

Our approach to GTM

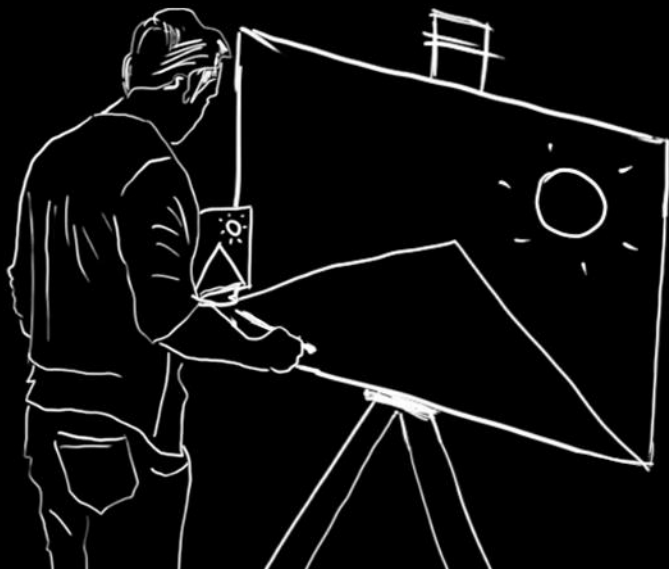
Ashwin Gaidhani (Business Strategy)

Saurav Patra (GTM Strategy)

Ajas (Creative Strategy)



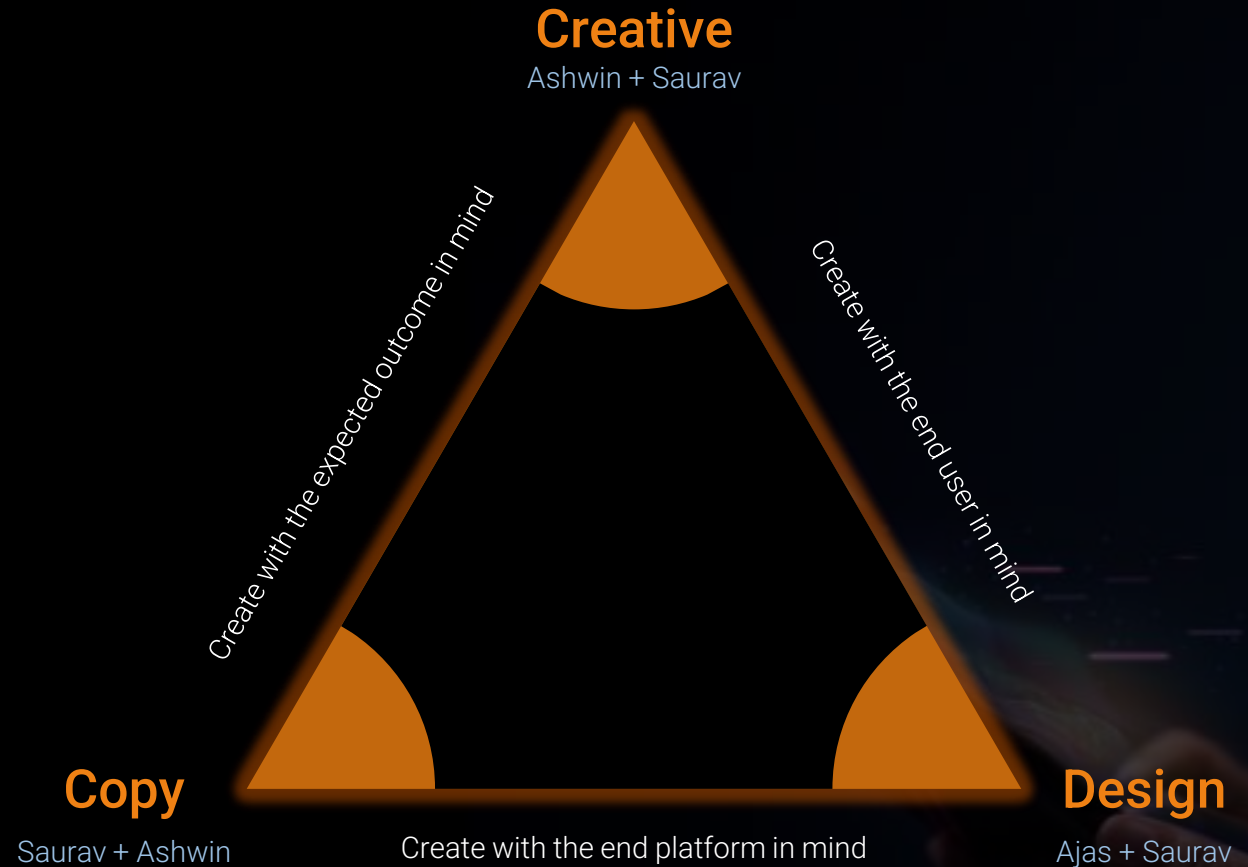
IMAGENIE
DESIGNING DESIRES



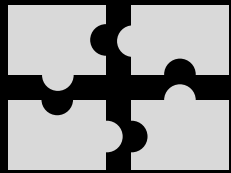
Creating inside a black-box / creating with you

We're redefining the equation

A good GTM strategy is made by integrating creative, design and copy – coming in sync to give the best possible experience for the end user across platforms to drive maximum positive outcomes.

