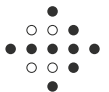




Digital Marketing For Growth The Next Big Thing Approach

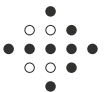


How can digital marketing deliver more?

- **More** sales
- **More** customer satisfaction
- And be **more** cost-effective?



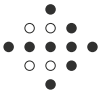
Our **Growth Hacking** approach
can maximize your overall
marketing spending





“

TO REACH
NEW HEIGHTS,
MARKETERS
MUST BE BOTH
FAST AND EFFICIENT



Uncoordinated Digital Marketing

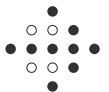
No cohesive blueprint: different tactics not synchronized

Different tactics prioritized at different times

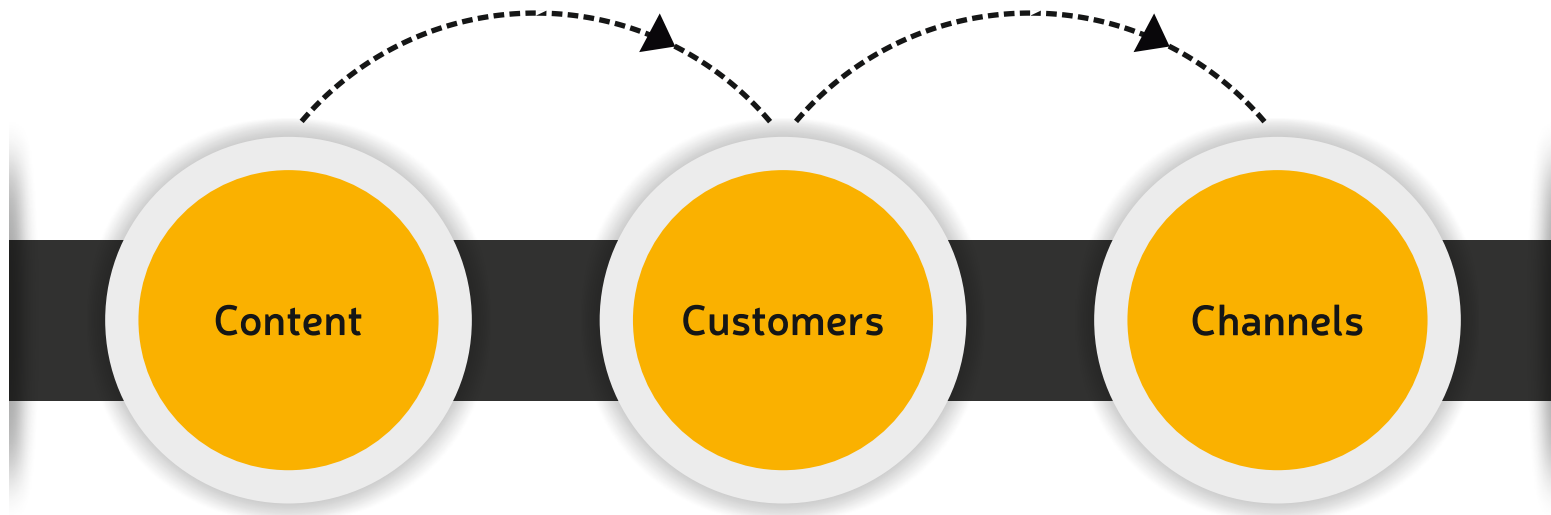
No common metrics: different initiatives have unrelated goals

Tactics carried out by different teams or agencies

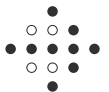
**Uncoordinated tactics
hinder long term success!**



