WhitePapper

CASE STUDY · SAMPLE TEARDOWN · ILLUSTRATIVE

From low awareness to a category leader.

How we'd take a growing brand with a product people love, but that few people know, and build it into the name customers think of first. A step-by-step look at our thinking, from strategy through execution.

SERVICES	FORMAT	PROCESS	READING TIME
All four, as one system	Sample teardown	Understand to Grow	6 minutes

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This teardown is illustrative. It's based on problems we see often, not on a specific client, and it contains no invented results. We publish it so you can see exactly how we think before you work with us.

01 · THE SITUATION

A good product nobody knows yet.

Picture a growing business with a product customers love once they try it. Sales are rising, but slowly, and almost entirely through word of mouth. The team is busy: there are ads running, a social calendar, a website that was refreshed a couple of years ago.

Yet when we ask the question that matters most, the honest answer is no. If someone needed what this business sells tomorrow, would they think of it first?

- A growing business with a product customers love once they try it
- Spending on ads and social, but few people recognise the brand
- Enquiries come in waves, mostly from referrals
- No single number the team is working to move

02 · WHAT WE'D FIND

Activity without a direction.

Our Understand stage starts with a growth audit of the brand, the channels, the website and the numbers. In a business like this, the audit usually shows the same four gaps.

No clear position	The brand sounds like every competitor, so there's nothing distinctive for customers to remember or repeat.
Channels run separately	Ads, social and the website each report their own wins, and nobody can say what is actually driving sales.
A website that lists features	Visitors arrive, read a specification list and leave to compare prices, because nothing tells them why to choose this brand.
No tracking from click to sale	Spend can't be tied to results, so every budget decision is an educated guess.

> “The problem isn't effort. It's that the effort isn't pointed at one thing.”

03 · WHAT WE'D DO

One plan, run by one team.

We'd move through Strategise and Plan first, then bring all four services together around a single growth number, so every piece of work pulls in the same direction.

STRATEGY & CONSULTANCY

Define the position and the one growth number.

Research customers and competitors, find the space the brand can own, and agree the single number everything works toward, such as qualified enquiries per month.

CREATIVE & PRODUCTION

A sharper identity and story-led content.

Refresh the identity so it's recognisable at a glance, write the brand story, and produce content that shows why customers love the product, not just what it is.

TECHNOLOGY & PLATFORMS

A faster site built around the next step.

Rebuild the key pages around the customer's decision, with proof, reasons to choose and one clear next step, and set up tracking from first click to enquiry or sale.

MEDIA & MARKETING

Focused campaigns with full tracking.

Fewer, better campaigns on the channels customers actually use, tested in small rounds and scaled only when the numbers say so.

04 · WHAT WE'D MEASURE

The numbers that matter to the business.

Before anything changes, we'd record a baseline. Then we'd report on a short list of numbers, agreed up front, every month.

WHAT WE TRACK	WHY IT MATTERS
Brand search and direct traffic	A sign that more people know the brand and look for it by name
Qualified enquiries and cost per enquiry	Shows whether marketing is creating real demand, and how efficiently
Conversion rate from visit to enquiry	Tells us whether the website and the message are persuading people
Progress against the baseline, month on month	Keeps every report honest: progress measured, not claimed

05 · THE FIRST 90 DAYS

How the first round would run.

Every engagement runs through our eight connected stages. For a brand like this, the first round would look like this.

Weeks 1–2	**Understand**	Growth audit, baseline recorded, the numbers that matter agreed.
Weeks 3–4	**Strategise and Plan**	Positioning, the growth number, and a channel and budget plan.
Weeks 5–8	**Create and Execute**	Identity refresh, rebuilt key pages, first campaigns live with tracking.
Weeks 9–12	**Measure and Optimise**	First monthly reports, small tests, budget moved to what works.

Then the loop starts again, from a higher baseline.

SUMMARY

Key takeaways.

- Awareness grows fastest when a brand has one clear thing to be known for.
- Four services working to one number beat four channels reporting their own wins.
- Track from first click to sale before scaling spend.
- Report against a baseline every month, so progress is measured, not claimed.

Want a teardown like this for your brand?

Book a growth call at whitepapper.in/contact or write to hello@whitepapper.in. We reply within one working day.