

OROGAMIS

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PROGRAM

# Funnel<sup>x</sup>

## 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<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

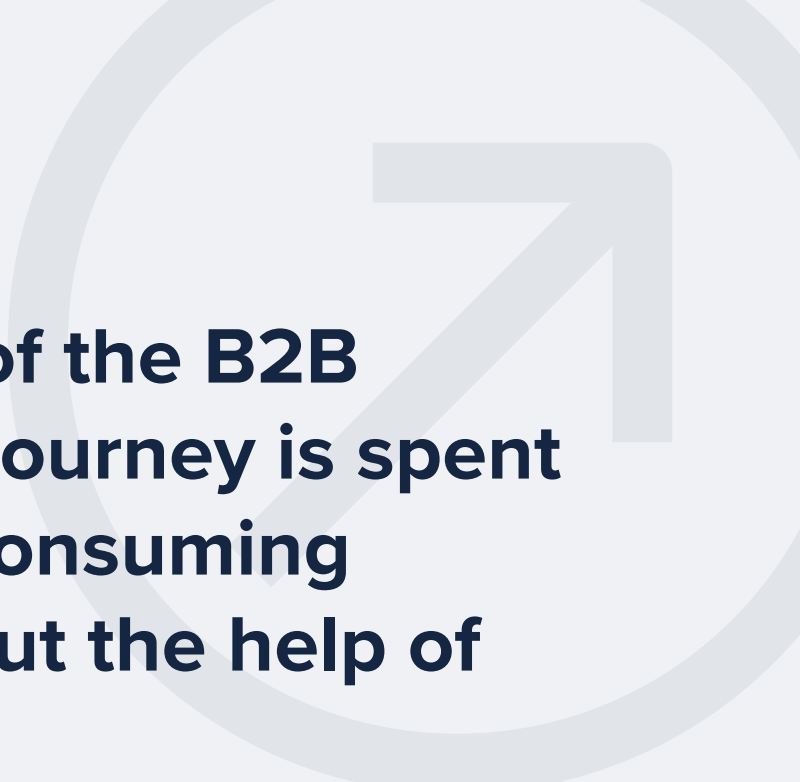
## Pipeline<sup>x</sup>

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

## Customer<sup>x</sup>

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





# Sixty-six percent of the B2B customer buying journey is spent discovering and consuming information without the help of sales reps.

So how do you ensure buyers are moving through your funnel smoothly without the aid of sales? It requires a strategy that is well planned, automated, and measured.

A viable B2B funnel first finds your ideal buyer, then attracts that buyer to your funnel asset (website). From there, the website user experience and content strategy are at play to convert these buyers into enthusiastic hand-raisers and book sales calls. Woot woot.

Sounds straightforward enough, yes? It is. The work in funnel development is in the craft of content, communication, copy, media buying, channel development, user experience, design, and automation. Not every organization has a production team. That's where Orogamis comes in.



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

# Program: Funnel<sup>x</sup>

by Orogamis

**Funnel** = Buyer Journey

**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.

## Channel Mix

Channel development is a mix of paid, earned, and owned channels that your brand's campaign messaging is pushed through. What channels will create your final channel mix? This will depend on budget, timeline, and overall goals; generally speaking: search, social, outreach, periodicals, and partners.

## B2B Funnel (Lead-Gen) Website

A B2B website is a viable entity representing your organization 24 hours 7 days a week. While you are sleeping or in another timezone your website is greeting buyers, revealing relevant content, carving out mindshare, and illuminating the path to request a meeting with sales.

Leads resulting from your funnel, **aka sales-enablement engine**, are informed, knowledgeable, and likely a fan of your company. Not to mention, much of the heavy lifting has been done setting up sales to smash a home run.

## Automation

Where would we be today without automation? It has changed the realm of business forever, and though there are dos and don'ts, automation is here to stay. With automation, the B2B funnel may achieve scalability. Manual functions like chat, email, lead routing, and much more are now automated freeing up your human resources.

## B2B Content Strategy

Sticking with the engine analogy, content is the fuel this engine runs on. Today, content means more than the written word, it's video, and podcasting, it's interactive experiences and chatbots. Content strategy will look different for every company but one thing remains: B2B buyers require more content to make an informed buying decision than ever before.

Why? Look back at the headline in the introduction; buyers are not talking to sales first. They are researching first. And there's a good chance the buyer researching isn't the only buyer in the purchase decision. It's normal to have 2-5 personas in sales meetings; all with unique needs, questions, and agendas.

***With the right content strategy, we satisfy  
a multitude of personas and  
increase opportunity later in the pipeline.***

## Measurement

B2B funnels change and evolve over time. The market needs change, new features are released, and products sunset. The same goes for your baseline KPI metrics. It's known that campaigns and content lose their impact over time; experience gets outdated or becomes the status quo. Keeping content, campaigns, and experience fresh helps meet internal expectations and keep projections healthy.

**A B2B funnel, impeccably done, is an asset to your company that keeps on giving and giving and giving...**

***Seize the day!  
Create, replace, or optimize your  
B2B funnel with Orogamis!***

# Why Partner with Orogamis?

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

## 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.



## 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 up the team. These cost savings are compounded when you consider the level of talent we are able to employ and retain in this post-covid-era. 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.

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

*Faced with an ever-evolving and complex, competitive marketplace, we developed a solution and service integrations program called Resource Management. Developing the program was easy, getting it to market and ensuring penetration was difficult. We collaborated with Orogamis and they led the way in data and thought capture; understanding our program, presentation parameters and marketplace personas. They provided and brought to life the deliverables we needed to bring Resource Management to market and be successful.*



**Mike Keegan**

Director of Business Development, Sales & Marketing  
Sambrailo Packaging

**Ready to build a successful B2B growth  
powerhouse?**

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