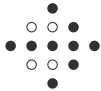
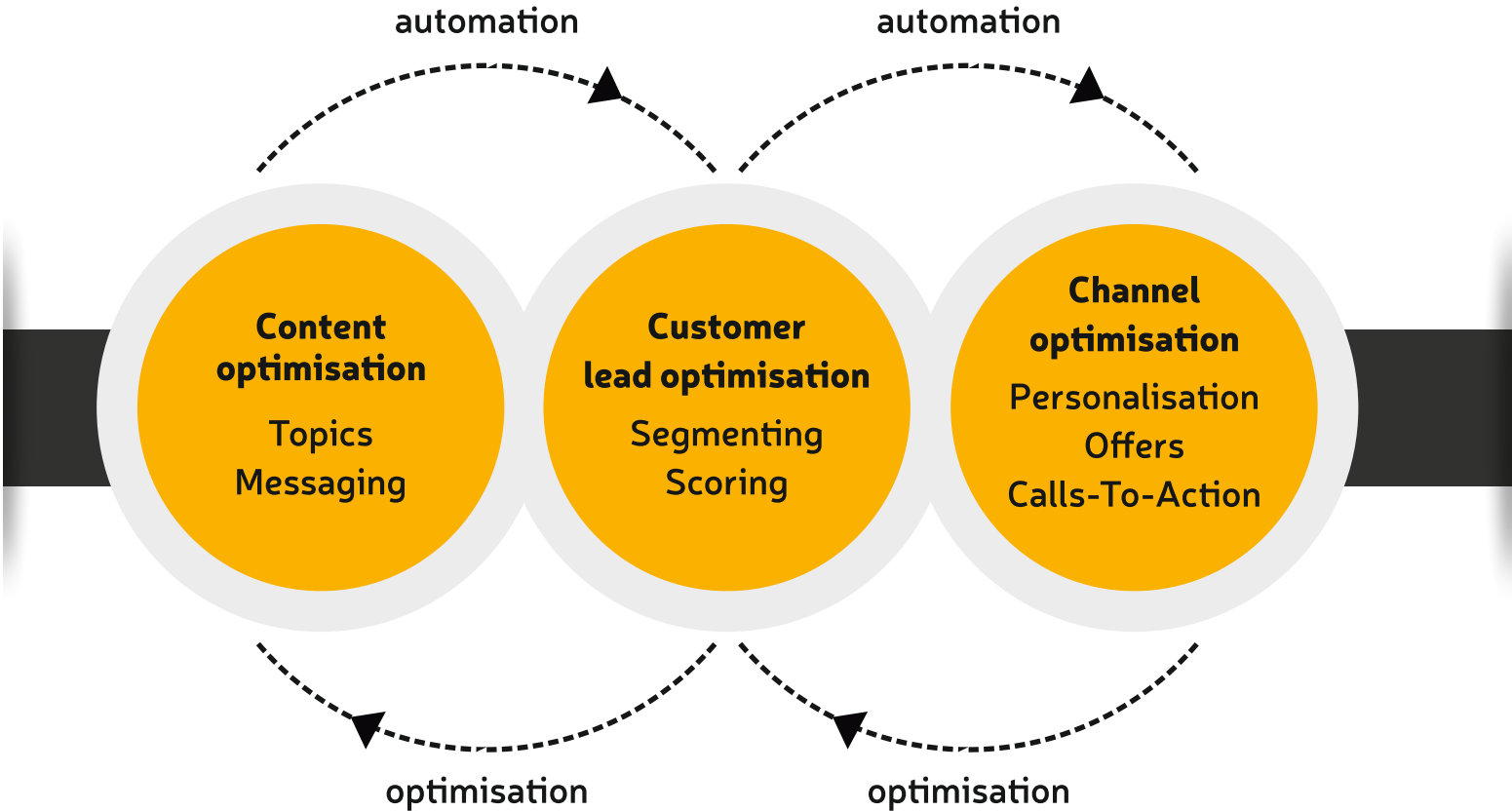
Typical digital marketing process: Each gap is a separate problem to solve



Don't risk falling between the gaps...



