

Growth 360°

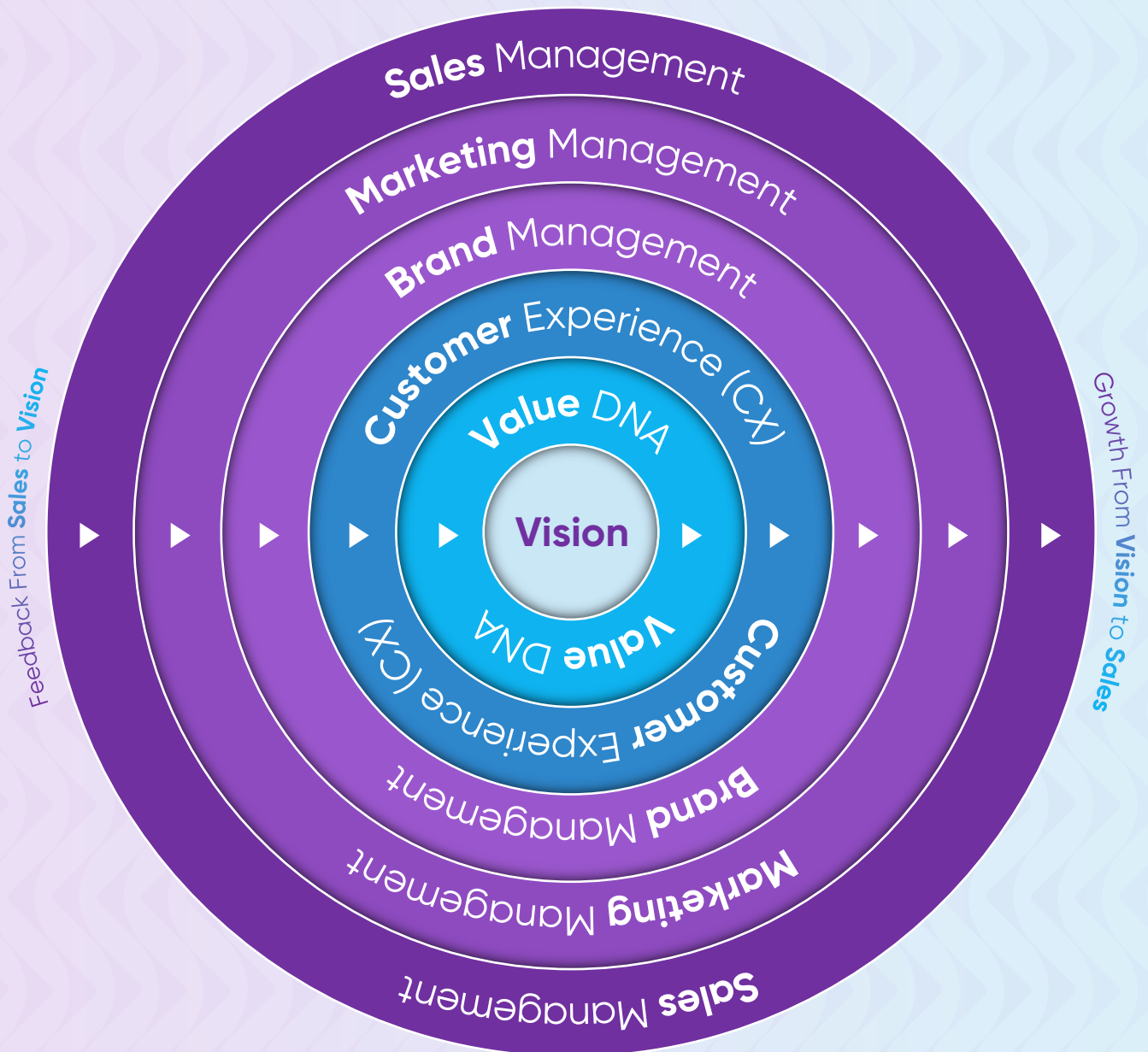
Transforms your
Company's Growth Into a
Manageable System!

End-to-End Growth Management
with its Holistic Approach



Growth 360° Service Modules

End-to-End Growth Management with its Holistic Approach



What is Growth 360°?

Growth 360° is a holistic service model that integrates the modules of vision, value DNA, customer experience (CX), brand, marketing, and sales management, starting from the vision, to ensure your company's sustainable growth. This model ensures that companies do not just focus on a single area, but that all strategic modules work in harmony.

Thus:

- **Vision** becomes the company's guide.
- **Value DNA** defines differentiation in the market.
- **Customer experience** creates loyalty at customer touchpoints.
- **Brand management** shapes perception.
- **Marketing management** drives demand.
- **Sales management** maximizes revenue generation.

Each module is defined by service units that support the others. This way, your company achieves strategic clarity, effective communication, a strong brand perception, target-appropriate marketing, and scalable sales results

Growth 360° Service Modules

Module 1 – **Strategic Vision Management**

Module 2 – **Value DNA Development**

Module 3 – **Holistic Customer Experience (CX)**

Module 4 – **Sustainable Brand Management**

Module 5 – **Transformational Marketing Management**

Module 6 – **Relationship-Oriented Sales Management**



Module 1 – Strategic Vision Management

"Target, Focus, Grow"

Goal: To transform the company's reason for existence, long-term goals, and strategic direction into a clear roadmap.

