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Creating

Trickle

growth

on a small budget



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Trickle

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# Who are we?



David Larsson,  
Chief Strategy Officer



Laura Myllykoski  
Helsinki Lead

Marketing webinar

T

# Creating growth on a small budget

Keynote speakers:

Nov  
23rd



David Larsson  
Chief Strategy Officer

Laura Myllykoski  
Helsinki Lead

## OUR SERVICES



Strategy



SEO & SEM



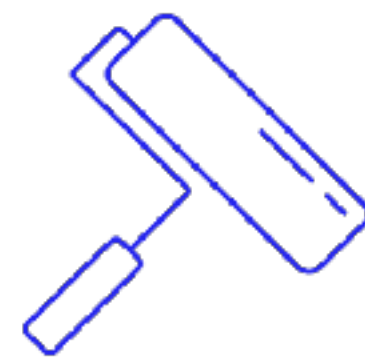
SoMe Marketing



Performance  
Marketing



Audience Analysis



Content & Advertising  
Materials



Measurement &  
Analysis



Workshops & Trainings

**PEOPLE PEOPLE PEOPLE**



Number #1 content distribution agency in  
People People People agency network.



Our offices in Stockholm, Göteborg,  
Luleå, Oslo & Helsinki.



Small and big clients, local & global.



Read more in our handbook:  
[handbook.wearetrickle.com](http://handbook.wearetrickle.com)



SOME OF OUR CLIENTS



# Agenda

Why invest in brand building

The four laws of brand building

Building big brands on a small budget  
(Digital brand building vs. digital performance marketing)

Creative ideas to achieve growth

Evidence and key take aways

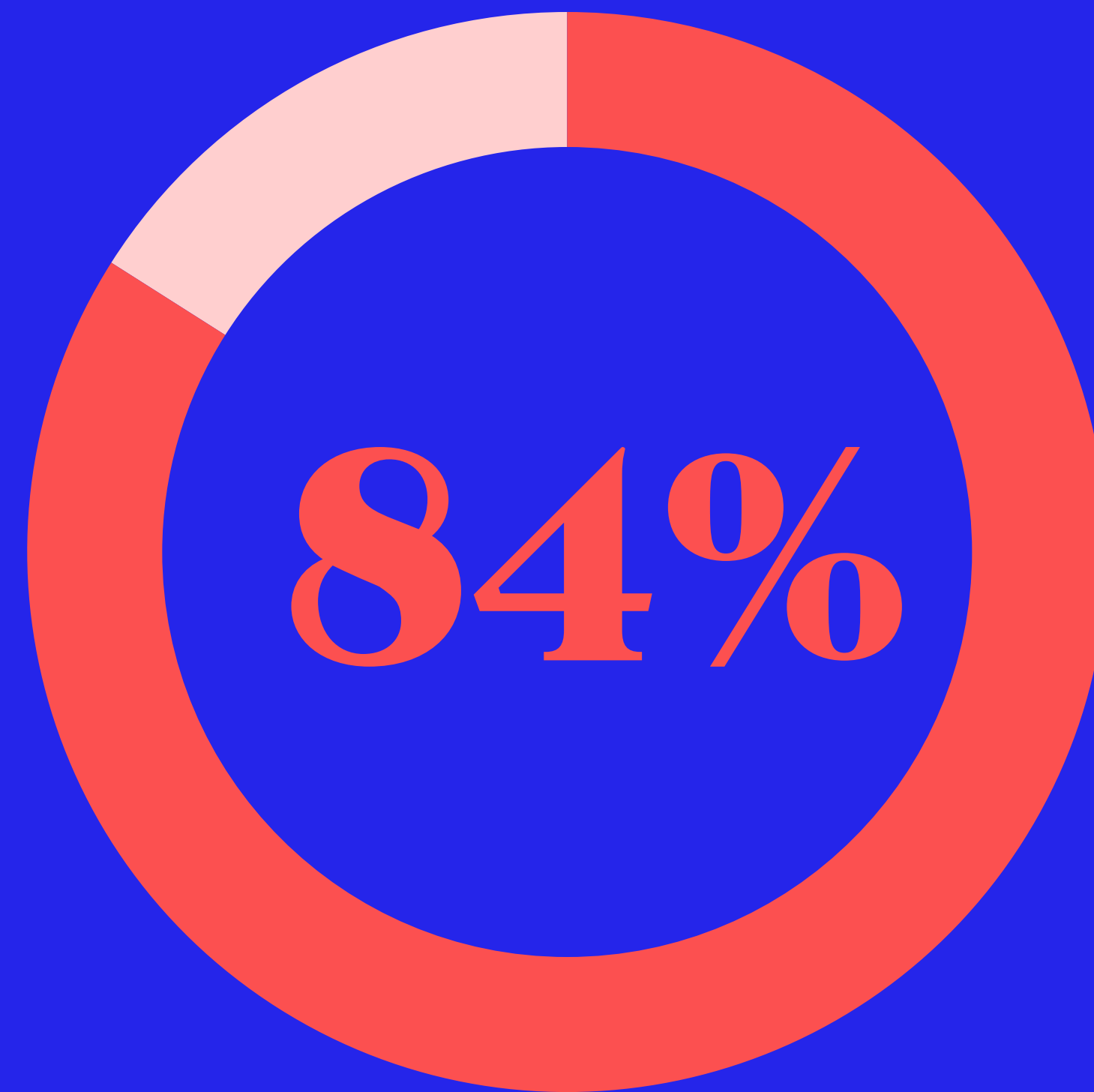


# Why invest in brand building



# Every brand has an awareness problem...

84% buyers incorrectly identify the brand behind the ad.





**The amount of content  
an average person  
scrolls through  
every day.**

**91 meters**



**The average person is  
exposed to**

**4000**

ads/brands per day.



Consumers need to  
see your brand

**5-7**

times



Consumers need to  
see your brand

**5-7**

times

B2B Buyers need to  
see your brand

**10+**

times



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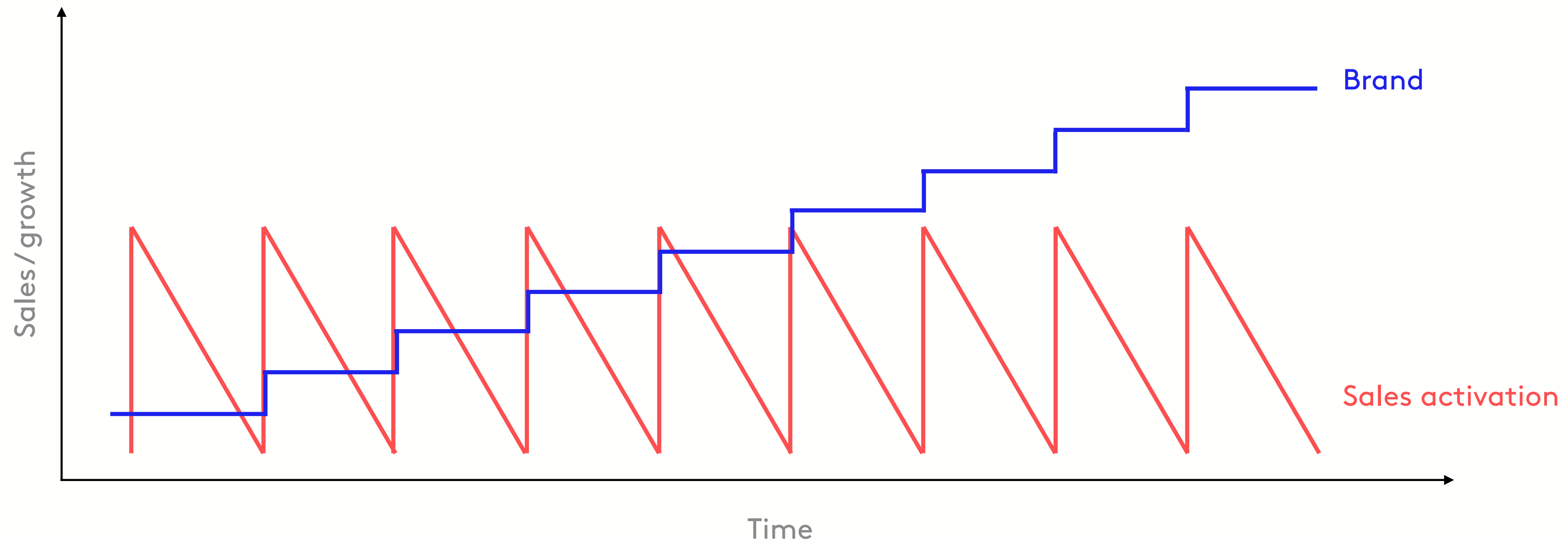
times

