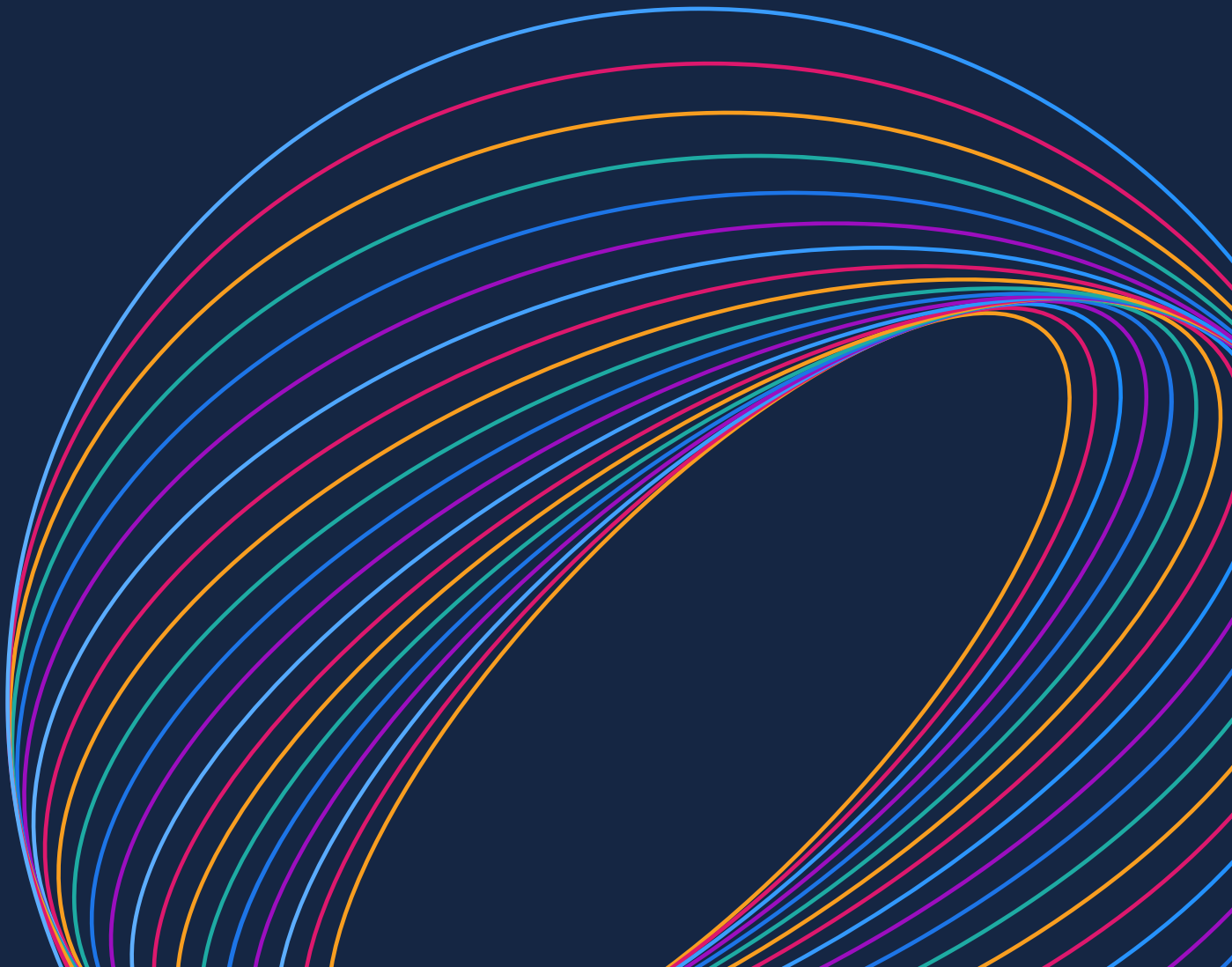


OROGAMIS

GTM Executive Summary



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^x, Brand^x, Funnel^x, Pipeline^x, and Customer^x**. Why? Because in an age of connectivity beyond imagination it no longer serves the whole to keep them siloed.