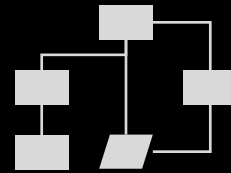


Our approach to GTM is



Structured

Our streamlined creative processes help us brainstorm, create and present ideas and solutions faster.



Methodical

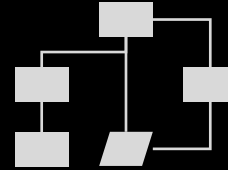
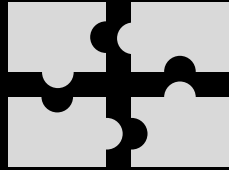
We use proprietary frameworks and models to ensure effective strategy build and alignment.



Transparent

We follow a strict feedback-looped schedule to deliver projects, to ensure our clients are part of the process.

Recent GTM Case Studies



Structured

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Tech-driven D2C Case Study

We used the Copygamie Framework to help the founders of Soncur, a technology-driven D2C brand, arrive at a clear positioning strategy. Their current website is based on the outcome of the Copygamie-based brainstorming exercise.

Know more: www.soncur.in

Methodical

We use proprietary frameworks and models to ensure effective strategy build and alignment.

B2B SaaS Case Study

AutomatR was finding it challenging to find an agency to build and execute a meaningful strategy. We effectively built AutomatR's GTM strategy, essential sales and marketing collaterals and website in just 2 months.

Know more: www.automatr.tech

Transparent

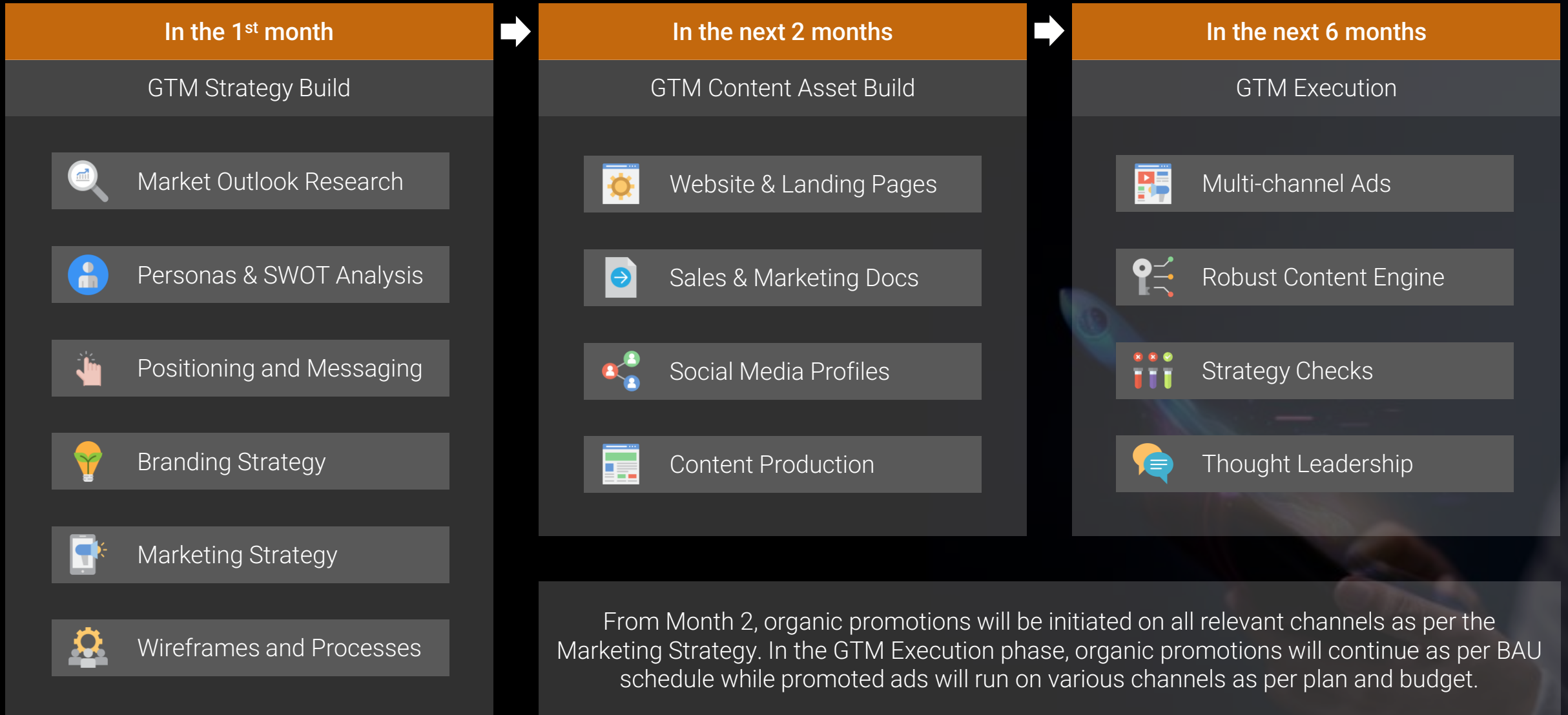
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Tech-driven Healthcare Product