We close the gaps through a single coherent process



Automation: Growth through capacity to scale



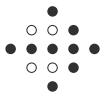
Personalised and targeted content and messaging



Low labour overhead



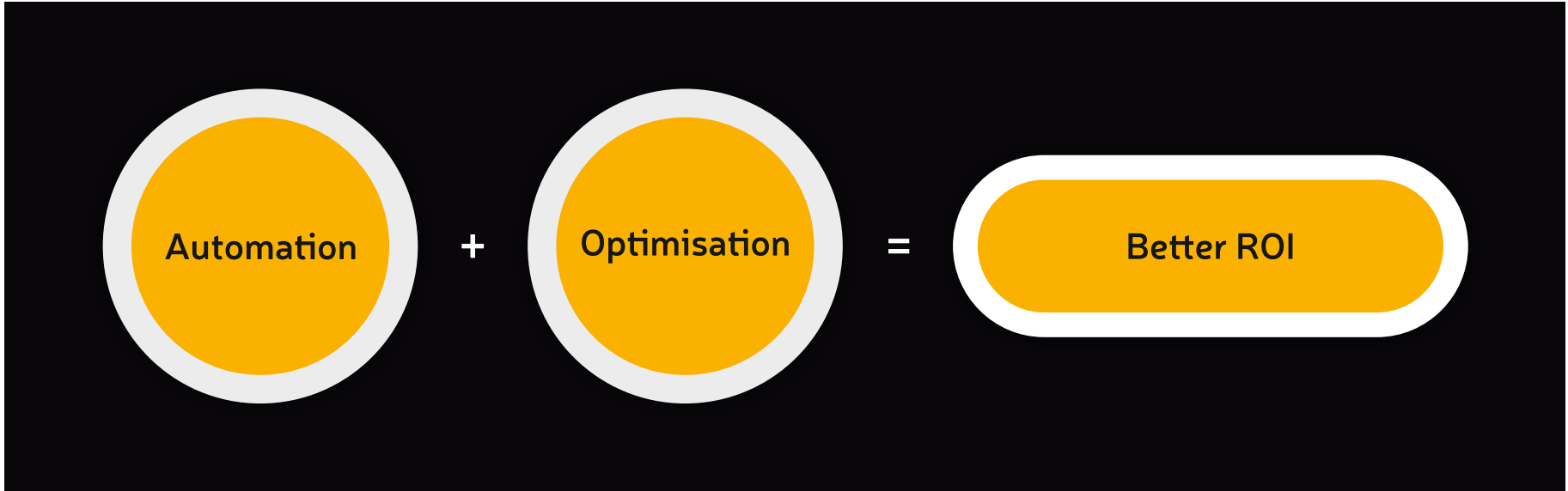
Agile delivery



Optimisation: Growth through capacity to learn

- Data-directed
- Build upon and leverage successful tactics
- Enables experimentation, discovery, and new concept validation



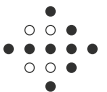




Why choose
**THE
NEXT
BIG
THING?**

Growth hacking is our mindset - we continuously practice what we promote.

To deliver value, growth must be sustainable. Growth depends on a vigorous process.



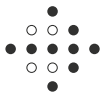
Why else choose us?

Customer led

We pay close attention to customer needs, so that they are always met

Data directed

We measure and automate by using most up-to-date tools and practices



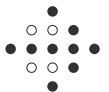
We build relationships with GROWTH HACKING

Conventional digital marketing:

Wide and scattered at the top of the funnel, no attention to retention.

The Next Big Thing approach:

Attract right customers, personalize, and deliver value throughout.

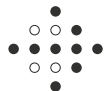


Growth hacking encompasses all dimensions of pre-sale and post-sale digital communications

