



# THE VISIONARY ONLINE GROWTH PHILOSOPHY SERIES



**Over 10 years of running marketing programs.  
Millions of dollars invested in scientific  
advertising. Thousands of videos produced. Tens  
of thousands of ads tested.**

**That depth of experimentation, combined with  
our specialisation in B2B marketing, has taught  
us some profound lessons about online growth.**

**Much of what we've learned runs against the  
conventional narratives which are shaped by B2C  
campaigns on TV, YouTube Shorts and “viral”  
Instagram content - all designed for much less  
sophisticated audiences than in B2B.**

**We wanted to codify some of our most cherished  
growth secrets, while honouring the visionaries  
moving today's biz world forward into the AI  
singularity.**

A full-page background image featuring Mark Zuckerberg in a superhero-style pose. He is wearing a black trench coat over a black t-shirt and is holding a smartphone in his left hand while his right hand is raised palm-forward in a 'stop' gesture. He is standing on a rooftop with a city skyline (resembling New York City) in the background at dusk. Numerous bullets are flying through the air around him, and a blue laser beam extends from his phone towards the bottom right. The entire image is framed by a solid blue border.

**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**CONNECT YOUR CRM TO YOUR ADS AND  
RETARGET PROSPECTS, BUYING  
COMMITTEES AND CURRENT CUSTOMERS.**

## Connecting your CRM to your ads lets your marketing support the whole customer journey, instead of stopping at the “lead”.

Your CRM knows when someone books a call, receives a proposal and becomes a customer. When your advertising can respond to those changes, you can say something much more useful than the same introductory message they've already seen.

Think about what that opens up:

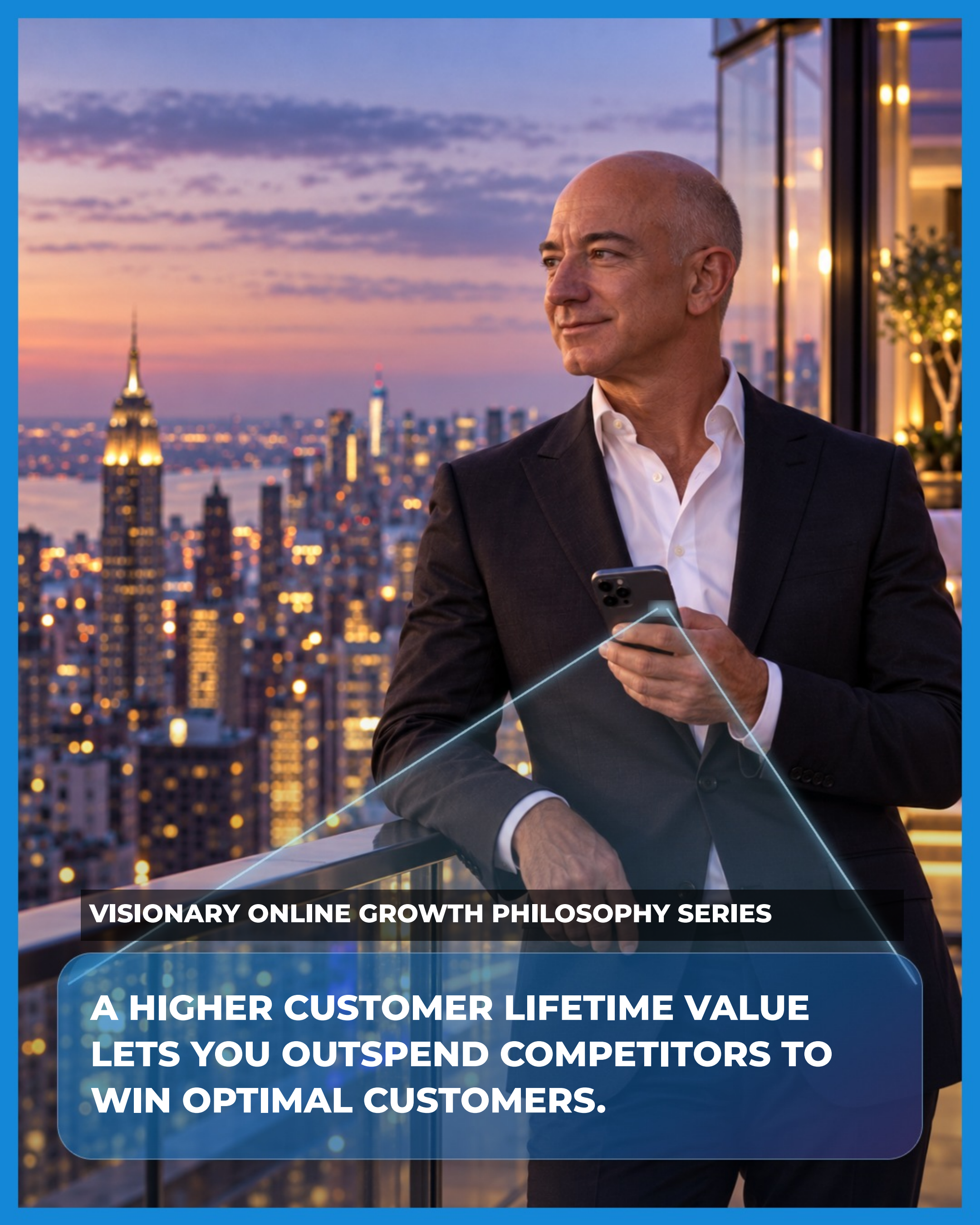
- **New leads:** see testimonials, answers to objections and your leaders explaining how you think (before the sales conversation).
- **Current customers:** see education that helps them get more value, plus the next offer when it becomes relevant.
- **Buying committees:** see content that addresses the different concerns of finance, technical leaders and the boss.
- **Your team:** can trace ads through qualified opportunities, customers and, over time, lifetime value.

