



World Class Growth - Advisory Services

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Who I Am - Ben Klein



I help startups adopt a world class growth mindset while helping them strategize, plan, and execute effective and efficient marketing and growth processes and sales systems.

My areas of expertise in growth marketing begin with an emphasis on both B2B and B2C lead generation through multichannel paid advertising, business development outreach, as well as marketing and growth process optimization.

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What I Do - Ben Klein



I bring a weekly advisory framework with additional optional agency services to provide guidance for rapid creation and implementation of a world class digital growth machine to expedite both the product market fit and growth phases for companies. Over an initial 120 day kick start period, I will provide expert guidance on building, optimizing, and automating a sustainable marketing and lead generation strategy. Tactically, I will partner with key team members to hypothesize your ideal target audience(s) and engage them with high quality content to continue the path towards establishing your brand as a trusted advisor and authority in your space, while systematically testing tactics to generate new customers to achieve scalability.

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My Process - Engaging With A World Class Growth Mindset

C4 Method For Explosive Growth

- Build a Community around your products and services and Connect with the individuals within it through engaging Conversation to optimize your chances for Conversion.
- **Community** - gather prospective customers in a centralized location such as an email list, app, or SaaS platform.
- **Connection** - attract and build rapport with your target audience on the channels they frequent most.
- **Conversation** - create a tone and personality with your messaging that is conversational while clearly speaking to your target audiences pain points and challenges you are helping them overcome.
- **Conversion** - begin with the end in mind and be very clear in communicating the desired action you want your users to take.

Bonus C: Content Arc

- purpose driven high value content catered to handling any and all objections to the sale while demonstrating product benefits



My Process - Efficient Full Immersion Marketing

The Goal: Multiple Touchpoint Marketing Through Multichannel Remarketing

- Synergistically aligning our prospecting efforts with ad retargeting and email follow up
- User opens their LinkedIn app, they see you
- User checks their email, they see you
- User opens their Facebook app, they see you
- User opens their web browser and visits a variety of websites, they see you
- User searches Google, they see you



My Process - Kickstarting Your Growth Efforts

Getting Setup: Alignment and Asset Preparation - Day 0 to 30

- Client product/service information download including current marketing and sales processes
- Establish target customer persona(s) with deep dive into common characteristics
- Identify gap between content we have and content we need (and how to close gap most efficiently)
 - videos, blogs, webinars, landing pages, etc.
- Cater marketing funnels to best fit the desired action we want the user take
- Align on KPI's - zero advertising spend until we are aligned on what success looks like.

First Tests In The Field: What We Are Looking For - Day 31 to 120

- Begin LinkedIn and/or Email Outreach with Multichannel Paid Advertising Retargeting
- Split testing to determine optimum creative, messaging, and audiences
- Identify ROI positive campaigns (where repeatability is plausible)

Growth At Scale: Building A Replicable Sales Model - Day 120+

- Review what is working, what is not, and make adjustments
- Scale profitable campaigns and marketing funnels (prioritize automation)
- Identify steps/timing to automate management of lead generation process
- Precise timing dependent on both speed of which content/creative/marketing funnels completed and successful identification of positive arbitrage lead source

My Services - Advisory Engagement

Structured Engagement For Guidance In Building Company Marketing, Sales, and Growth Systems

- One hour weekly one on one standing advisory calls to implement growth plan modified for your business
- In addition to working directly with me in an advisory capacity you will have access to my team
- You will have the option to have my team execute each of these strategies for you
- What We Are Here To Solve: An automated flow of high quality cost effective leads and customers for individuals who want to invest in your products and services. Both direct to consumer and for potential partnerships
- How We Are Going To Solve It:
 - Create directive, purpose-driven, marketing funnels, and landing pages
 - Implement paid advertising campaigns for prospect acquisition and retargeting
 - Business development via LinkedIn and Email outreach
 - Maximize community engagement through multiple touchpoint marketing strategy

Our long term goal is to develop a complete multi-channel marketing strategy for pre-launch, launch and post-launch initiatives specific to your company. These strategies need to be thoroughly planned, developed, and implemented together so our efforts are unified and cohesive throughout the full execution of our growth plan. This will allow us to maximize our full potential in marketing optimization and retargeting, while minimizing unnecessary data-learning and wasted advertising spend.

My Services - Paid Advertising Prospecting and Retargeting

Initial Paid Advertising Testing and Optimization

- Acquire new users through engaging content and retarget them with a lead magnet
- Begin single channel testing on Facebook, LinkedIn, or Google
- Execute and expand ad buying and content strategy based on testing results
- Split testing to determine optimum creative, messaging, and additional audiences
- Apply best in class conversion funnel optimization techniques
- Scale profitable campaigns and marketing funnels (prioritize automation)
- Expand to additional channels to maximize scale

We will implement prospecting strategies with a split focus on product awareness and lead generation. We will define lead generation as the collection of data-captured audiences through advertiser pixels and email leads. Advertising spend will start small for testing and then ramp up as we identify the potential for success. A major marketing focus will be spent on remarketing initiatives from our testing data-captured audiences and email leads, in addition to awareness advertising through high quality engaging media.

Post-launch efforts will be focused on the continuation of remarketing mid-low funnel leads and data-captured audiences. If budget permits, we will plan for scalability through continued prospecting advertising and broad target campaigns with a focus on leveraging conversion-bidding strategies. These post launch efforts will also include content remarketing for maximum community engagement.

My Services - Business Development Via LinkedIn & Email

Starting The Conversation With Your Ideal Prospect

- Build process foundation with LinkedIn profile optimization and prospect targeting criteria
- Script custom messaging sequences with call to action for target prospect profile(s)
- Begin with three monthly LinkedIn outreach campaigns to 1,000 highly targeted prospects each (outreach to roughly 50 per business day)
- Establish efficient automated email outreach and follow up system to engage and retain prospects
- Scale efforts to email outreach with three monthly campaigns to 3,000 highly targeted prospects in audience testing segments of 1,000 each (outreach to roughly 100 per day)
- Engage new LinkedIn connections, prospects segmented by those that opened an email or replied, with relevant and timely content on multiple networks

Each of these prospects will be taken through a 'leveled' messaging approach, which begins with a LinkedIn connection request, and ends with a final message containing some type of call to action. You or a salesperson will then take over the conversation in a semi-scripted or unscripted manner.

Your role in this process will be paramount to our outreach success. As conversations begin and opportunities are identified using our campaign tracker, you will be notified to reply only when prospects have engaged with our messaging cadence allowing you to focus on those who may have valuable intent.

Resources - To Dig A Little Deeper

For A More In Depth Look Into Our Client Process Take A Look At

- My Most Recent Workshop For Berkeley Skydeck
- https://drive.google.com/file/d/1x6EgE0COjk8zducSE_tAJPP8T2anXy8u/view
- Article Detailing How I Approach Growth Marketing
- <https://www.linkedin.com/pulse/your-company-really-ready-explosive-growth-ben-klein/>
- LinkedIn Profile
- <https://www.linkedin.com/in/wcgbk/>
- Free 30 Minute Strategy Session
- <https://calendly.com/benklein/wcg>
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