**Before they  
remember  
you.**





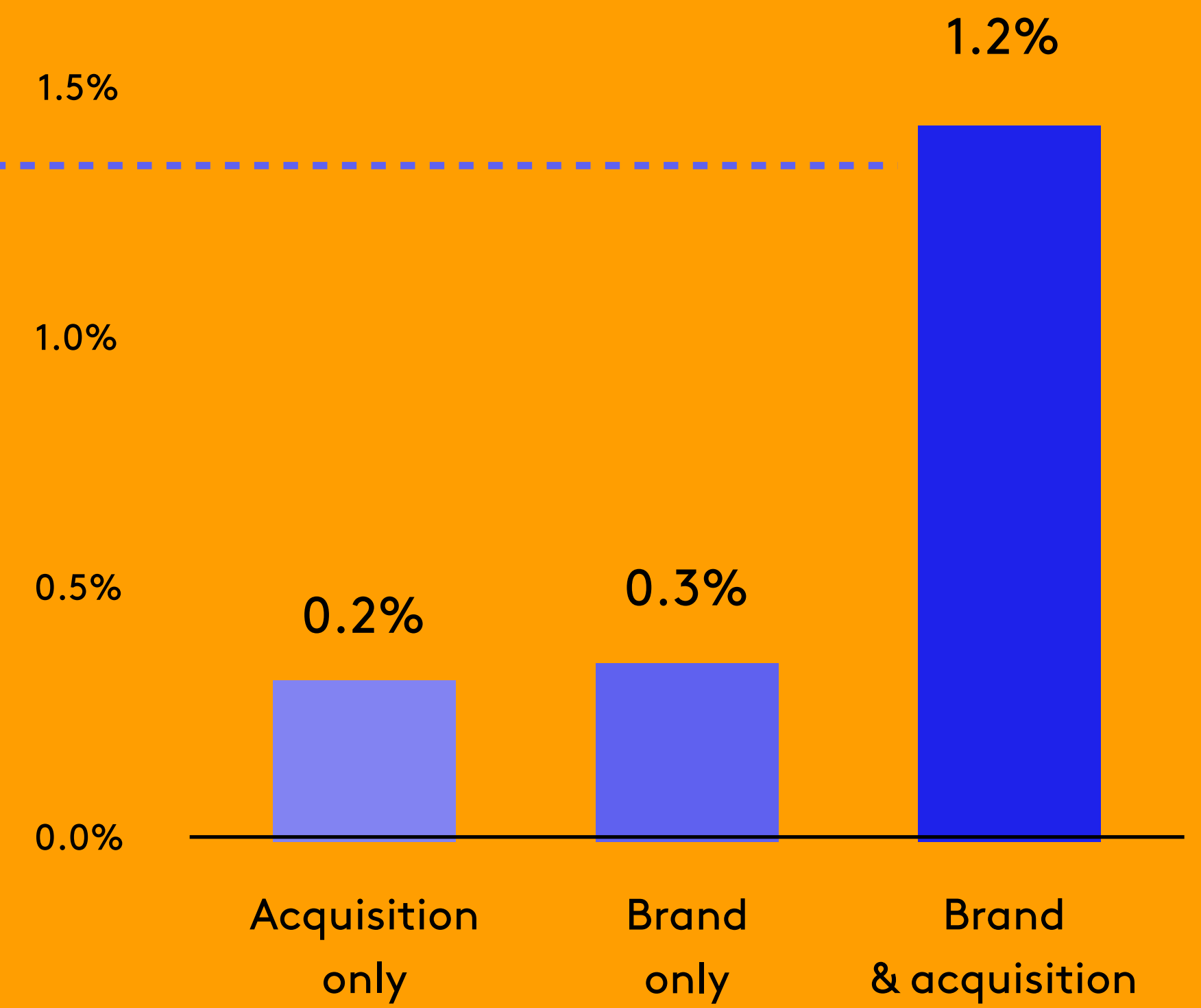
**Analysing 30 years of data shows two types of growth, driven by two types of marketing.**



# LinkedIn:

Members exposed to both brand and acquisition messaging were over **6X** more likely to convert.

Conversion rate



# The four laws of brand building



# Law 1

95/5 rule



**According to the 95-5 rule, most buyers are out of market at any given time.**

**75%**

of companies buy  
computers every

**4  
years**





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**80%**

of companies change principal bank every

**5**

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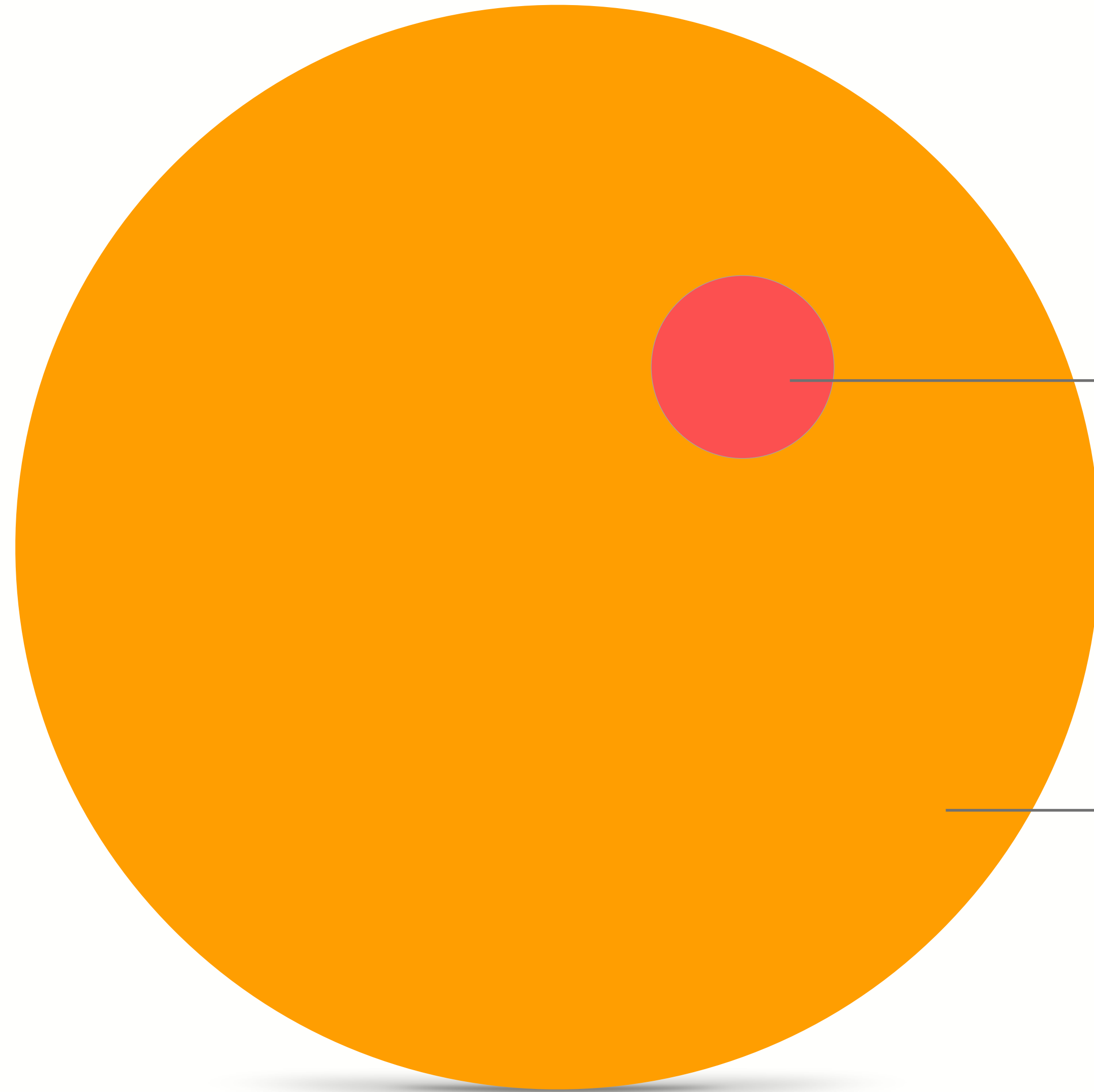
years