The deeper advantage is what your biz learns.

A campaign bringing “cheap leads” starts to look very bad once you can be aware of which customers stay, expand and generate healthy margins. That changes where the next dollar goes.

(SIDE NOTE - clean CRM data matters - It requires experience to set up a CRM that can accommodate this level of targeted advertising)

Generating a lead is just the start of a buyer's journey, and usually the simplest part. When your CRM is well configured and connected to your advertising platform, the buyer's journey continues invisibly, powerfully, in the background, while your sales team is having conversations with the prospect.

A photograph of Jeff Bezos standing on a rooftop at dusk. He is wearing a dark suit over a white shirt and is holding a smartphone in his left hand. His right hand is resting on a glass railing. In the background, a city skyline is visible with many lights, including the Empire State Building. The sky is a mix of orange, purple, and blue. A blue geometric graphic element, consisting of a triangle and lines, is overlaid on the image, pointing towards the text.

**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**A HIGHER CUSTOMER LIFETIME VALUE  
LETS YOU OUTSPEND COMPETITORS TO  
WIN OPTIMAL CUSTOMERS.**

## **A higher customer lifetime value gives your biz more room to outspend competitors for the Customers that will push the company vision.**

If a competitor only earns from the first transaction, their acquisition budget has a ceiling. If you serve that same customer brilliantly for years, solve their next problems and grow the relationship, your economics will look very different.

This becomes a secret weapon.

Similar companies can struggle to compete in the advertising auction because you can profitably spend more to win the right customer. What looks like aggressive bidding is supported by a more valuable relationship.

But future value has to be earned.

Start with the people you can create exceptional results for. Understand their situation, choose the right advertising angles and make sure the sales conversations are designed for exactly that market.

During the initial sale, help people see the bigger journey. What becomes possible after the first problem is solved? You're seeding the upsell by making the future value clear (without trying to sell everything at once).

Then make the deliverables more valuable. Better onboarding. More useful advice. Faster progress. A next offer that solves a real bottleneck. Give customers a reason to stay.

Sounds obvious, right? Yet, so many marketing engagements still begin and end by focusing on the cost of a lead.

