

OROGAMIS

---



PROGRAM

# Brand<sup>x</sup>

*Business summary for B2B executives*



# The Orogamis Difference

The hum of a smoothly operating machine; no distractions, no interruptions because you made the important input-decisions ahead of time. You check in for progress. The process is satisfying; even enjoyable. The rest of the time you are free to build relationships, develop brand partnerships, create thought-leadership, and curate company culture.

***By working with Orogamis, you choose to focus on your North Star.***

**The Growth Framework** from Orogamis accomplishes our mission of delivering high performance through the lens of experience because experience, arguably, is all that we are. Five concentrations brought under one roof: **Product<sup>x</sup>**, **Brand<sup>x</sup>**, **Funnel<sup>x</sup>**, **Pipeline<sup>x</sup>**, and **Customer<sup>x</sup>**. Why? Because in an age of connectivity beyond imagination it no longer serves the whole to keep them siloed.

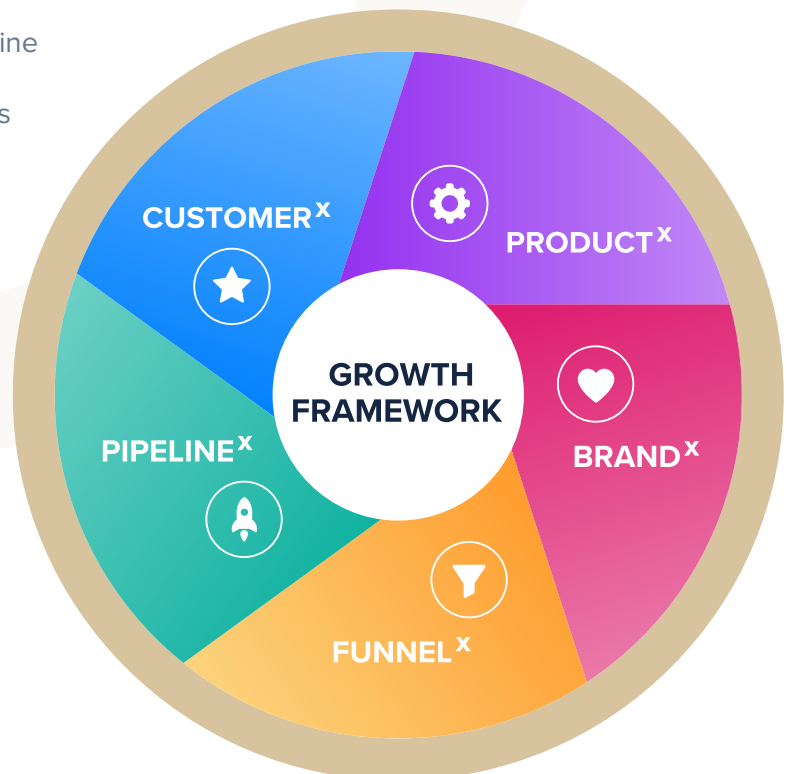
The concept that growth relishes in a balanced ecosystem is nothing new, but the way we, Orogamis, define, produce, measure, and refine it is. And like our own living and breathing experiences one blends into the next; there is no separation.

The Growth Framework at its nature is flexible, having the ability to adjust to industry, market conditions, internal teams, and mission-critical priorities. Whether the framework is spread over your teams or squarely in ours it is all ebb and flow, nothing compartmentalized.

We offer you our thesis: growth through the concept of experience in five concentrations deemed vital to the whole. Pragmatic execution, tended to by agile-approach.

Our promise to you, the Hero in this journey, is you will be met with world-class service, thoughtful partnership, and a house that cheers for your success.

