



## A Step-By-Step Game Plan

Alex worked with the media company to develop and execute a comprehensive strategy.

First, he focused on delivering data-driven quick wins. Alex leveraged data insights to identify and implement immediate improvements for rapid impact. Next came the long-term strategic planning. While he focused on gaining those quick wins, he also devised a roadmap for sustainable growth that could take the brand ahead months and years down the line.

He also implemented systematic A/B testing. This rigorous testing across all facets of the subscription service was used to optimize performance continuously. Alex was also instrumental in developing an innovation pipeline by fostering a culture of innovation to enhance both the subscription service and marketing strategies.

To stay on top of areas of improvement, Alex focused on process systematization. He established and refined systematic processes to streamline marketing operations and instituted a feedback loop using data analysis to drive ongoing strategy adjustments.

Finally, Alex and the media company worked on expanding channels. Initially, the focus was on digital paid media channels. They gradually expanded efforts to include email marketing, website optimization, and diversification into podcasts and other channels.

## What Do The Numbers Say?

When entering a new market, looking at data is a big focus to ensure a company's effort is spent wisely. And for this media company, the results were staggering.

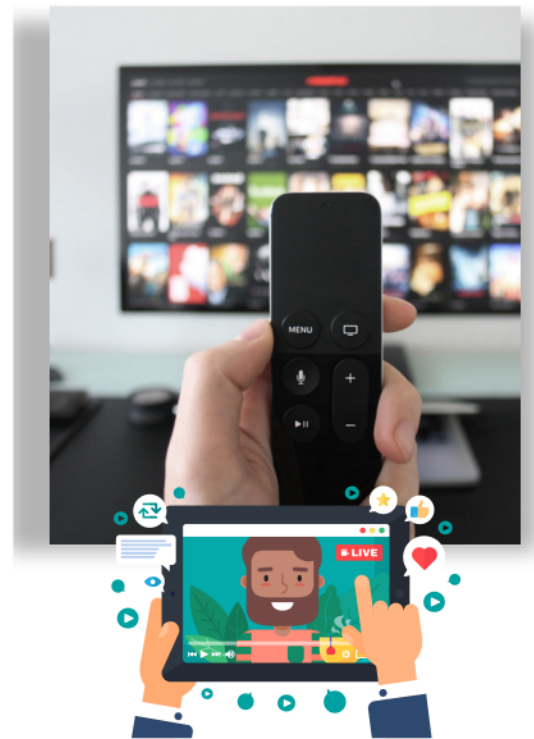
First, they saw explosive subscriber growth—namely, they achieved a 500% increase in subscribers through paid media channels, including search, social, and display.

That major influx also drove a dramatic revenue increase, and the company was able to enjoy a nearly 100x revenue growth from the direct-to-consumer business.

And on the topic of revenue, the company saw a successful enterprise expansion

By launching and scaling their enterprise offering, they reached **\$5M in Annual Recurring Revenue (ARR)** within two years.

In addition, they were able to reduce their cost per acquisition by 300%, significantly improving the subscription business's unit economics.



## The Wins Keep Coming

We've taken a look at the numbers, but the 5-year process revealed more wins for the company that went beyond data.

For one, by diversifying their revenue and reducing their reliance on advertising, they were able to create a more stable business model.

And by building robust capabilities in performance marketing, consumer brand marketing, and direct-to-consumer product development, they created new core competencies.

Along the way, they also collected more accurate, insightful customer data. They learned more about their customers' preferences and behaviors, which they can continue to use to optimize their efforts.

In summary, their efforts enhanced the company's overall brand value in their market, increasing their brand recognition and setting them up to be noticed outside the strictly financial professional community.

## What Worked?

Over the course of the 5-year improvement plan, several factors stood out as key contributors to the company's success:

- The team's supportive leadership committed to long-term success, allowing sustained investment despite initial challenges.
- A collaborative environment that encouraged openness and feedback.
- Close collaboration between product and marketing teams facilitated rapid iterations and improvements.
- Autonomous budget management and team structure decisions by several teams kept the company agile throughout the process.
- Involvement of more teams with complementary skills created a holistic approach to business growth.
- Alex and the company closely focused on data to make informed decisions across all levels of the strategy.
- The use of data to pivot if and when needed.

## Is Your Brand Looking For Something New?


This company's success shows just how far strategic planning, data-driven insights, and organizational agility can go when entering a new market. But the process can seem intimidating without help. Whether you're entering a new market or looking to expand in your own way, a fractional CMO like Alex Montas can help you reach those goals.



### Alex Montas

CHIEF MARKETING OFFICER

Alex is a dynamic marketing executive with over 20 years of experience driving revenue growth, building high-performing teams, and simplifying complex challenges in fast-paced environments.

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