The acquisition advantage starts with how much value you can create after someone buys.

In many companies, the most powerful growth opportunity is creating a higher customer lifetime value because it's the lever that no one has thought to measure or optimise for years.

A man in a flight suit is standing on the deck of an aircraft carrier at sunset. He is holding a smartphone in his right hand and a flight helmet in his left. The background shows the carrier's deck with various lights and a jet taking off in the distance. A blue geometric shape is overlaid on the image, framing the text.

## **VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**MARKETERS SHOULD BE JUDGED ON CLEAR KPIs THAT MAP TO BUSINESS GOALS LIKE REVENUE OR QUALIFIED PIPELINE.**

## **Marketing KPIs should tell you whether the biz is moving towards its commercial goals, not just whether the marketing team has been busy.**

It's easy to celebrate more enquiries while sales is struggling with quality. Or to report a growing pipeline that never turns into revenue. Marketing teams can look productive while the business result stays stubbornly unchanged.

Start with the outcome and work backwards. Which customers will you attract? How much profitable revenue? By when? Then connect marketing's targets to the qualified opportunities needed to make that outcome possible.

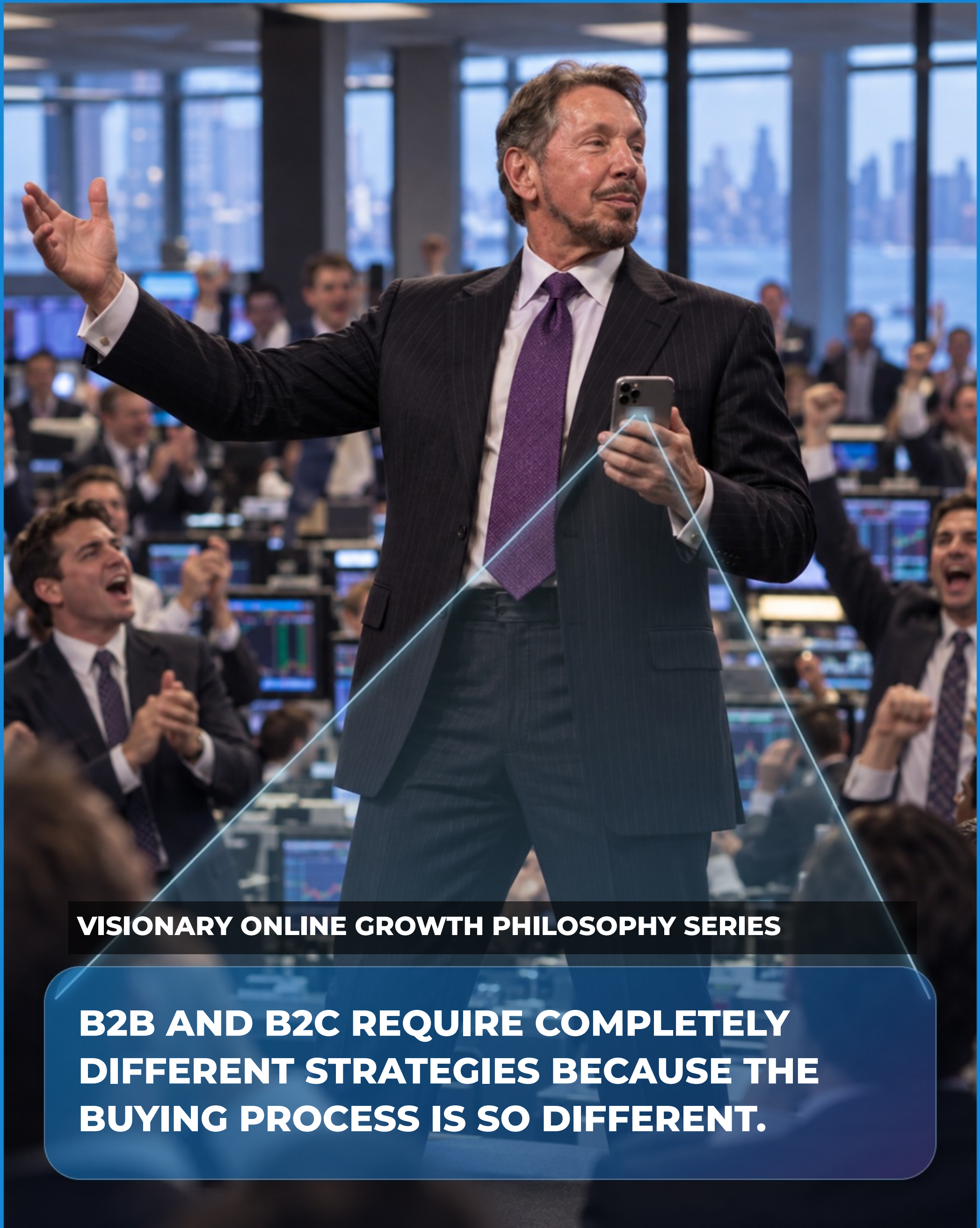
Give everyone the same definition of a qualified opportunity By creating a centralised dashboard. Make the target, actual result, owner and next action visible to the whole team. The numbers become far more useful when people can see what happens after their part of the process.