***New company, new industry, new venture?  
Start your journey with Orogamis.***



## Orogamis Growth Framework

- Go-To-Market
- Market Re-entry
- Product Launch
- Growth Transformation
- B2B Growth Success

## Product<sup>x</sup>

- Jobs to be Done
- Minimum Viable Product
- User Mapping
- UI/UX Design
- Product Validation
- Product Roadmap
- Product/Brand Refresh

## Brand<sup>x</sup>

- Market Research
- Brand Specification
- Visual Identity
- Communication Guidelines
- Collateral
- Co-Branding
- Rebrand

## Funnel<sup>x</sup>

- B2B Lead-Generation
- B2C Lead-Generation
- Ecommerce Website
- Sales-Ready Website
- Channel Mix
- Content Strategy
- Campaign Creation
- Martech

## Pipeline<sup>x</sup>

- Sales Enablement
- CRM Standup
- Sequencing Creation
- Sales-Tech & Data-Integration
- Partner Success

## Customer<sup>x</sup>

- Onboarding Experience
- Touchpoint Mapping
- Sequencing Creation
- Customer Success



# Strong B2B branding enhances demand-generation's effectiveness, lowers the cost of sales, and commands a price premium.

*Brand is purpose, authenticity, consistency, and experience. The benefits of a brand are far further reaching than colors, typography, and brand mark; though these are important too. When done well, Brand: fortifies customer experience, elevates marketing and sales performance, and pulls out-of-market buyers into market. Brand may be harder to quantify as appropriate measures involve subjective experience metrics, yes. However, there is no case where B2B organizations should ignore the positive impact Brand has on employee satisfaction, talent acquisition, buyer satisfaction, and referral generation.*

Yes, inmarket B2B buyers are concerned with what product you sell, at what price, and with what specs. In other words, your “what”. **Sadly, for most B2B organizations that’s the end of the story, but we say nay! Stopping there leaves revenue on the table.** Out of market buyers are attracted to “why” your organization is and “how” you have differentiated from competitors. This is how B2B organizations effectively gain market share and achieve market expansion.

***Orogamis is strategy, production, execution, and management.***

# Program: Brand<sup>X</sup>

by Orogamis

**Brand** = Promise

**X** = Experience

## Why Experience?

Looking through the lens of experience of those you invite to your doorstep, IRL or digitally, places your feet in the shoes of your audience. This helps your organization align with and deepen the connection you have with your customer.

**Why should they pay attention to you and not someone else?** Experience.

**Why should they buy your solution and not another?** Experience.

**Why do they stay with you year after year?** Experience.

***Experience, all else equal,  
is a business model  
in and of itself.***

- Orogamis

# Persona Development

Personas are not only integral to funnel development they are foundational to every program at Orogamis. Without them, we are left to make best guesses from industry standards and trends.

When we know the buyer persona intimately we discover what channels they are active in. Knowing pain points empowers copy and content to pack a punch. And listening to your personas enables product development to dovetail solutions to your customers' needs. Other factors, like position, demographics, and experience influence what type of media goes into production; i.e. print, digital, video, chat, SMS, etc.

# Market Research

What if we could create a space in the marketplace only your organization occupies? Positioned to build awareness and messaging so aligned your target customers show up at your door? This is the ultimate case we work towards, if it's completely realized or not it's a darn good X on your map.

Market research helps us understand the current landscape of your marketplace, get to know its players, and notice trends and industry direction.

# Brand Strategy

Brands, built from within, are the highest performing. Evidence-based brand strategy is informed by target audience research and enlists the relevant and unique strengths of an organization.

Brand pillars are the truths found at the true heart-center of an organization. An organization's:

- **Brand Personality** collectively characterizes the brand and defines its key traits.
- **Brand Positioning** articulates the core elements of a company's brand strategy.
- **Brand Essence** encapsulates the core ideas and emotional center of the positioning strategy.

## Corporate Visioning

Brand Visioning is the “why” an organization exists; the North Star they are following and what path they choose to take. With Guiding Statements, Purpose, Vision, Mission, and Values, a company is equipped to foster connection with buyers, customers, and employees.

## Brand Messaging

Brand Messaging specifically speaks to the needs of key audiences. The use of language, finely crafted for stakeholders, greases the wheels of relationship development: customers, investors, channel partners, and both current and prospective employees included. What’s more, is now there is a blueprint for the Brand, its communication partners, and press to further align messaging, ramp production, and lower costs.

## Brand Identity

Brand identity: the library of collective brand elements that together creates one unified brand image in the mind of the marketplace.