**90%**

of consumers buy new car once every

**10**

years



**5%** of the market are ready to buy.

**95%** are not buying.



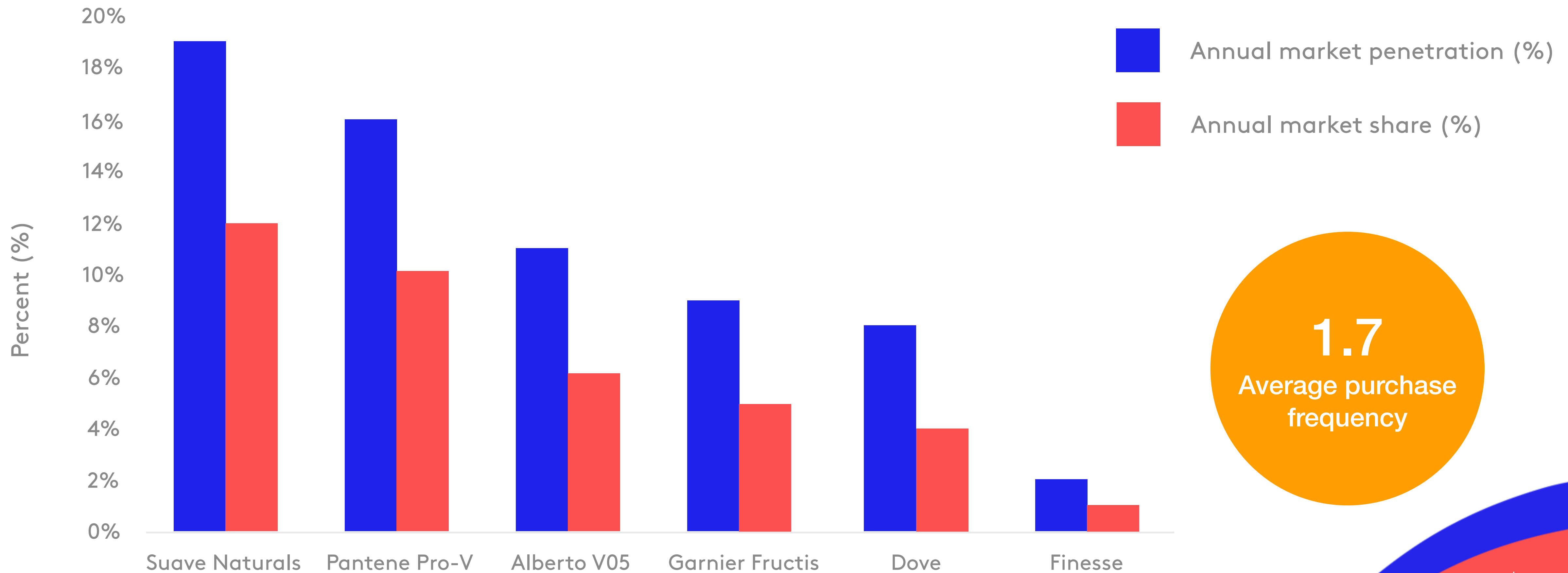


**Brands grow by reaching  
buyers who are not  
in market yet.**

**95%** are not  
buying.



# In order to become the biggest brand, you need to grow your customer base.



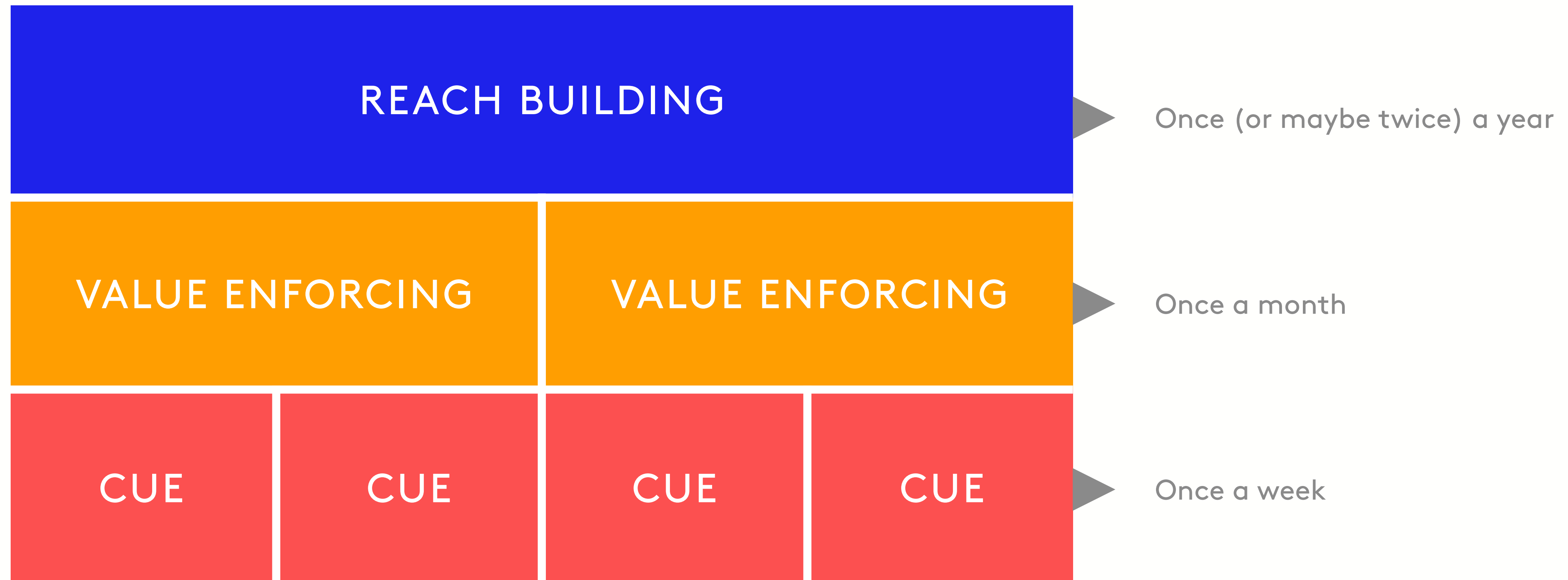
U.S. Shampoo (2005)

Source: How Brands Grow by Byron Sharp





# How to tackle the 95/5 problem:



## **Law 1**

95/5 rule

## **Law 2**

Double  
Jeopardy



**Smaller brands suffer twice.**

**They have fewer customers  
who are less loyal.**



**65% of marketers**

**believe customer loyalty**

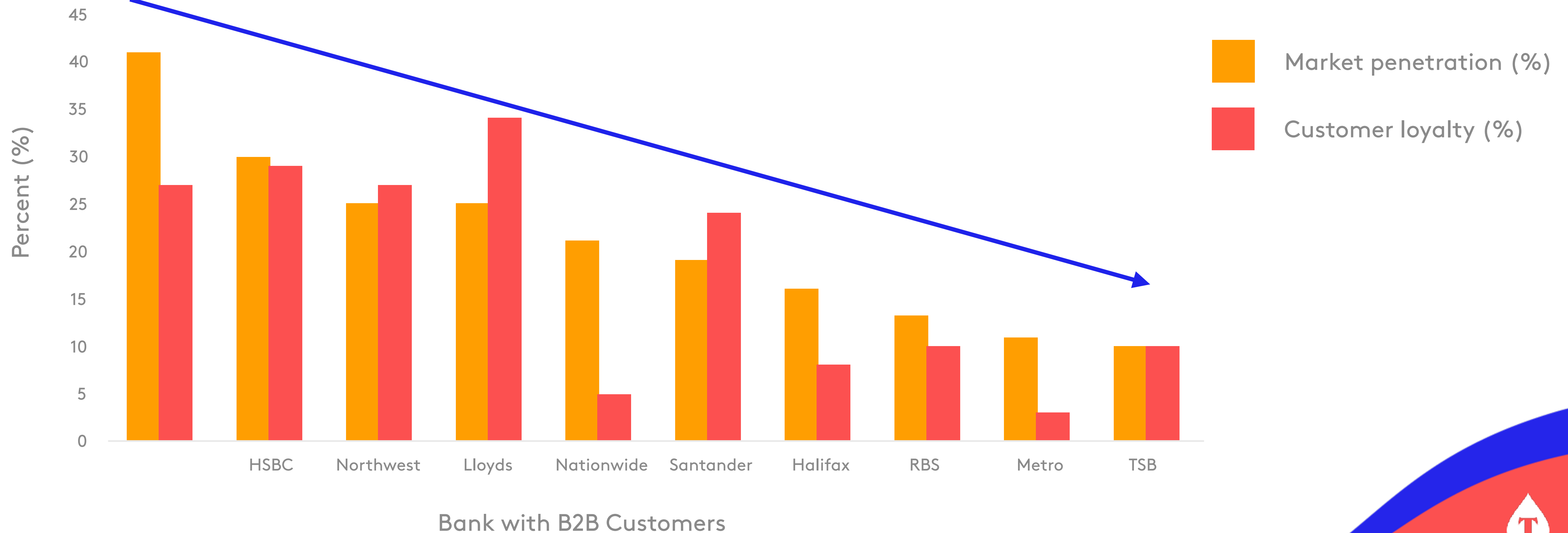
**is more important than**

**customer acquisition.**

**65%**



# Penetration not only drives market share growth, but also drives loyalty.



Source: Table 1. UK Business Banking, data collected by the Ehrenberg-Bass Institute



# How to tackle Double Jeopardy:



Use the 95/5 rule to your advantage and reach new customers wherever you can.



Understanding what drives loyalty will help you priorities the things you do in marketing.



Remember: You have more loyalty because you are big, rather than you are big because you have more loyalty.



Loyalty metrics can be easily predicted which helps calculating customer lifetime value (which in turn let's you know how much you should spend on marketing).