Clarity changes the perspective of your experts.

(BTW - visibility works when it's used to solve problems, not publicly embarrass people. Otherwise your reporting starts measuring how well everyone can protect themselves.)

Your best operators want to understand what winning looks like. Give them that clarity and they can bring you solutions you wouldn't have thought to ask for.

One of the biggest success factors in a growth programme is simply setting business KPIs and measuring the marketing programme against them.



**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**B2B AND B2C REQUIRE COMPLETELY  
DIFFERENT STRATEGIES BECAUSE THE  
BUYING PROCESS IS SO DIFFERENT.**

## **B2B advertising needs to support a buying process that looks completely different from a B2C purchase.**

In many B2C campaigns, the first challenge is getting an unfocused scroller to stop. A surprising hook, a playful pun or an entertaining interruption can earn that moment of attention.

For an intelligent B2B decision-maker the focus shifts.

You're speaking to an informed, commercially focused audience. A director is assessing your judgement, the risk and whether your team understands their world. Often, trust is the highest-leverage focus.

Attention gets you seen. Credibility gets you considered.

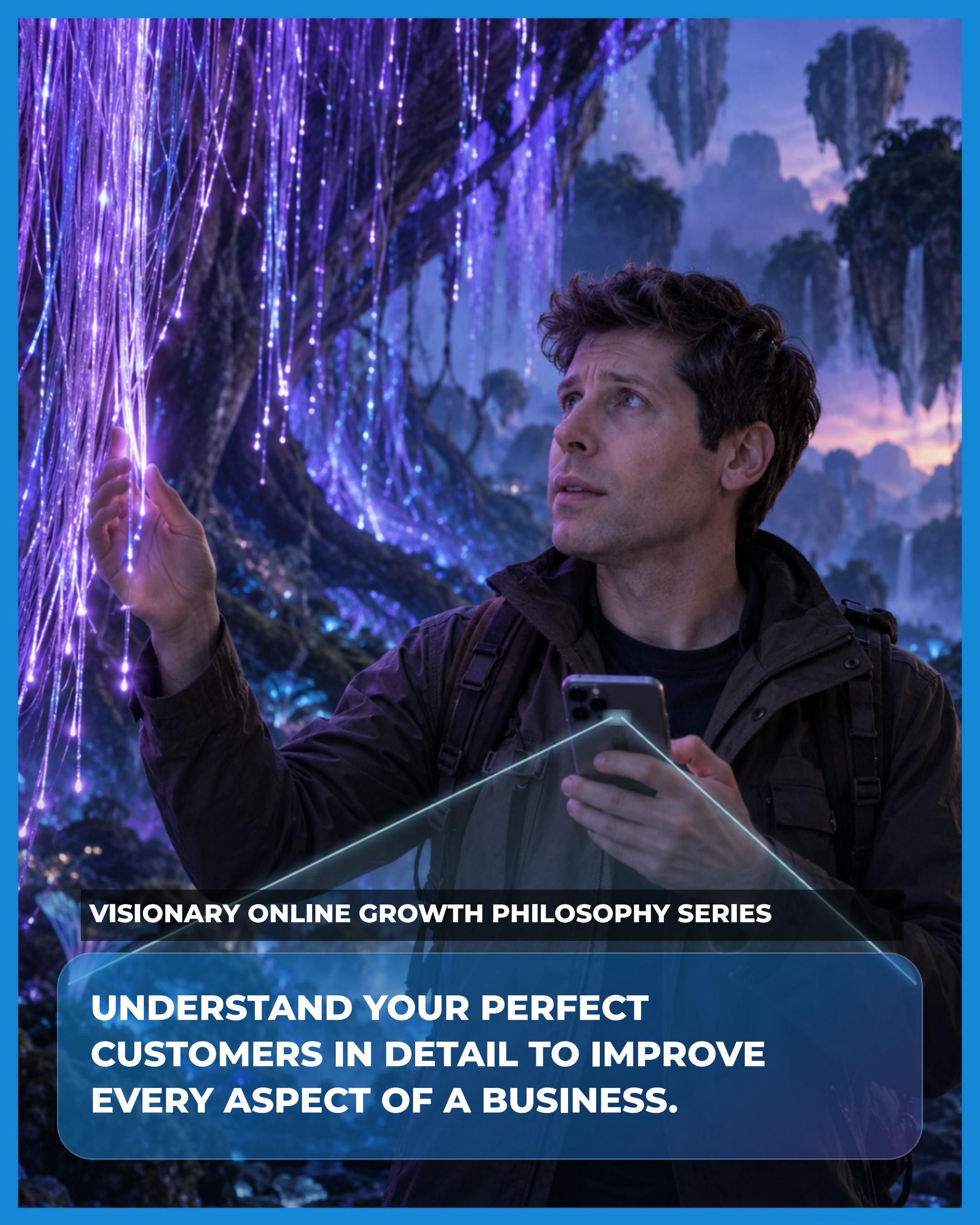
The tactics that win clicks in B2C can damage a B2B brand: AI slop, clickbait and lowbrow puns make an experienced buyer question your substance before they've even spoken to you.

Worse still, these types of tactics attract likes and views from the algorithm because that's what the masses - not YOUR target market - are responding to.

The buying process in B2B is different too. You may need to convince finance, technical leaders and the “final boss”. Each has different concerns, and your content should help them reach a decision together.