Included is naming, logo, brand marks, colors, typography, graphic devices and photographic styles. The process of creating brand identity is guided by strategy and discovery with stakeholders, spelling out key elements such as brand personality and creative drivers that have been uncovered during research. We work closely with you to capture your vision and translate that into a cohesive brand identity.

## Brand Guidelines

The most important and equally challenging to achieve overtime, is brand consistency. Branding is an engagement of repetitive encounters for the benefit of creating connection with your target audience. Not staying on brand confuses this process and negatively influences these forming connections.

We create brand guidelines to help maintain consistency and brand integrity. This is a specification resource of proper use of brand and improper use, for such things like logo placement, color proportion, and iconography use. Brand guidelines is like a rulebook so internal departments can police the brand and external partners don't have to guess.

## **Go-to-Market Planning**

Here, we work with your teams to identify how to best introduce and communicate your new value proposition to external audiences, preparing tactical programs for print and digital media, website development, and social media activation. As part of the process, we typically conduct communication audits to uncover ways to improve the customer journey and create more meaningful engagement with the brand.

## **Brand Roadmap**

Once a new brand is formalized, how do you set it in motion? As with any meaningful journey, you start with a roadmap.

A brand roadmap is a two- or three-year plan for operationalizing the brand—creating rock-solid linkage between the brand strategy and the organization's business strategy, and then measuring for performance over time. Early in this journey, we conduct leadership training to ensure consensus and consistency at the top levels. Other milestones include collaboration with HR, Marketing, Corporate Communications, Sales, and other key departments to solidify their roles and help them plan their activities in a logical, proven cadence.

## **Brand Consulting & Management**

Brands live in a dynamic space. Internal and external forces—acquisitions, new products, competitive moves, regulatory pressures—are in constant play, and to maintain power and consistency, brands must be managed in an active and ongoing manner.



# Why Partner with Orogamis?

With Orogamis, you have a partner, not a vendor.  
We're an extension of your team.

## We're cost-effective

Employing the team at Orogamis on a fractional or project basis would cost an organization less than hiring internally, in both salaries and time spent standing the team-up. These cost savings are compounded when you consider the level of talent we are able to employ and retain in this post-covid-era of the world. Furthermore, we are a multi-disciplined shop, so you and your team spend less time grinding gears finding the right vendor fit every time there is a new project.

## We do the leg work

Understanding what your audience wants and how to best reach them requires more than quantitative data, we need qualitative insights to ensure your audience will connect with your content and envision themselves working with you.

We pull this data from the primary (first-hand accounts) and secondary (i.e., industry reports) market research. With this information, we create user personas, identify end-goals for users, determine the price range, develop the user journey, and define success and failure criteria.

## We take personas seriously

With the data and insights we provide, you'll know exactly who your target customers are and how to reach them. We'll work with you to develop customer profiles and personas so every campaign is geared specifically for them.

Our in-depth market research will identify where your would-be customers consider solutions and research for products. This way, we are able to develop and position your B2B funnel to be efficient and effective.

## We're agile

At Orogamis, we believe in the power of agile — this is why we employ sprints. A sprint is a function used in product development that we have shamelessly stolen for all of our programs. A sprint is a body of work that all stakeholders have agreed upon beforehand, once the work is complete it is submitted for review and feedback. This information folds into the next sprint, and so on.

It's our agile methodology that enables our teams to work across the multitude of disciplines that we do, evaluate progress iteratively, and make adjustments along the way.

***In other words, Orogamis is your powerful resource built for your long-term success.***

## Ready to build a successful B2B growth powerhouse?

With Orogamis at your side, you'll have access to data and insights to guide your strategy. But it doesn't end there. You need a promotion and content strategy to spread the word. And a sales strategy to close deals. Together, this increases the chances of building your visibility.

 **ATLASSIAN**

 **asana**

 **BIGCOMMERCE**

 **HubSpot**

**Nutshell** 

 **Outreach**

 **React**

 **salesforce**

 **slack**

**webflow**

**Start work on your brand,  
connect with Orogamis today!**

LEARN MORE OR  
GET IN TOUCH WITH US

[Visit Our Website](#)

OROGAMIS

[www.orogamis.com](http://www.orogamis.com)