## **Law 1**

95/5 rule

## **Law 2**

Double  
Jeopardy

## **Law 3**

Duplicate  
Purchase



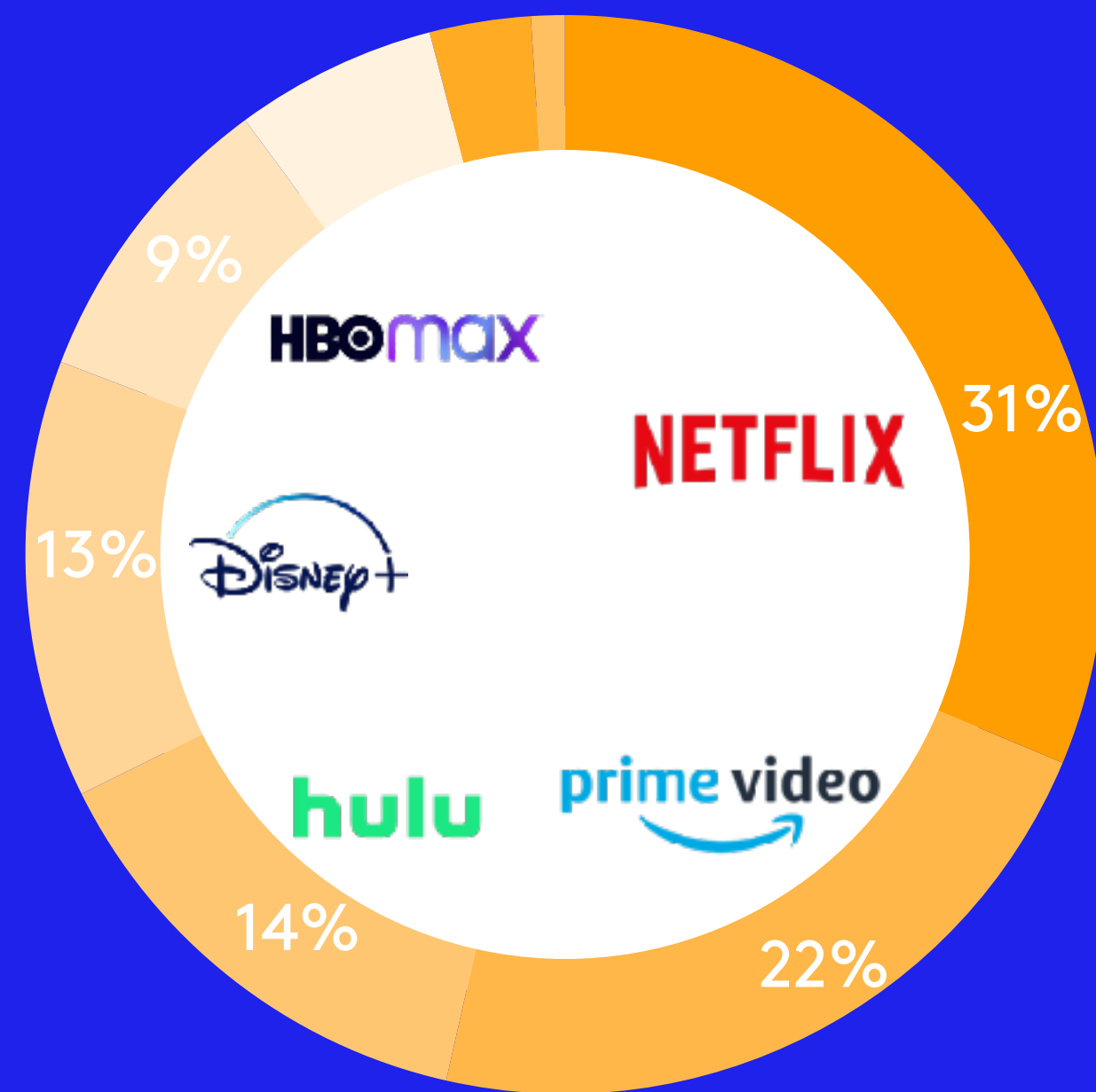
# Growth comes from gaining more customers from all other brands, proportionate with competitor share.

Customers of...	% of customers	Who are also customers of					
		Shell	BP	Total	Mobil	Esso	Chevron
Shell	73		38	28	26	30	20
BP	44	63		43	41	47	28
Total	28	76	69		60	53	43
Mobil	28	67	63	58		57	39
Esso	28	78	72	51	57		38
Chevron	19	77	65	63	58	56	

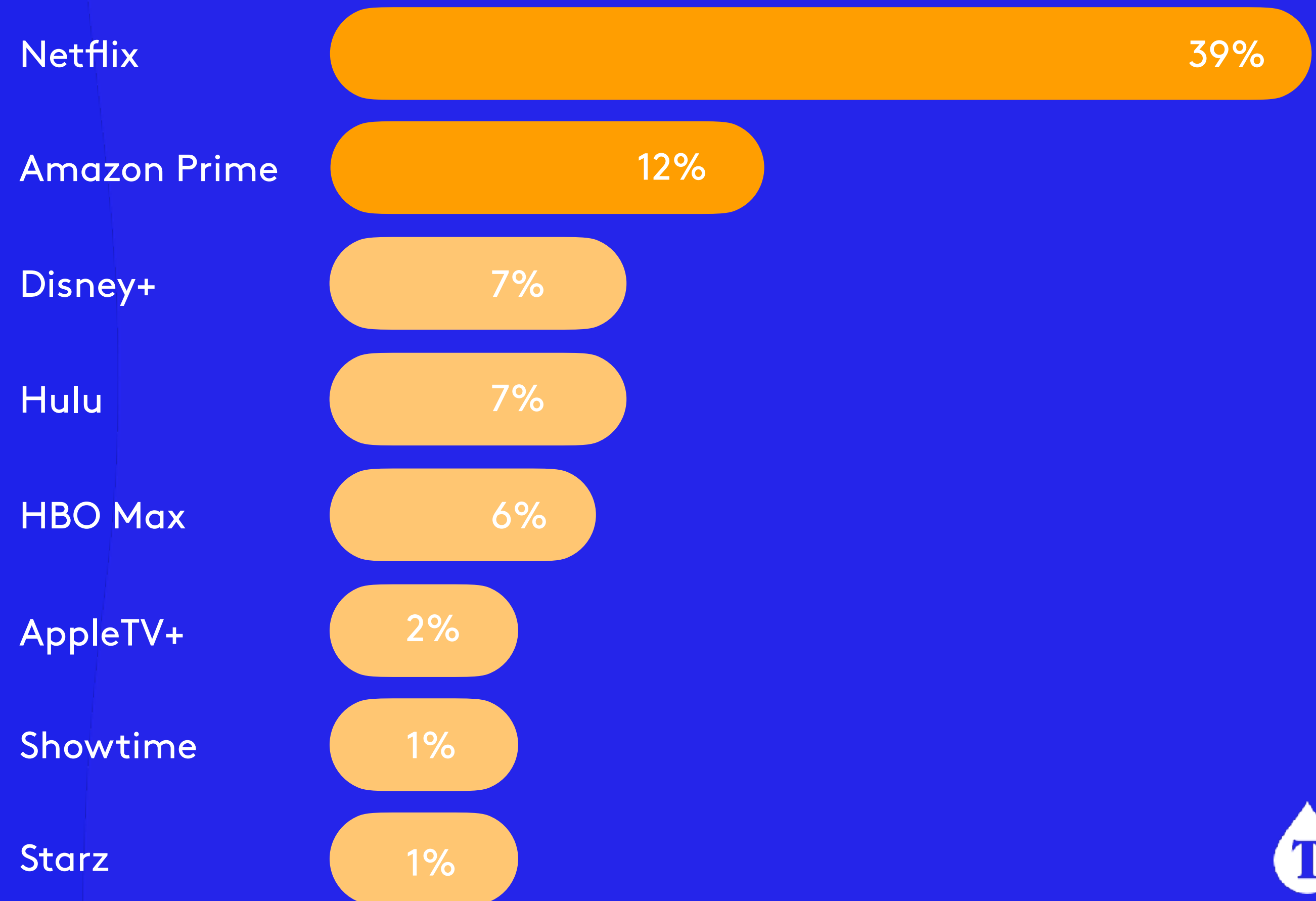




# Penetration not only drives loyalty, but also perception.



Which premium/OTT service has the best original programming?



# How to tackle Duplicate Purchase:

- ➔ Measure market structure, know the brand sizes.
- ➔ Benchmark and decide on brand associations, position and branding accordingly.
- ➔ Acquisition efforts do not get easier if you target the customers of smaller competitors, the return just gets lower.



## **Law 1**

95/5 rule

## **Law 2**

Double  
Jeopardy

## **Law 3**

Duplicate  
Purchase

## **Law 4**

Brand  
Rejection



**Customers don't actively reject brands they don't want, they choose the one's they want.**



**Buyers don't evaluate,  
they buy what is  
mentally available.**

Even with "high involvement" purchases,  
little evaluation occurs.