Show relevant customer stories. Demonstrate expertise. Explain the process and the trade-offs. Give the buyer useful evidence they can share internally.

Build the strategy around how your customers buy, and the trust they need to move forward.

A man with dark, curly hair, wearing a dark tactical jacket, is looking upwards with a focused expression. He is holding a smartphone in his left hand, and a bright green laser line extends from the phone towards the glowing strands. His right hand is reaching out towards a dense cluster of glowing purple fiber-optic strands that hang from above. The background is a surreal, futuristic landscape with floating islands and a soft, purple and blue sky.

**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**UNDERSTAND YOUR PERFECT  
CUSTOMERS IN DETAIL TO IMPROVE  
EVERY ASPECT OF A BUSINESS.**

## **Understanding your perfect customers improves far more than your advertising - it gives the whole operation an invisible uplift in many ways.**

The right customers often speak differently from the people who are “just looking”. Their questions reveal a different psychology: a real problem, a reason to act and a clearer sense of what a worthwhile result would mean.

Listen closely to the people who actually buy and are high-value customers.

When you encode their exact words and that buying psychology into your marketing, you give yourself a better chance of attracting more buyers and fewer “looky-loos”.

That level insight comes from research, not guesswork.

What triggered the search? What have they already tried? What makes them hesitate? What would a great result change for their business and their own day-to-day life?

That's where your strongest advertising angles come from.

When the message speaks to a situation people recognise, the right prospects can see themselves in it. Sales spends less time explaining the basics and more time working through a relevant problem.