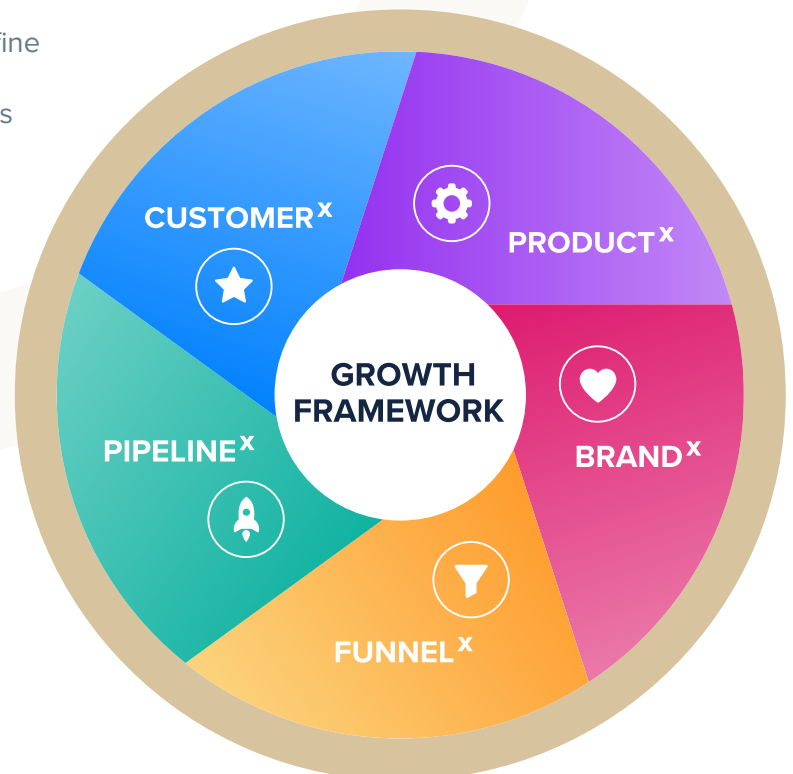
The concept that growth relishes in a balanced ecosystem is nothing new, but the way we, Orogamis, define, produce, measure, and refine it is. And like our own living and breathing experiences one blends into the next; there is no separation.

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^x

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

Brand^x

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

Funnel^x

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

Pipeline^x

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

Customer^x

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



Launching a product or service? Alone, you may make a splash. But together, we can make waves.

Why's that important? Because a launch is most successful when it's seen by lots of the right people. Unfortunately, too many brands skip critical steps that can make or break a launch. And they lack the resources (and know-how) to prevent this.

So they either end up crashing and burning, playing catchup, or back peddling. This is a huge waste of time (and money) that could've been avoided.

This is where we come in.

At Orogamis, we developed a solid approach and methodology designed specifically for rolling out successful GTM plans. So what's our secret sauce?

We take it beyond just building a product — our robust GTM strategy encompasses all aspects of a launch. This includes:

- **Monitoring your budget**
- **Managing time**
- **Measuring product and campaign traction**
- **Generating leads and revenue**
- **Aligning teams so they understand the full scope of the launch**

We're avid believers in data, insights, and agility. We're consistently analyzing the market in real-time so your GTM strategy is always up-to-date and relevant to your audience. This is an iterative process and without it, you'll quickly fall behind competition. When that happens, you can forget about prospects being interested in your offer.

Don't let this happen to you.

By partnering with us from the start, you can prevent issues that lead to launch failures.

Here's how we do that.

How Orogamis Helps Brands Make Waves

When you're developing a GTM strategy, you need ample data to make the best decisions for your product launch. This includes understanding your audience, competitors, and how to best position your brand. But even all the data in the world won't ensure you get favorable results.

That's because it takes human insight to turn data into actionable insights. One study from Fortune shows 61% of executives agree human insights precedes data. Think of insights as stories that weave together data in a meaningful way. It combines the power of intuition and hard facts to back business decisions.

At the end of the day, it's not the numbers that guide savvy companies. It's the actionable insights behind them.

This is why it's critical to have human experts on your team to guide you through the data. This is where Orogamis comes in. The data we collect and the insights we deliver shape product development from the ground up. And this is all done using our unique approach: The Orogamis Experience Framework.

