

KEYNOTE / MARKETING &amp; GROWTH

# Marketing & Growth Strategies

Practical, campaign-tested strategy for winning attention and driving growth in a crowded market.



## Why this talk

Marketing teams often organise around channels, formats and campaign calendars. Customers do not. They experience one brand across a sequence of moments - and inconsistency between those moments creates friction.

Strong growth connects three fundamentals: a recognisable brand, a useful view of audiences over time, and a deliberate balance between capturing demand now and creating future demand.

## What audiences leave with

- Build a recognisable brand across websites, content, promotions and sales touchpoints.
- Define audiences by needs, situations and timing - not demographics alone.
- Choose which customers matter today and which relationships to build next.
- Balance short-term conversion with long-term memory, trust and preference.
- Carry one strategy across platforms and media types without copying tactics blindly.

### THREE FUNDAMENTALS THAT TRAVEL

#### Platforms change. The principles travel.

01

##### Brand consistency

Make every touchpoint unmistakably yours - from website and content to campaigns and promotions.

02

##### Audience clarity

Know who buys, when needs change and who you want to earn next.

03

##### Short + long term

Deliver today while building memory, preference and demand for tomorrow.

## A strong fit for

Marketing leadership events / commercial offsites / growth teams / brand and performance teams / organisations aligning agencies, channels and markets.

**Format:** tailored keynote with optional Q&A, adapted to your audience and event objective.

## From strategy to action

Start with the customer journey, not the media plan. Agree the few brand cues that should travel everywhere, make audience choices explicit, and measure both immediate response and future demand. Let platforms shape execution - not the strategy.

**Help your audience build growth beyond the next campaign.**

[mick@brands-talks.com](mailto:mick@brands-talks.com)

[brands-talks.com](https://brands-talks.com) ->