Delivery sees similar challenges often enough to build real depth. You improve the offer, onboarding and deliverables around a market you understand. Results get better, and the customer stories attract more of the right people.

(SIDE NOTE - your perfect customer isn't automatically the biggest account. Think about fit, margin, commitment, respect and your ability to deliver an exceptional outcome.)

The best ways to understand your perfect customers are to: interview them, review conversation transcripts and emails from your CRM, ask for detailed project reviews, follow their socials and take the time to build relationships

A man with a beard and short dark hair, wearing a red leather jacket over a patterned shirt, is smiling and looking towards the right. He is holding a black smartphone in his right hand and a pink bar of soap in his left hand. Two thin, light blue lines originate from the phone and the soap, crossing each other in the center of the frame. The background is a dimly lit industrial space, possibly a factory or workshop, with large windows and various pieces of machinery. A purple light source is visible in the background on the right.

**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**VIDEOS FEATURING YOUR LEADERS  
BUILDS TRUST AND UNBEATABLE  
DIFFERENTIATION.**

## Videos featuring your leaders builds trust by letting prospects experience how your people think, not just read what your company claims.

A real person explaining an idea sub-communicates judgement, conviction, warmth and the nuances of their experience. You hear what they emphasise. You see how comfortable they are with the detail.

Those digital vibes matter.

In a social environment full of AI slop, prospects want to know there's real expertise behind the words. Watching your leaders talk through a familiar problem gives them something concrete to assess.

It also creates differentiation that's difficult to imitate. Another company can AI-write the same topic. It can't become your people, with their experience and perspective.

***Our view: recording useful video should be treated as a mandatory professional skill for modern business leaders and salespeople.***

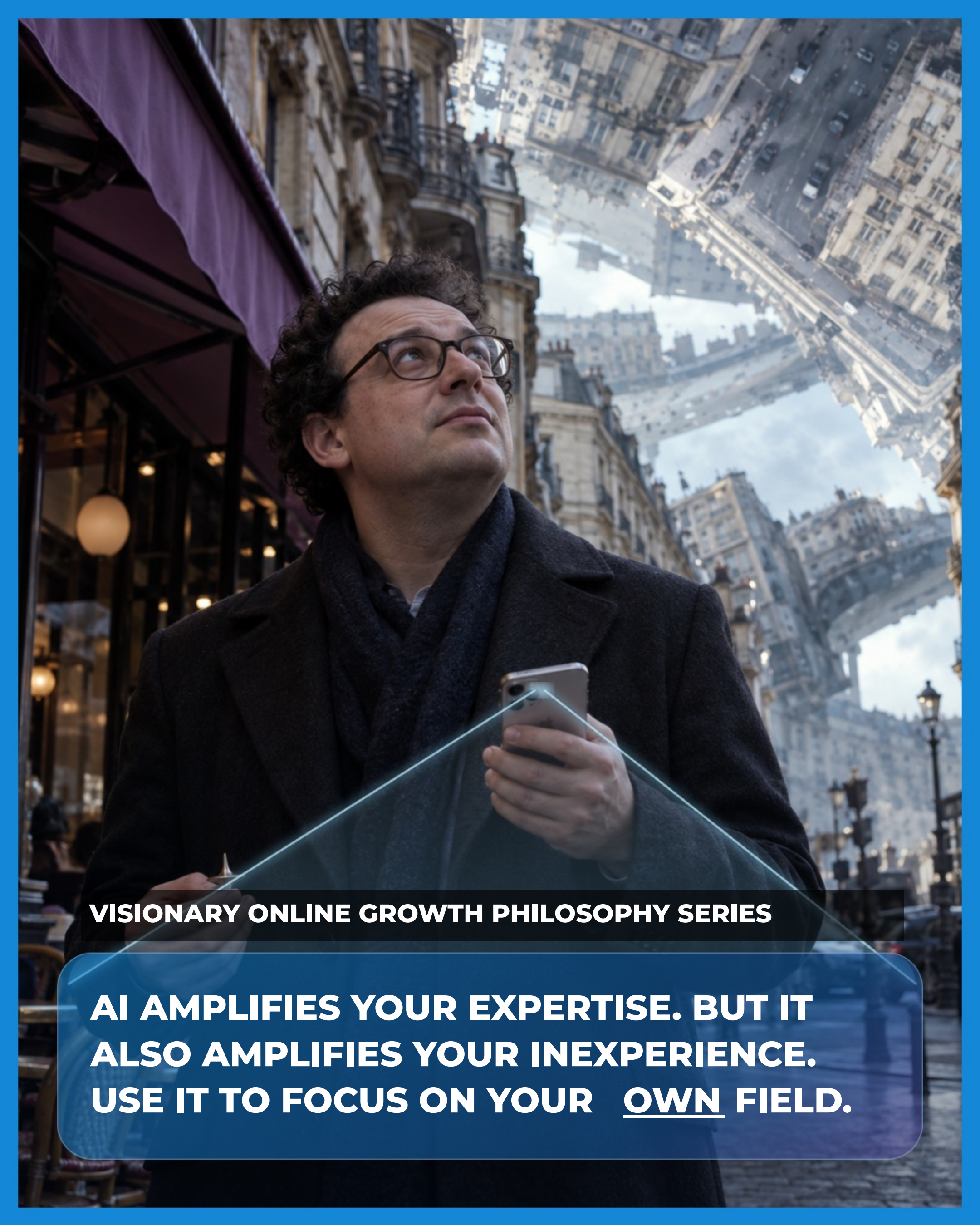
We've seen plenty of companies do just fine without it. But if you want to lead a market, being able to communicate on camera is one of the highest leverage skills you can develop.