**1.7**

average number of banks  
considered for a new  
financial service.



**If your potential buyers don't  
know you by the time they come  
in market,**

**then it's already too late.**



# How to tackle Brand Rejection:



Lack of brand awareness is a bigger barrier to acquisition than non-customer brand rejection. Make sure you are in the consideration set of the market.



Build memory links so that when the 95% enter the market they have a reason to choose you.



Bad personal experience last longer than bad public experience (no one remembers “fails” on a grander scale).



# Building big brands on a small budget





**Smaller budgets –  
how can we still  
remain best in class?**

What we shouldn't do:

"More budget plz" as only recommendation.

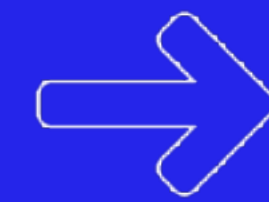


Should we...

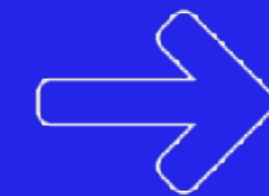
**Double down on performance?**



# Benefits of performance marketing



Affordability (compared to traditional mass media).



Targeting options.



Real time insights and measurability.

# Disadvantages of performance marketing



Skews heavily towards short-term, rational and tightly target campaigns that seek to drive immediate sales.



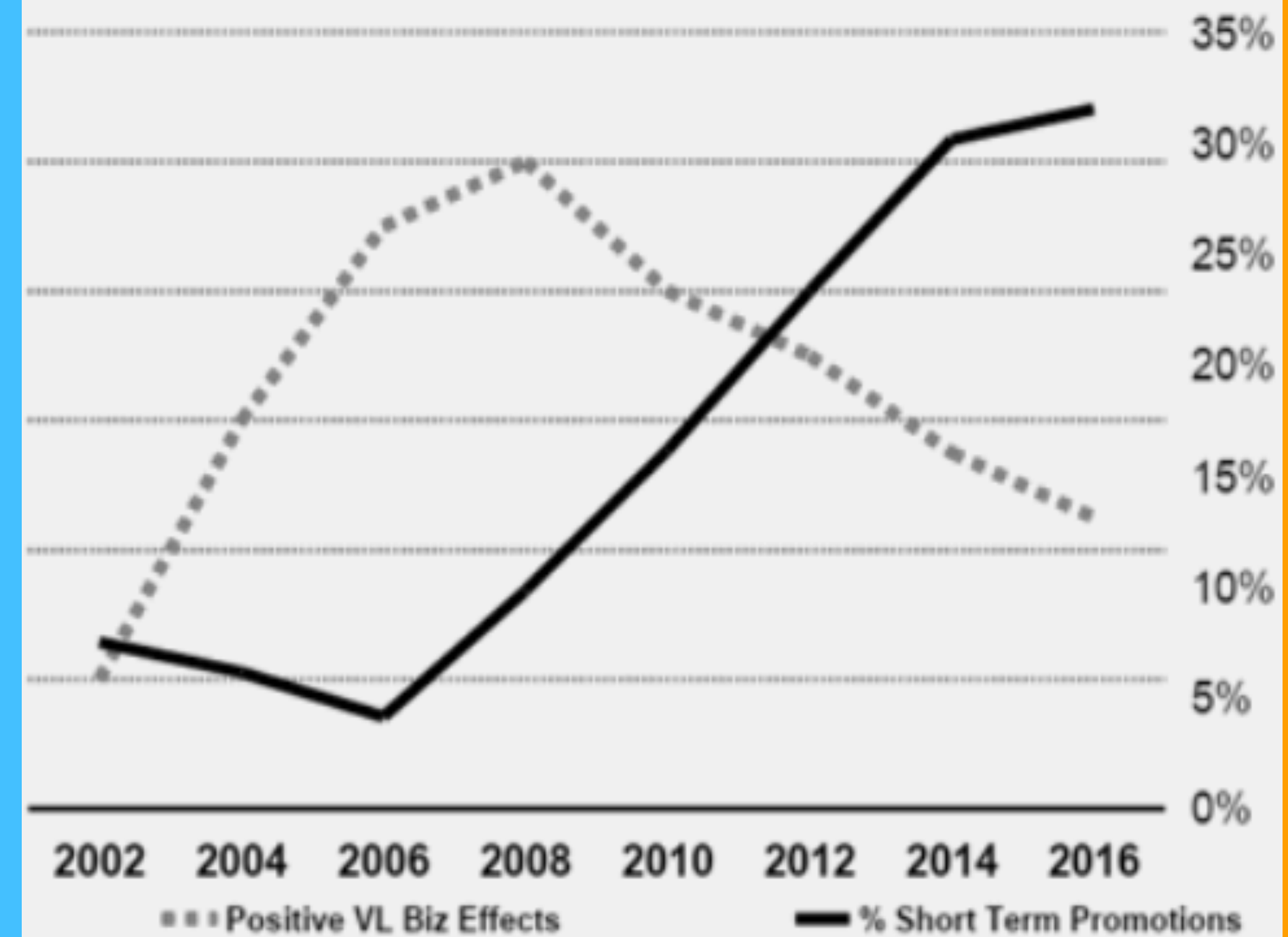
Economics of it can quickly become unstable, which is very challenging to build a brand at scale leveraging this only.



The trend's been going on the past 20 years

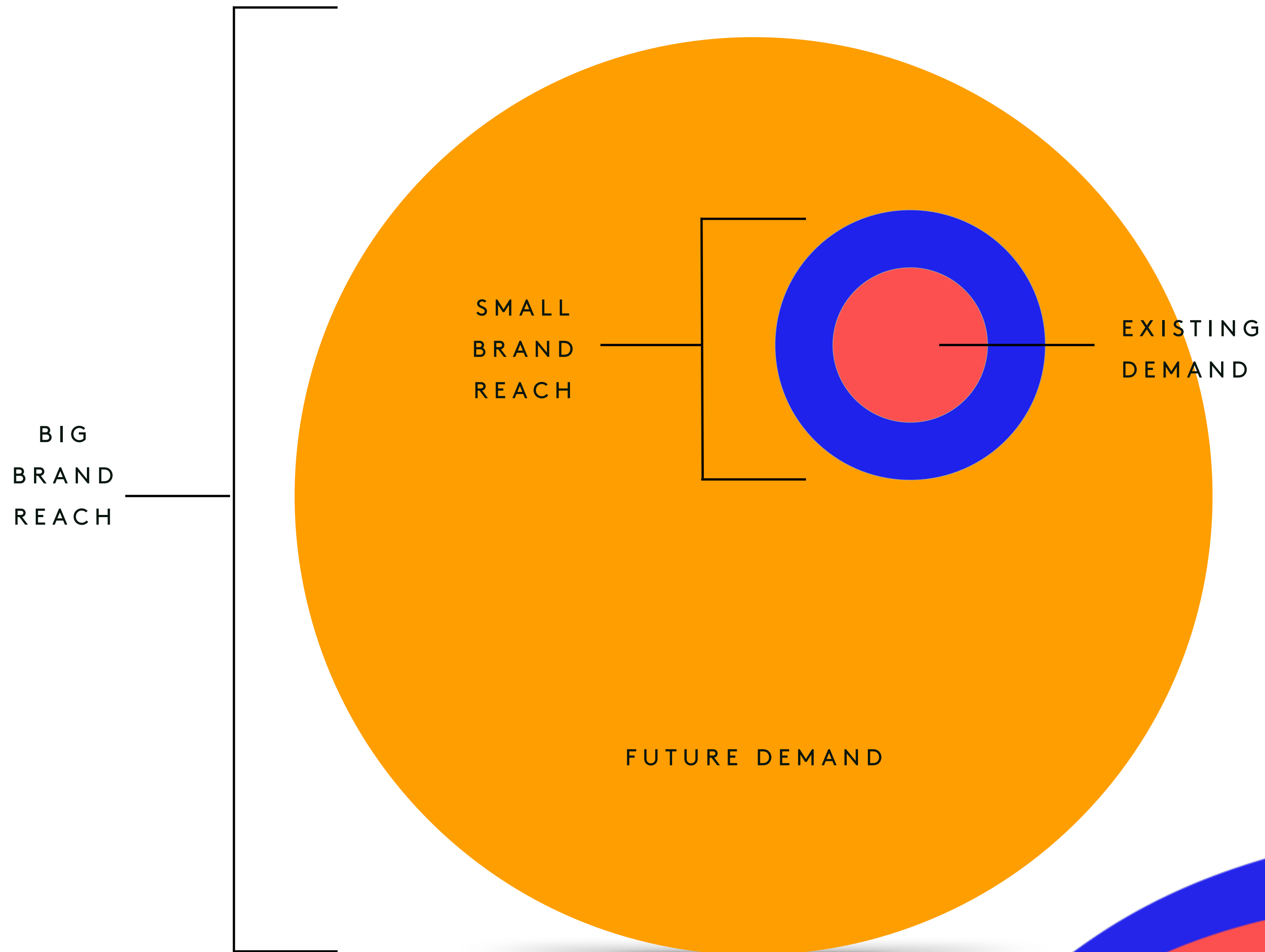
### RISE OF SHORT-TERM PROMOTIONS, DECLINE IN EFFECTIVENESS

(Measured in positive long-term business effects)