Main Output: A shared, clear, and measurable Strategic **Growth Roadmap** and **Measurement Set** for the company.

Implementation Stages;

► Stage 1: Expectation Discovery and Analysis

In-depth one-on-one interviews are conducted with leaders. In these interviews, the company's current status, market position, and leaders' individual expectations are analyzed.

Delivery Method: Interview and Internal Analysis

► Stage 2: Vision and Goal Development Workshop

The leadership team is brought together to determine a common vision statement and strategic goals that serve this vision.

Delivery Method: Interactive Workshop

► Stage 3: Finalization and Measurement

The outputs of the workshop are compiled and the final Strategic Growth Roadmap is prepared. This roadmap includes key performance indicators (KPIs) and the methodology for measuring success to track the goals.

Delivery Method: Final Report and Presentation

Module 2 – Value DNA Development

"Create Value, Create Differentiation"

Goal: To transform the vision into a unique value that your target audience will understand and adopt.

Main Output: An actionable **Value DNA Canvas** and **Message Guide** that forms the basis of marketing and sales.

Implementation Stages;

▶ Stage 1: Customer & Competitor Analysis

Target audience segments and their needs are analyzed. Simultaneously, competitors' positionings are examined to determine competitive advantage points.

Delivery Method: Comprehensive Market Analysis Report

▶ Stage 2: Value DNA Development Workshop

Using the data obtained from the analyses, a Value DNA Canvas is created, which clarifies how your product or service solves customer problems and how it differentiates from competitors.

Delivery Method: Interactive Workshop

▶ Stage 3: Message Guide Preparation

The Value DNA is transformed into consistent and persuasive messages that marketing and sales teams can use.

Delivery Method: Message Guide Document

Module 3 – Holistic Customer Experience

"Design the Experience, Earn Loyalty"

Goal: To create loyalty and satisfaction by optimizing every interaction the customer has with the brand.

Main Output: A detailed **Customer Journey Map** and **Action Plan** covering all customer touchpoints and indicating areas open for improvement.

Implementation Stages;

► Stage 1: Customer Experience Mapping

We map all of your customer's digital and physical interactions with your brand. The customer's expectations and experiences at each touchpoint are determined.

Delivery Method: Comprehensive Visual Map Document

► Stage 2: Customer Experience Gap Analysis

On the mapped journey, we identify critical touchpoints that lead to customer dissatisfaction and the "expectation-experience" gaps.

Delivery Method: Analysis and Reporting

► Stage 3: Customer Experience Improvement Plan

TAn actionable and prioritized improvement plan is created to close the identified gaps.

Delivery Method: Action Plan Document

Module 4 – Sustainable Brand Management

"Build Your Identity, Manage Your Reputation"

Goal: To consistently manage the company's external perception and reputation.

Main Output: A ready-to-use **Brand Guide** and **Positioning Document** that defines the brand's personality, visual identity, and market position.

Implementation Stages;

► Stage 1: Brand Personality Definition

We analyze your current brand perception, core values, and competitors' position. With this data, we define your brand's personality (e.g., innovative, trustworthy, fun).

Delivery Method: Workshop and Analysis Report

► Stage 2: Identity and Positioning Development

A visual and verbal identity is created in line with the defined personality. The strongest positioning statement in the market is developed.

Delivery Method: Creative Work and Positioning Report

► Stage 3: Guide and Implementation Preparation

All developed identity elements are transformed into a detailed guide to ensure consistency in marketing, sales, and communication.

Delivery Method: Brand Guide Document

Module 5 – Transformational Marketing Mn.

"Reach, Influence, Convert"

Goal: To create demand and increase conversions by reaching the right audience.

Main Output: An **Integrated Marketing Strategy Document** that provides a roadmap to achieve the goals, including channels and metrics.

Implementation Stages;

► Stage 1: Strategy and Channel Determination

Marketing goals are determined, and an Omnichannel strategy is created to reach the target audience most efficiently.

Delivery Method: Strategy Workshop and Reporting

► Stage 2: Content and Campaign Planning

Content topics, formats, and the campaign calendar for the selected channels are planned in detail.

Delivery Method: Calendar and Planning Document

► Stage 3: Performance Management and Optimization

Campaign performance is continuously monitored against defined KPIs, and optimizations are made to increase the return on investment (ROI).

Delivery Method: Periodic Performance Reports

Module 6 – Relationship-Oriented Sales Mn.

"Convert to Sales, Strengthen the Relationship"

Goal: To convert marketing efforts into revenue and strengthen customer relationships.

Main Output: A **Sales Strategy** and **Process Improvement Report** that optimizes sales processes and team performance, focusing on efficiency.

Implementation Stages;

► Stage 1: Sales Process Analysis

Every stage of the current sales process is examined in detail, and bottlenecks causing inefficiency are identified.

Delivery Method: Process Analysis Report

► Stage 2: New Process and Automation Design

A new and efficient sales process is designed. The integration of technological solutions, such as CRM automation, is planned to support this process.

Delivery Method: Process Design and Technology Plan

► Stage 3: Competency Development and Reporting

Training programs are designed for the sales team to adapt to the new process, and a reporting system is established.

Delivery Method: Training Materials and Reporting Templates

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