistia

Communication

SmartLeads
Quickmail

Voice

RingCentral
Five9
Ringba

Partners

Referral Rock

CRM

Ortto
Pipedrive
Hubspot
Salesforce

Reporting

ThoughtSpot
PowerBI
Looker Studio
Swydo
Google BigQuery

Core Competencies

People

Cross-skill integration leads to swift, informed decision-making.

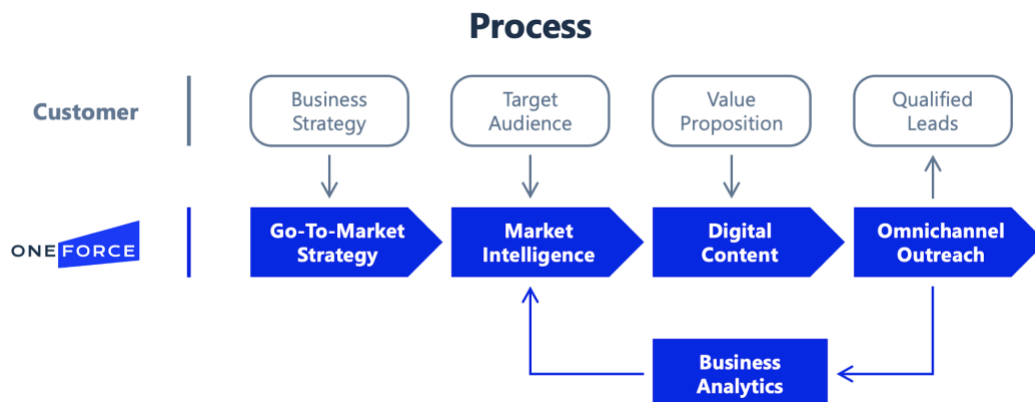
In contrast to a typical marketing agency, we are a tech-first marketing team with the technical expertise to deliver better results. Over half of our staff are engineering, data science, and AI experts. The rest are specialists in marketing—from advertising and video creation to website design.

But the game-changer: our team isn't siloed. Each team member is part of a fast feedback loop, ensuring a synergy you won't find elsewhere. Imagine a world where your video editor gets daily performance insights from your ad manager. That's our everyday reality.

By organizing our talent into agile "pods of expertise," we can act swiftly and decisively. We cut through the clutter to focus on the vital few, not the trivial many. Our streamlined approach zeroes in on what genuinely matters, sidelining the distractions that hold others back.

Process

Our process starts with go-to-market strategy that impacts 50% of our success. The other 25% come from operational efficiencies and the remaining 25% come from advance level of intelligence we have, both on the market as well as about our campaigns performance and lead to contract conversion metrics.



Technology

Enterprise-grade tooling with the agility of a startup.

We invest in advanced tools, so you don't have to. Our team is constantly integrating the best tools on the market. And when we hit the limit of what's available and the right tool doesn't exist, we develop our proprietary software when the right tools don't exist.

We have experience with the tools required at every level of scale, so we can confidently guide your team through their growth journey. Whether you need CRM systems for customer engagement, analytics software for data-driven insights, or cutting-edge marketing automation and AI-driven algorithms, we have you covered.

We can customize our toolsets and strategies to align perfectly with your business's unique goals and challenges. Because of our tailored approach and extensive experience, we can reduce risk by confidently guiding your team through any learning curve.

We are the ideal partner to navigate your team through successful and scalable growth because of our comprehensive toolkit and multi-level experience.

Automate routine tasks so you can focus on what matters.

The most significant advantage of choosing OneForce as your end-to-end solution is the automation we bring to your business. We integrate the data and tooling into one place with the right technology so we can automate as much of the operations and marketing distribution as possible. Integration is the key ingredient. Steps that are not integrated - cannot be automated, plain, and simple.

By prioritizing automation, we free up your team to concentrate on the aspects that truly set you apart: product differentiation, thought leadership, and exceptional customer service.

About Us

What Makes Us Different

OneForce Growth is your most strategic partner for business development. We are the most operationally efficient partner. We are the most intelligent partner.

Value Proposition

Strategic	We are your most strategic go-to-market partner who works with you collaboratively on market analysis and strategic planning.
Efficient	We are your most operationally efficient partner who implemented multiple process optimizations and deployed sophisticated software automation.
Intelligent	We are your most intelligent partner who conducts detailed market research and leverages comprehensive business analytics.

You won't find another growth agency with such devotion to the fundamentals. If you perfect the strategy and then use technology to scale rapidly, we believe you will rapidly capture market share.

Full spectrum end-to-end service - We provide services spanning strategy, database building, content creation, distribution, optimization, and analytics. This comprehensive approach allows seamless integration into existing teams and systems.

Cross-skill integration – We have teams of experts across engineering, data science, marketing, and design disciplines. This enables continuous feedback loops and efficient coordination compared to siloed agencies.

Focus on automation - We emphasize automating repetitive tasks by integrating tools and technologies. This frees up clients to focus on differentiation and customer service.

Data and AI-driven - We leverage advanced data aggregation, semantic search, and AI to generate actionable insights for strategic decision-making based on intelligence.

Enterprise-level capabilities - We provide access to advanced tools and expertise that allow small and medium businesses to implement sophisticated capabilities once reserved for enterprises.

Customizable partnerships - We tailor services to integrate with existing vendors and fill precise gaps in a client's capabilities or resources.

Long-term growth focus - We aim to be a long-term partner that guides clients through challenges at each stage of business growth, not just trying to get a few short-term wins.

We are an integrated, data-driven, highly customized growth partner focused on automation and long-term client evolution. Our blend of strategy, technology, and marketing expertise allows agile scaling of your business.

Who Are Our Customers

We work with various startups and businesses in software, technology, and professional services.



What Our Customers Say

"OneForce Growth is driving us to get better in so many ways. The effort is really paying off for us." Cameron Johnson, CEO, Supplier Performance.

Let's Connect

Innovate, Transform, and Scale your business with OneForce Growth.



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