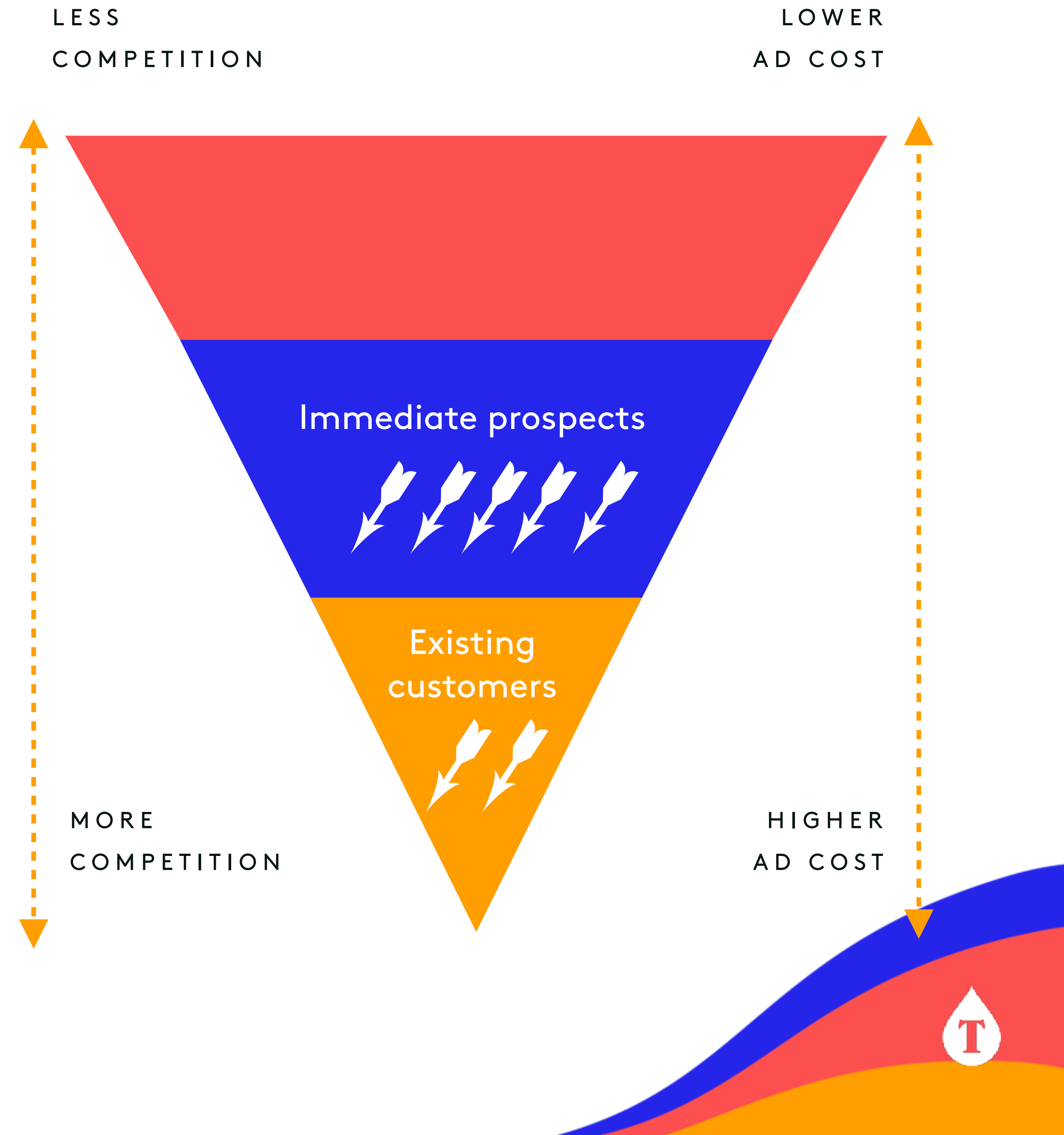
# What this now means

Big brands have an “unfair” advantage and stops others from growing because they can invest for both future demand and current customers at the same time.



# What this now means

- Auction based can never build big brand, too high CPC's and only targeting the "mature" in the funnel
- Fighting within a smaller segment with high competition
- CAC valley of death 🦴



Why risk...

**Short-term results at  
expense of future growth**





”We think of performance marketing as more of a way to laser in to balance supply and demand rather than a way to just purchase a large amount of customers.”



**Brian Chesky**

CEO AirBnb



# We all know these guys...

**Les Binet and Peter Field it:**

54 % of ad spend on rational, short term  
(performance marketing)

and 46% on brand building and emotional  
campaigns with broader targeting.



**Say less...**

Small brands can use cheaper digital channels and hammer in the message instead of hammering down on only performance marketing.



**Low cost video  
and story telling  
at scale**

- Don't sell a specific product
- Tell a story
- Aimed at most people
- Designed to be talked about and shared





**Video =**

**the CFO's dream**

You are paying for retention  
as well as getting OK amounts of clicks.



**To convert, mix your broad-reach video assets with targeted reminders and cues to purchase.**



# Moats to loops



# Moats

## What you can do that your competitors can or will not match

- Switching costs
- Intangible assets
- Network effect
- Cost advantage
- Efficient scale

"A company's moat refers to its ability to maintain the competitive advantages that are expected to help it fend off competition and maintain profitability into the future."

Philip Kotler, "The godfather of modern marketing".

