

WHITE PAPER

The Evolution: Performance to Growth Marketing

The traditional marketing
funnel is collapsing.
Are you prepared?

Accept No Limits.

Introduction.

For years, marketers have relied on traditional performance marketing tactics to expand their customer base, grow market share, and increase revenue. This has been a pretty effective strategy over the last decade, and many brands (and the agencies they work with) have nailed these practices down to a science. Rapid advancements in marketing technologies and the explosion of online eCommerce marketplaces and social media platforms have enabled brands to drive sales conversions quite effectively with their target audiences.

You may examine performance marketing on its surface and think that it works, so why change it? Securing the bottom of the marketing funnel and doing business as usual will continue to generate revenue, and that's all that really matters in the end - right?

Not. A. Chance.

Performance marketing has been the approach most brands have taken in the past. But if it's all you rely on in the next evolution of the internet, you won't succeed. Over time, you end up chasing smaller and smaller audiences and setting a cap on your potential. This eventually becomes unsustainable and leads to limited growth, because you're not taking the measures necessary to expand your brand within the marketplace. You'll lose share to forward-thinking competitors and disruptive market forces, and will ultimately end up an afterthought in the minds of your consumers.

As a digital marketing agency that seeks to stay on the cutting edge of our industry, we at 3Q Digital recognized this reality a while ago and knew we needed to take a step back, reevaluate the situation, and evolve to best serve our clients in the future. After conversations with those clients, our own internal experts, industry analysts, marketing leaders, and consumers, we thought of a new approach - a way to change the game so that brands never have to settle for limits. We've coined it "growth marketing," and see it as the wave of the future in the digital marketing space.