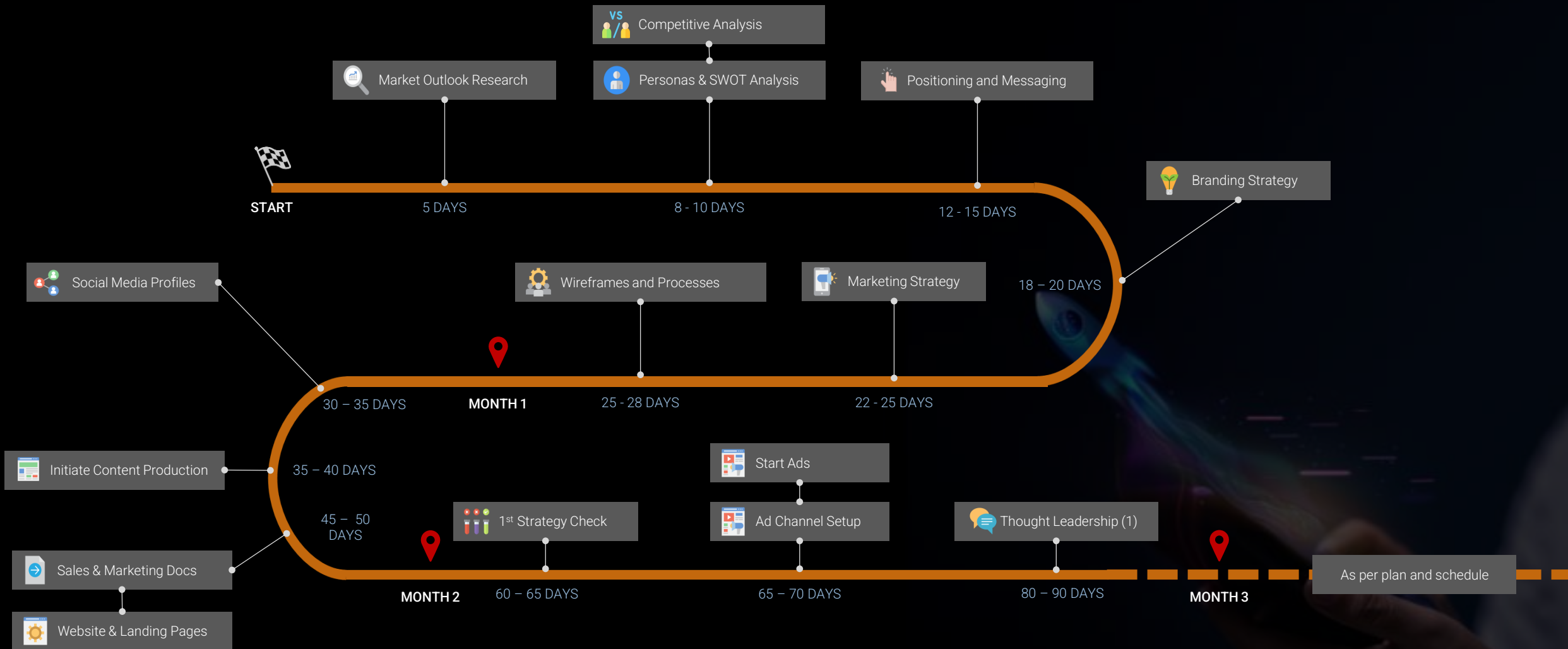
In just 3 weeks, we helped the founding team of EyeGenie build a solid positioning and messaging strategy. Our proactive market research helped make crucial tactical GTM decisions (like where in Hyderabad to focus and not)

