CASE STUDY: FROM BRAND MOMENTUM TO A SCALABLE GTM ENGINE

A Series A Construction Tech Transformation

OVERVIEW

Revenue problems often show up long before revenue is involved. This case examines how a high intent audience responded not to better incentives, but to a conversion experience designed around context, resulting in insight that directly informed product direction.

BUSINESS CHALLENGES

The challenge was initially framed as a messaging and motivation problem. Participation lagged despite refined copy and the introduction of gift card incentives, suggesting that conventional levers were not addressing the true barrier to conversion.

What appeared to be a demand issue was, in fact, a friction issue driven by time constraints and perceived effort.

THE APPROACH

The transformation focused on sequencing and alignment before activation.

First, leadership aligned around the ICP and customer lifecycle. Sales, marketing, product, and customer success collaborated on persona mapping and lifecycle messaging. This created a common operating language across teams.

Next, a product marketing function was built from the ground up. Messaging architecture, positioning frameworks, and GTM outlines were established to support consistent launches and market facing communication.

That work fed into a scalable GTM playbook. The playbook defined the full motion from product readiness to launch to post launch enablement. KPIs, responsibilities, and enablement requirements were agreed upon across product, sales, marketing, and customer success.

Finally, demand was activated through a focused micro ABM strategy. Marketing owned persona alignment and messaging while partnering closely with sales on execution. Programs were supported by intent data and targeted advertising designed to respect real buyer behavior.

KEY IMPACT

Marketing shifted from reactive execution to strategic orchestration. Sales and marketing partnership strengthened materially. Demand programs became more targeted, more relevant, and easier to scale. Most importantly, the company established a GTM system designed to support continued growth.

KEY TAKEAWAY

High growth companies do not stall because of effort. They stall because the system behind that effort is incomplete. When teams operate from a shared customer model and a defined GTM motion, growth becomes repeatable.