When you work with us, you'll receive guidance in five key areas of a GTM strategy. Our team will do a deep-dive using the following four steps:

- 1. Discover and define**
- 2. Ideate and develop**
- 3. Implement and deliver**
- 4. Test and validate**

Here's an overview of our Experience Framework.

Enhancing the Brand Experience

When you have a strong brand, it makes it easier to connect with your target audience. Our team will delve into what your brand is, what it represents, and how you want to be portrayed. This includes developing your voice, tone, personality, and visual direction.

Improving your brand experience requires market research, ideating and launching your campaigns, and validating your brand strategy. We will monitor KPIs to determine what's working and what's not to ensure your brand experience is memorable.

Creating the Funnel Experience

The funnel is a critical part of your brand strategy. It's what attracts, engages, and encourages targeted personas to take intended actions. We'll go over the best technology suite to implement, channels to use, and then ideate how leads will flow through the funnel.

We'll then oversee the funnel launch and continue to monitor, test, and validate the process. When done right, your funnel can create brand advocates that promote your company on social media and join your email list for future product news and promotions.

Developing the Pipeline Experience

You don't want to wait until you have leads flowing through your funnel to work on your pipeline. This is a crucial aspect for properly managing and engaging leads, and closing more deals.

We use a mix of powerful tools, technology, and sales content to develop a robust pipeline strategy. Sales enablement is a vital factor in making your pipeline operate smoothly and with positive results. We're your partner for success, so we'll ensure pipeline validation, monitor KPIs, and perform pipeline audits.

Amplifying the Product Experience

Here's where things get fun — this is when we help you discover and define your product strategy, ideate your product idea, and validate it. Then we assist with the launch and tech deployment.

Our process is suitable for creating a tangible product, SaaS, professional service, or other consumer goods.

When your product experience is up to par, it delights users, inspire loyalty, and ignites word-of-mouth.

Shaping the Customer Experience

The end goal of every product launch is to deliver an exceptional customer experience. It's the key to building a sustainable business, growing revenue, and even saving money. After all, it's cheaper to keep a happy customer base than to consistently acquire new prospects.

We'll guide you through identifying and defining your ideal customers and building a strategy and campaign unique to them. We oversee campaign creation and launch. Plus, we provide ongoing monitoring and validation.

The focus is on delivering customer satisfaction so they remain with your brand for years to come.

Why Partner with Orogamis?

What separates us from the other service providers offering similar solutions? The simple answer:

We're insight-driven innovators that use a framework designed for long-term systematic revenue growth for our clients.

So by partnering with us, you'll:

Develop an agile GTM strategy

We emphasize agility because it's critical to making any GTM strategy work. Markets can change on a whim. So you have to be prepared to change with it. This is what we specialize in at Orogamis.

We understand the ebb and flow of taking a GTM campaign from concept to execution. And to do this, we have to stay swift and nimble. Our experts keep an ear to the ground to ensure your product continues to meet the potential needs of your target customer.

Understand your target customer

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 shop and research for products. This way, we can position your brand where they can find you.

Align your team using agile methodology

At Orogamis, we believe in being agile -- this is why we employ Sprints. (Instead of the typical 18-month project plan that ends up being a dud in the end.) With Sprints, you can avoid this pitfall by quickly testing ideas and seeing if they're viable.

It's an agile methodology that enables your teams to work in short-term bursts, evaluate progress iteratively, and make adjustments along the way. In turn, you get an aligned team and a higher quality product in less time.

Create a defined MPV backed by data and insights

The biggest challenge isn't coming up with an idea. It's ensuring it's well-defined and viable. This requires more than quantitative data, you need qualitative insights to ensure there's a market and identify how to best compete.

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

In other words, you have a full-fledged strategy to enter a market with a competitive edge.

Improve the odds of a successful product launch

With Orogamis as your guide, you'll have access to data and insights to guide your GTM strategy. But it doesn't end here. You need marketing, promotion and a content strategy to spread the word. And a sales strategy to close deals. Together, this increases the chances of having a successful launch.

By skipping out on our methodology and approach, you put your product at risk of a failed launch. Or worse — a failure to launch. We make sure neither happens.

Our team will guide your teams through the entire process of developing and implementing a successful GTM strategy.

If you'd like to work with Orogamis on your GTM campaign, then connect with us today!

GET IN TOUCH WITH US



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