Know more: www.eyegenie.in

1:2:6 GTM Accelerator

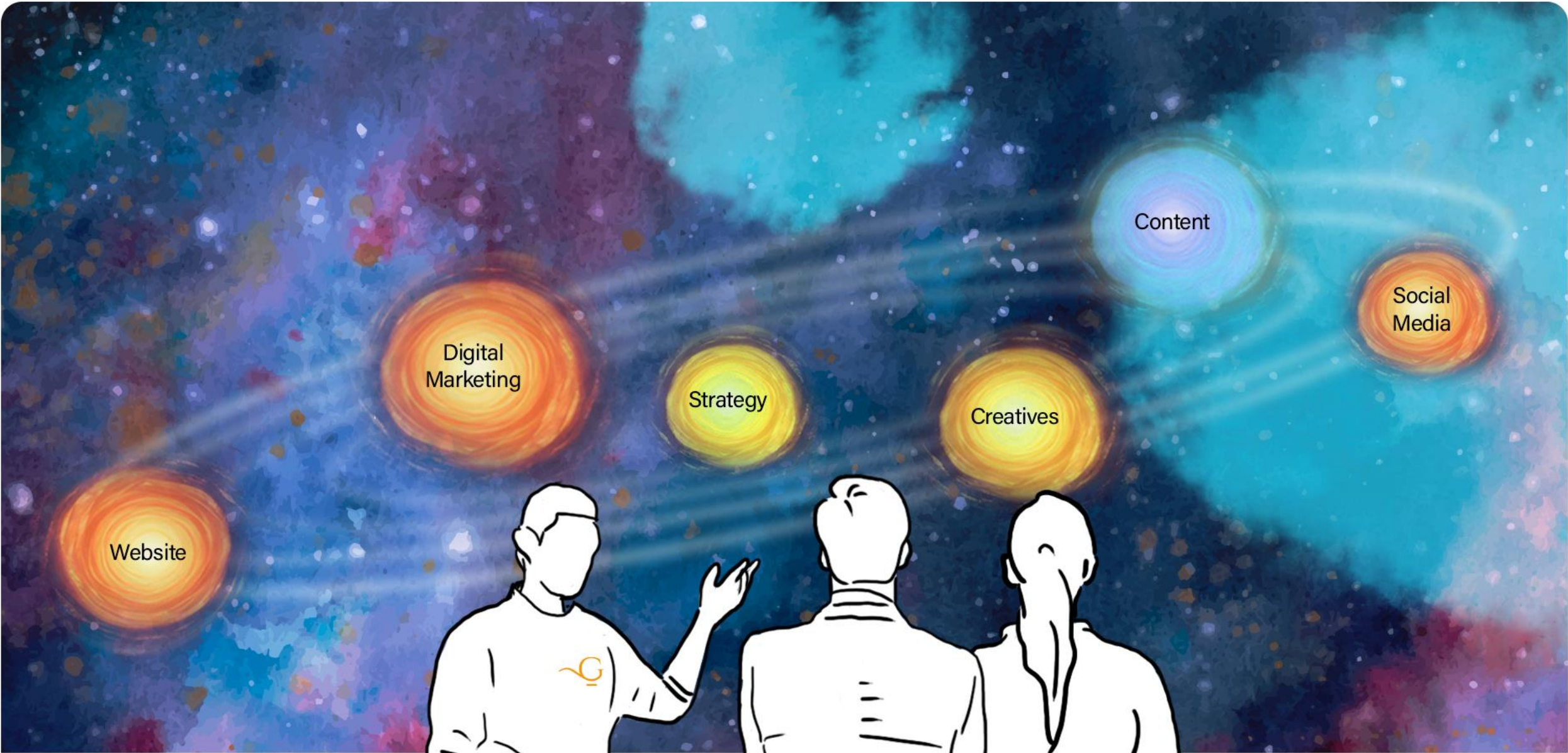


GTM Timeline



GTM Outcome (Applications & Benefits)

Activity / Phase	Use / Application	Business Benefit / Value
GTM Strategy	<ul style="list-style-type: none"> • Defined positioning and messaging approach which helps build relevant content and plan for digital marketing 	<ul style="list-style-type: none"> • Clear understanding on where and how to sell the product/service • Visibility on how your brand will be promoted across channels
GTM Content Asset Build	<ul style="list-style-type: none"> • Documents for your sales team to pitch the business • Content assets to drive your marketing campaigns 	<ul style="list-style-type: none"> • Enriched sales presentations • More engagement on social media • More organic traffic to your website
GTM Execution	<ul style="list-style-type: none"> • Leveraging paid advertising to increase awareness and conversion • Build followers and nurture people through a robust content pipeline 	<ul style="list-style-type: none"> • Increase followers • Increase conversion • Robust TOFU and MOFU engagement



SAMSUNG

Let's connect

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