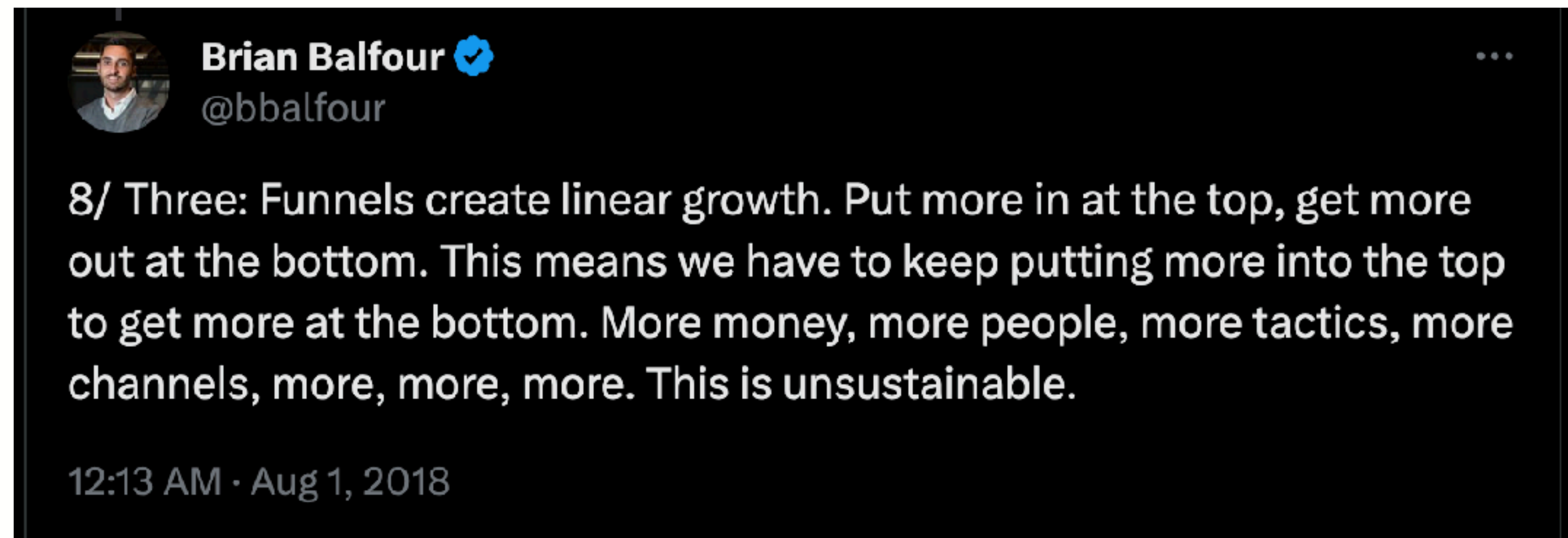




# Loops

## Discovery, retention, user benefit

- Viral loops
- UGC loops
- Paid loops



**To do: define your moat and loops and  
stimulate with marketing**

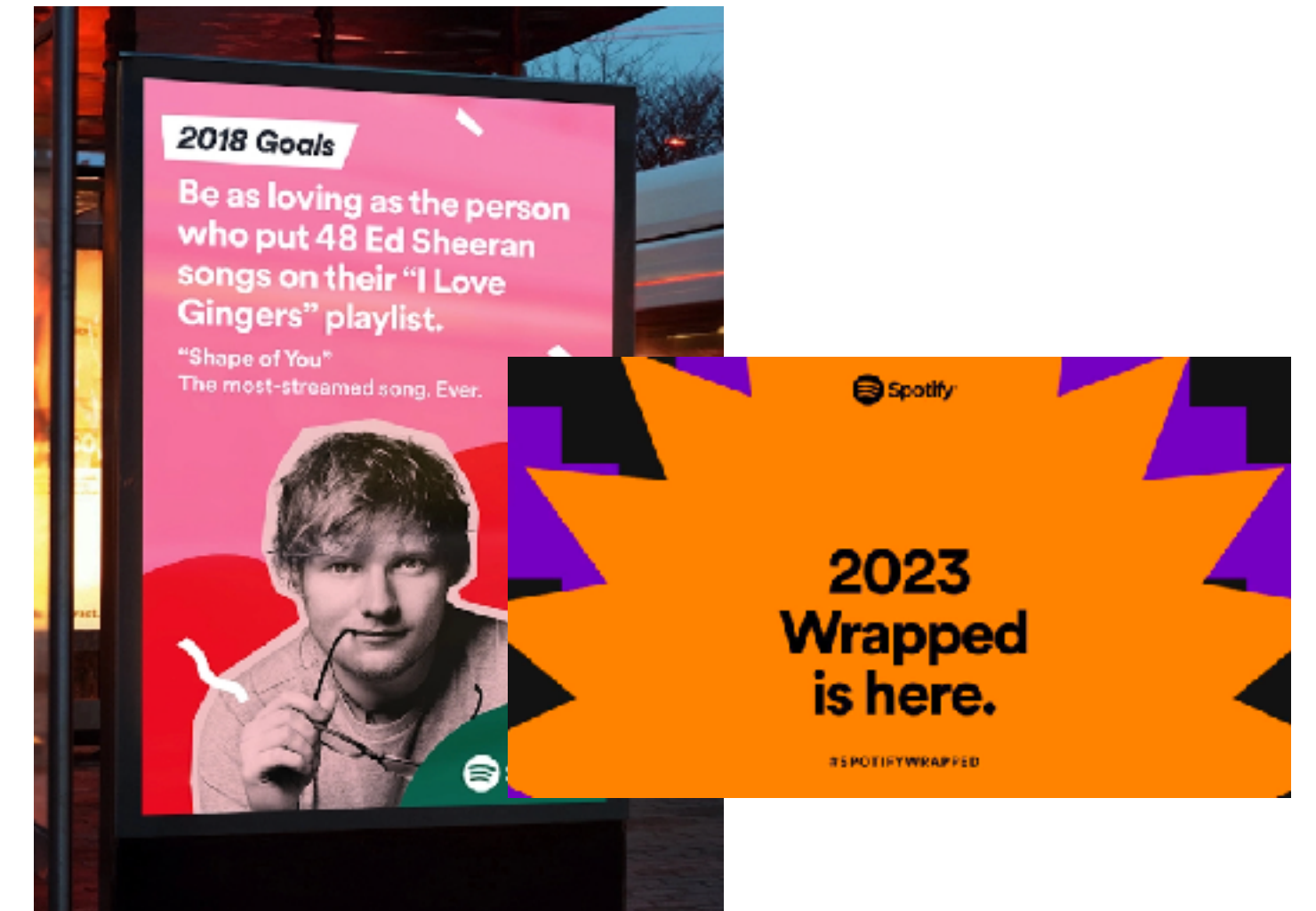
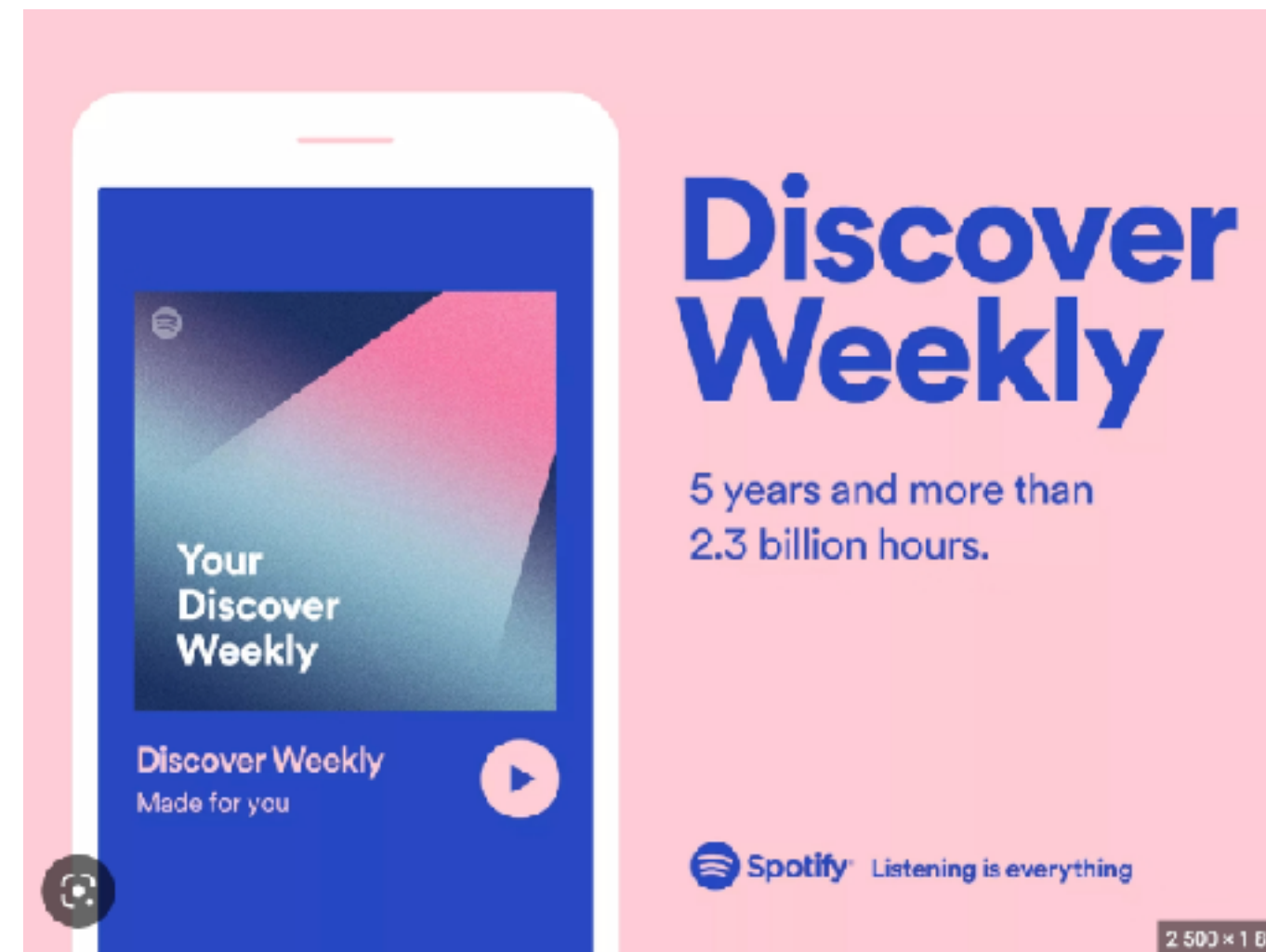
**=**