(BTW - this doesn't mean becoming an entertainer. A calm, useful explanation can do more for trust than a performance designed to chase views.)

Start with a question your team answered for a customer this week. Explain the trade-off. Show an example. Give the audience something they can use.

If you've spent years building expertise, it makes sense to let people meet it before the sales call, right?

Give your leaders a format they can repeat. Familiarity and trust grow through useful, consistent exposure.



**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**AI AMPLIFIES YOUR EXPERTISE. BUT IT  
ALSO AMPLIFIES YOUR INEXPERIENCE.  
USE IT TO FOCUS ON YOUR OWN FIELD.**

## AI outside your expertise amplifies your confidence faster than your judgement!

The most critical part of using AI well is judgement. And judgement comes from experience.

When you use AI to work in a field you don't understand, you make beginner-level mistakes without recognising them. The output sounds polished. The reasoning feels convincing. You don't know what you don't know.

Then comes the double bind.

AI will be be overly agreeable. It will validate your approach, praise your thinking and make an ordinary idea sound cutting-edge. You become more confident in the very work you're least equipped to assess.

Want to see this clearly? Look at someone outside your industry using AI to try to do your role.

Notice their confidence. Then notice the basic mistakes you can spot immediately: the missing context, the wrong assumptions, the recommendation that falls apart in the real world. If you're an expert, it becomes obvious.

But they often can't see what you can see, right? They make clear mistakes and then amplify it using AI.

Now turn that observation back on yourself. The same blind spots can appear whenever you use AI beyond your own field of experience.

(SIDE NOTE - AI can help you learn a new field. A convincing answer simply isn't proof that you've mastered it.).

The real AI advantage is experienced judgement applied at greater speed. Confidence is easy to generate. Knowing what deserves confidence is the valuable part.

A man with a beard and long hair, wearing Roman-style armor and a purple cape, stands in a large arena filled with spectators. He is holding a smartphone in his right hand, and a blue laser line extends from the phone towards the bottom right. His left hand is open and gesturing outwards. The background shows the tiered seating of a colosseum under a bright sky.

**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**GREAT MARKETING LEADERS FOCUS  
THE TEAM'S ENERGY, ATTENTION AND  
BUDGET ON THE HIGHEST LEVERAGE  
BOTTLENECK.**

## A great marketing leader creates impact by focusing the team's energy, attention and budget on the highest leverage bottleneck.

