

Driving Customer Engagement and Revenue Growth with Strategic Focus

Overview

One of our clients, a B2B business in the e-commerce space needed to achieve ambitious growth but struggled with growing customer lifetime value of existing clients.

With no clear focus, they were missing out on opportunities to drive long-term customer engagement.

Enter Fractional CMO Jay Gordman, who introduced a strategic approach centered around the Wildly Important Goal (WIG).

By aligning the team around one key objective, Gordman helped them implement a focused marketing strategy that increased repeat business and drove significant revenue growth. With his guidance, the business surpassed its initial goals in record time.

The Challenge

Before engaging with Jay, the client faced a significant challenge: they lacked focus in their marketing efforts, trying to juggle too many metrics at once.

Although they had a strong customer base, many buyers ordered only once or twice, resulting in lost opportunities for maximizing customer lifetime value.

They had a North Star metric but marketing activities were not focused on driving that metric, which led to missed opportunities for sustained growth.



The Power of a Wildly Important Goal (WIG)

- **Singular Focus:** One key objective that drives critical results.
- **Measurable:** Clearly defined with specific outcomes.
- **Aligned Effort:** All team members work toward the same goal.
- **Top Priority:** The WIG takes precedence over other tasks.
- **Time-Bound:** Set for a specific period and regularly reviewed.
- **Evolves:** Once achieved, a new WIG is set to drive continued growth.

The Approach

To address these challenges, Jay introduced the concept of the Wildly Important Goal (WIG), focusing on a single, critical objective that could drive long-term business success. For this client, the WIG was defined as encouraging customers to place three or more orders within a two-year period.

Last year's they added 4% more North Star Clients than the previous year. This year the team pushed for 9% growth, which they achieved by July—well ahead of schedule. The key actions taken included:



Targeted Communication: Identifying customers close to becoming repeat buyers and staying in consistent contact to encourage additional purchases.



Highlighting Product Value: Regularly showcasing product availability and new offerings to keep customers engaged.



Collaboration: Jay was able to align the client's internal team and external vendors to focus on a unified goal, creating a seamless effort that drove the WIG.

One of the most compelling aspects of the approach was its simplicity:

"We didn't leave it to chance," Jay said. "We created a consistent effort focused on who hadn't ordered yet and how to encourage them to reach that North Star level."

"A clearly articulated Wildly Important Goal (WIG), paired with a collaborative and focused strategy, can yield remarkable outcomes for organizations. By aligning priorities, encouraging teamwork, and continuously seeking improvement, businesses can not only meet but also surpass their most vital objectives."
Jay Gordman

The Results

By focusing on a singular objective, the results were impressive:

- Last year the goal was 4%, this year was 9% and they grew at almost double that rate and hit the annual goal in July.
- Customer lifetime value increased as more buyers placed third and fourth orders within two years.
- The client's internal team became more aligned, and external vendors were better integrated into the overall marketing strategy, leading to improved efficiency and communication.

This focused approach allowed the business to not only hit but exceed its growth targets in record time, transforming one-time buyers into loyal, repeat customers.



Jay Gordman

CHIEF MARKETING OFFICER

Jay has been called "Tactegic" for his ability to blend strategic thinking and tactical execution to achieve measurable results.

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