

GTM strategy & engineering

61% of marketers identify generating high-quality leads as their biggest challenge.

- HubSpot

Attention is the new currency

Whether you're a new startup or an established company, neglecting your GTM means you won't capture your audience's attention or deliver the right value at the right time. At Fynch, we understand the power of marketing from both a qualitative & quantitative point of view, which is why our approach is based on understanding the psychological motivations behind a customer's decision to purchase, built on top of a foundation of robust GTM distribution and tracking tools.



SMM & SEO growth strategy



Brand strategy & implementation



Martech stack strategy & implementation



Content strategy

Key activities

1 Market Research

- Customer persona:** We deep dive into understanding who your audience is.
- Market sizing:** Using various approaches we calculate your TAM, SAM & SOM so an appropriate budget can be allocated and stakeholders understand the opportunity.
- Competitor analysis:** We study the competition and alternatives to understand what is and isn't working

High level outcomes

- Comprehensive outlook of the market opportunity
- Deeper insights into competitors & customers

2 Analytics Setup

- User Analytics:** We setup tools to identify visitor persona.
- Usage Analytics:** Using tracking tools we identify the user behavior on our apps.
- Feedback Collection:** We set up direct and indirect feedback collection mechanisms.
- Communication:** Customers need to communicate easily with the product team, to facilitate that we install chatbots & contact forms.
- CRM:** We Integrate a CRM with your product and martech stack.

- Quantitative data to support marketing decisions
- Deeper insights into customer behavior
- Better understanding of bounce and churn rates

3 Inbound & Outbound Marketing

- Demand generation:** We help our clients create value for their customers on all inbound (and outbound) channels. Value creation draws attention to the brand, whether it's done on personal or company accounts. Attention is gradually converted to leads.
- Funnels & flywheels:** We implement automated funnels for our customers which results in higher conversion rates and lower bounce rates. A properly set up funnel predicts the next step for the customer and eases the buying process.
- Messaging & positioning:** We ensure your brand positioning and messaging resonates with your audience by extensive A/B testing.
- Channel selection:** Whether its email, LinkedIn or other social platforms, you should engage with your audience where they spend most of their time. We help you target, engage and amplify your marketing and sales funnels across a breadth of channels.

- Tailored content & growth strategy
- Funnel automation
- Channel optimization

Ready to move forward with clarity?

Whether you need strategic direction, actionable insights, or market execution, our team is here to support your journey from vision to measurable result.

[Book a consultation](#)