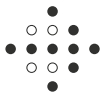
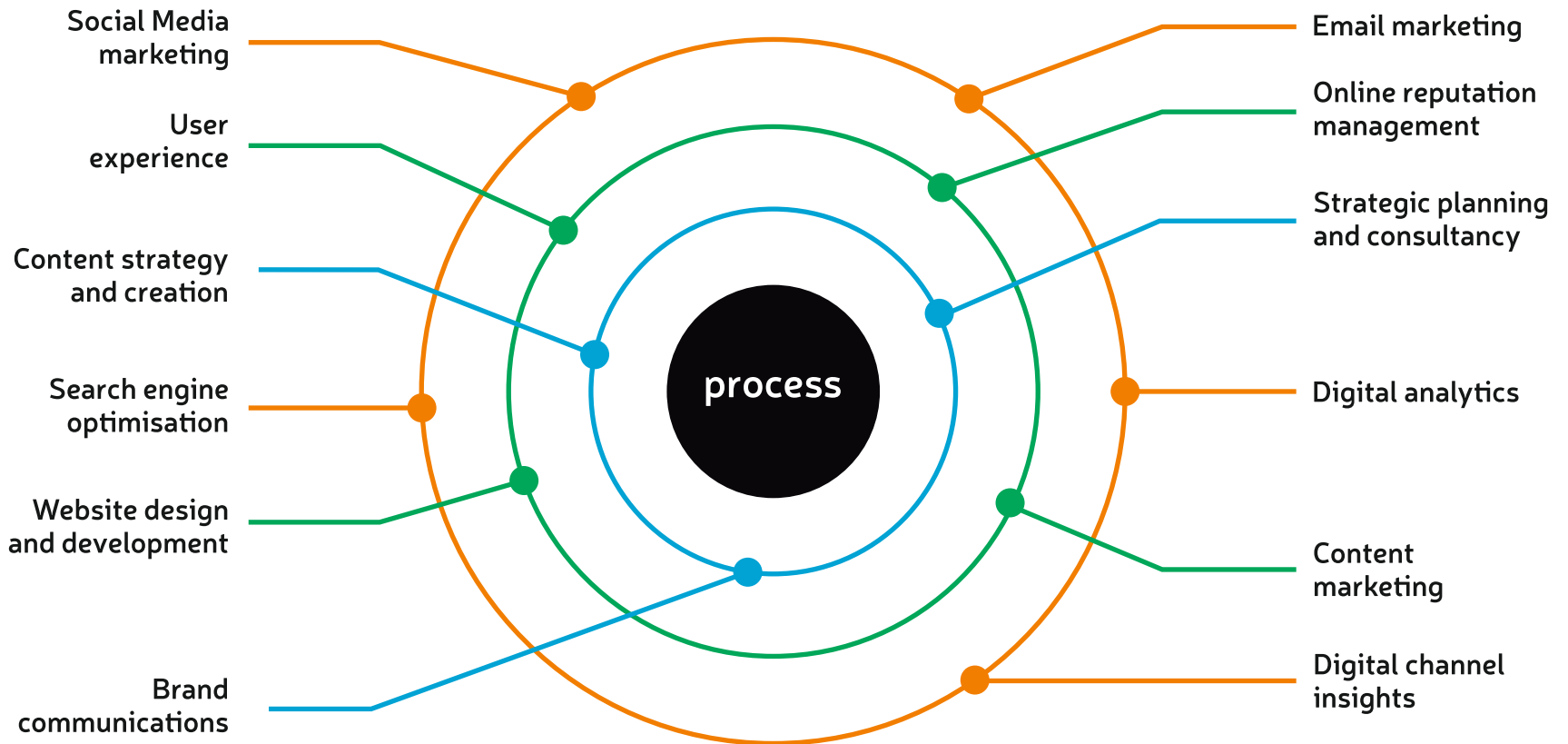
	Conventional Digital Marketing	Growth Hacking	
Brand Communications	●	●	●
Paid Advertising	●	●	
Social Media Marketing	●	●	●
Search Engine Optimization	●	●	●
Content Marketing	●	●	●
E-Mail Marketing	●	●	●
Marketing Automation		●	●
Customer Relationship Management		●	●
Content Strategy and Creation		●	●
Strategy Planning & Consulting		●	●
Web & App Development		●	●
UI/UX Design		●	●

● Pre-sale digital communications

● Post-sale digital communications



Growth hacking backed by a comprehensive range of digital marketing capabilities





TNBT
ADVANTAGE:
VALUE

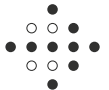


The Next Big Thing

- ROI focused
- Work toward quantitative targets

Our clients benefit through

- Continuous learning and improvements
- Cost effective results





How can we help you grow?
Talk to us about your marketing ambitions.