Marketing and sales form a complex system. In most engagements, the budget is limited. So are the people, the energy and the amount of attention the team can give.

One of a marketing leader's most valuable jobs is deciding where that scarce capacity will make the greatest difference to the throughput of the system (ie. \$\$\$ out).

The “**theory of constraints**” gives us a useful starting point: find the highest leverage bottleneck that is limiting the result, then organise the team around it.

For example - If qualified opportunities are plentiful but deals stall after the demo, more leads will add pressure without adding revenue. The highest-leverage work might be better proof, a clearer proposal or content that helps the buying committee reach a decision.

Experienced marketing leaders know how to focus the team's energy and attention on that constraint. You direct budget towards resolving it. You protect the work from competing priorities. **And most importantly, you keep business leadership focused on addressing the constraint as well.**

Fix the right bottleneck and the whole system can produce more from the resources already inside the biz.

The gains are disproportionate to the change. More of the team's effort reaches a commercial outcome.

This is one of the less visible ways experienced marketing leaders create profound results. Their value is in seeing where progress is being held back, and giving everyone a clear focus.



**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**YOUR BEST CONTENT IS BURIED IN  
YOUR EXPERTS' SALES CALLS, DEMOS &  
CONVERSATIONS.**

## **Your most profound content comes from experts in flow, responding to the exact questions your best customers ask.**

When your experts are in the flow with prospects and customers (sales calls, demos, account direction), their deepest wisdom often comes out naturally. They're solving a real problem, following a useful question and drawing on years of experience.

They aren't overthinking a content brief. They're helping someone.

That is the sweet spot. The insight has been shaped by a real customer's situation, so it speaks naturally to other people facing something similar.

The other half is what your perfect prospects and customers say.

Listen to their exact words, questions and thoughts. How do they describe the problem? What do they worry about? What makes them lean forward in a demo?

Mirror that language back in your content and ads. You start speaking on their wavelength, rather than asking them to translate your marketing language into their own world.

This is why we see experts' calls, demos and customer conversations as the most profound source material a biz can produce.

The expertise is in flow. The relevance is already there.

A marketer's job is to preserve those exact phrases that carry insight into the marketing program.

One good conversation can become a thoughtful post, a useful video and a clearer explanation for the sales team.

Before another brainstorm about what to publish, listen to what your best people and best customers are already saying.



**VISIONARY ONLINE GROWTH PHILOSOPHY SERIES**

**ATTRACT THE CUSTOMERS THAT  
COMPOUND IN VALUE. EVERYTHING IN  
THE BUSINESS IMPROVES AS A RESULT.**

## The right customers compound in value because you get better at serving them, and the relationship creates more value for both sides.

You learn their business, their constraints and what a great result means to them. They learn how to work with your team. Less time disappears into misunderstandings, and more goes into making progress.

That changes what's possible.

Your advice becomes more relevant. Delivery becomes more confident. You see the next problem earlier and develop a useful offer around it. Customers have a reason to expand because the value keeps growing.

But the return isn't only financial.

Great customers treat your people well. They challenge your thinking, teach you about their market and give the team opportunities to do work they're proud of.

There's a kind of shared glory in building something excellent together.

(SIDE NOTE - dollars alone doesn't make an account valuable. If the work destroys margin or exhausts your team, staying longer may compound the wrong thing.)

Great marketers are **hyper-focused** on who the right customers are for the biz, and how to attract them.

The goal goes beyond “cheap leads” or even the number of customers sales can close. It's about attracting the optimal customers: the ones who bring the strongest revenue and profit contribution, and help the business move towards a defined vision.

That changes the targeting, the message, the offer and how success is measured. It changes everything.

Marketers thinking this way are operating on a different level. They're shaping the future of a business.



Work with the Visionary team to build a growth system with these philosophies.

[www.visionarydigitalstudios.com](http://www.visionarydigitalstudios.com)