**A way to sustainable growth**



# Like the best do...

- Network effect
- Recommendations (UGC/Virality loop)
- Create playlists



# Creative ideas to achieve growth





**Do:**

**Find creative or unusual ways to showcase your products, services or achievements.**



**Don't:**

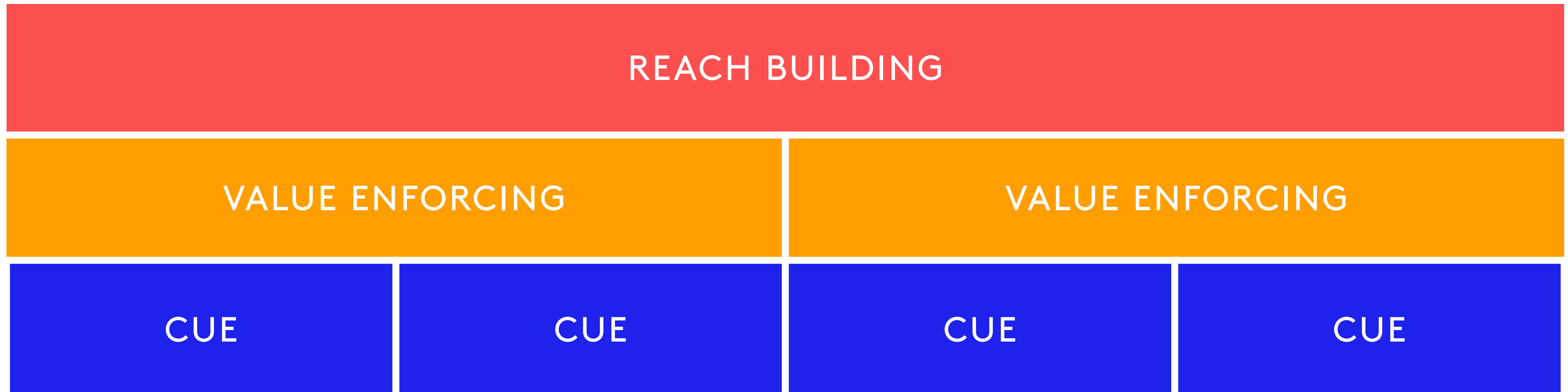
**Use clichés or tropes.**

**Use bland, generic messaging or boring statistics.**



**Using every part of the buffalo.**

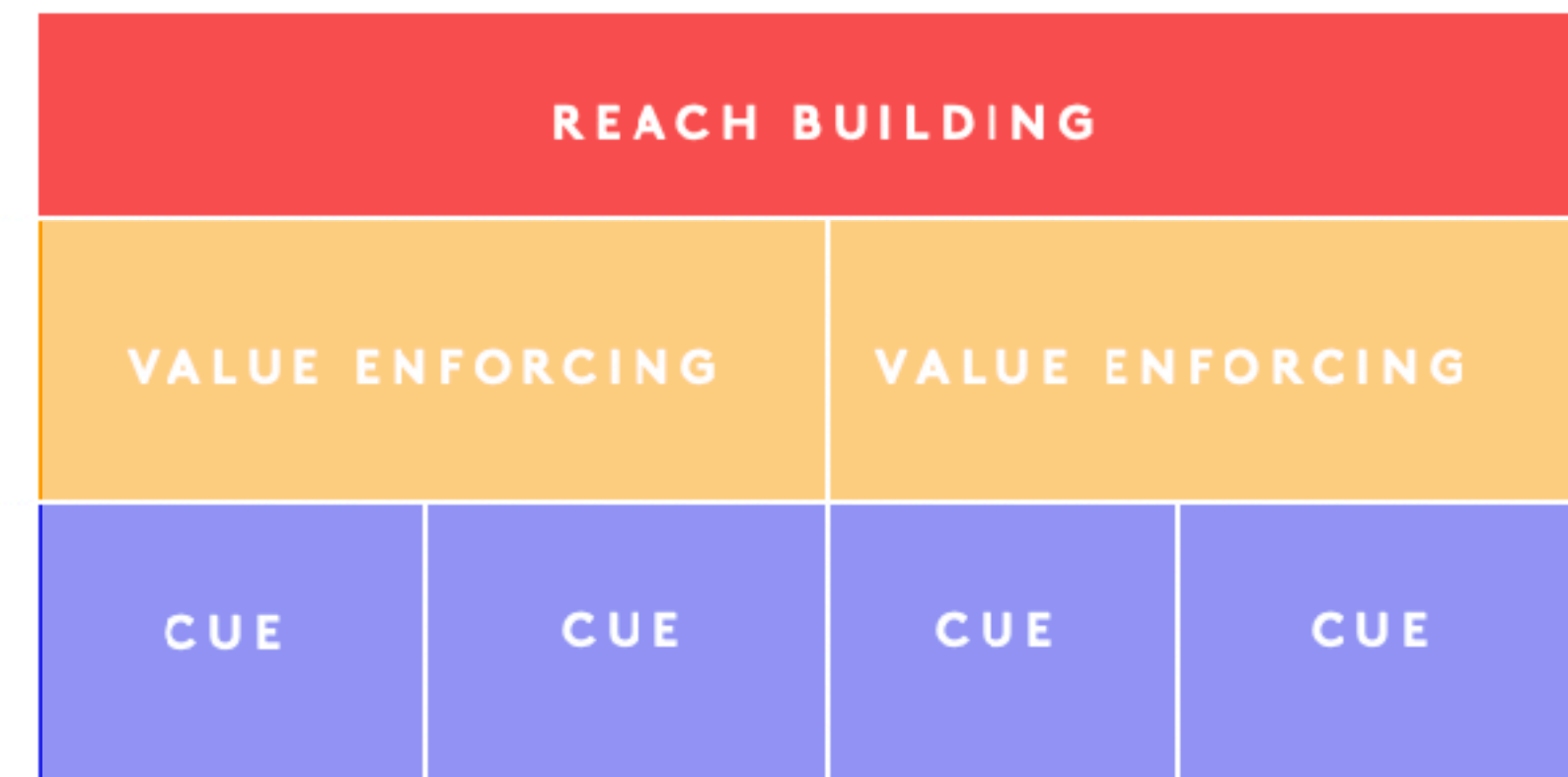


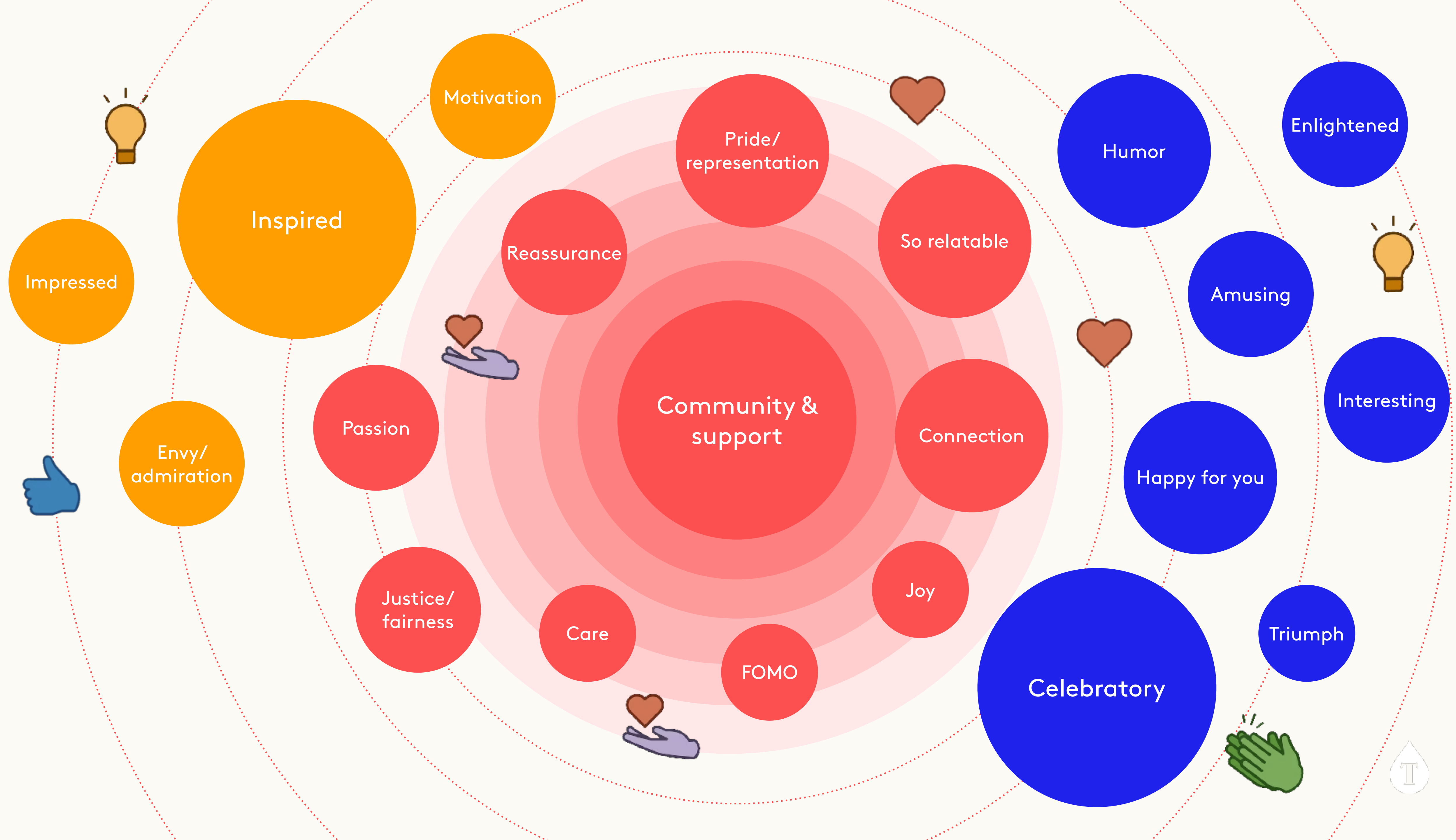




# The big idea is the reach builder

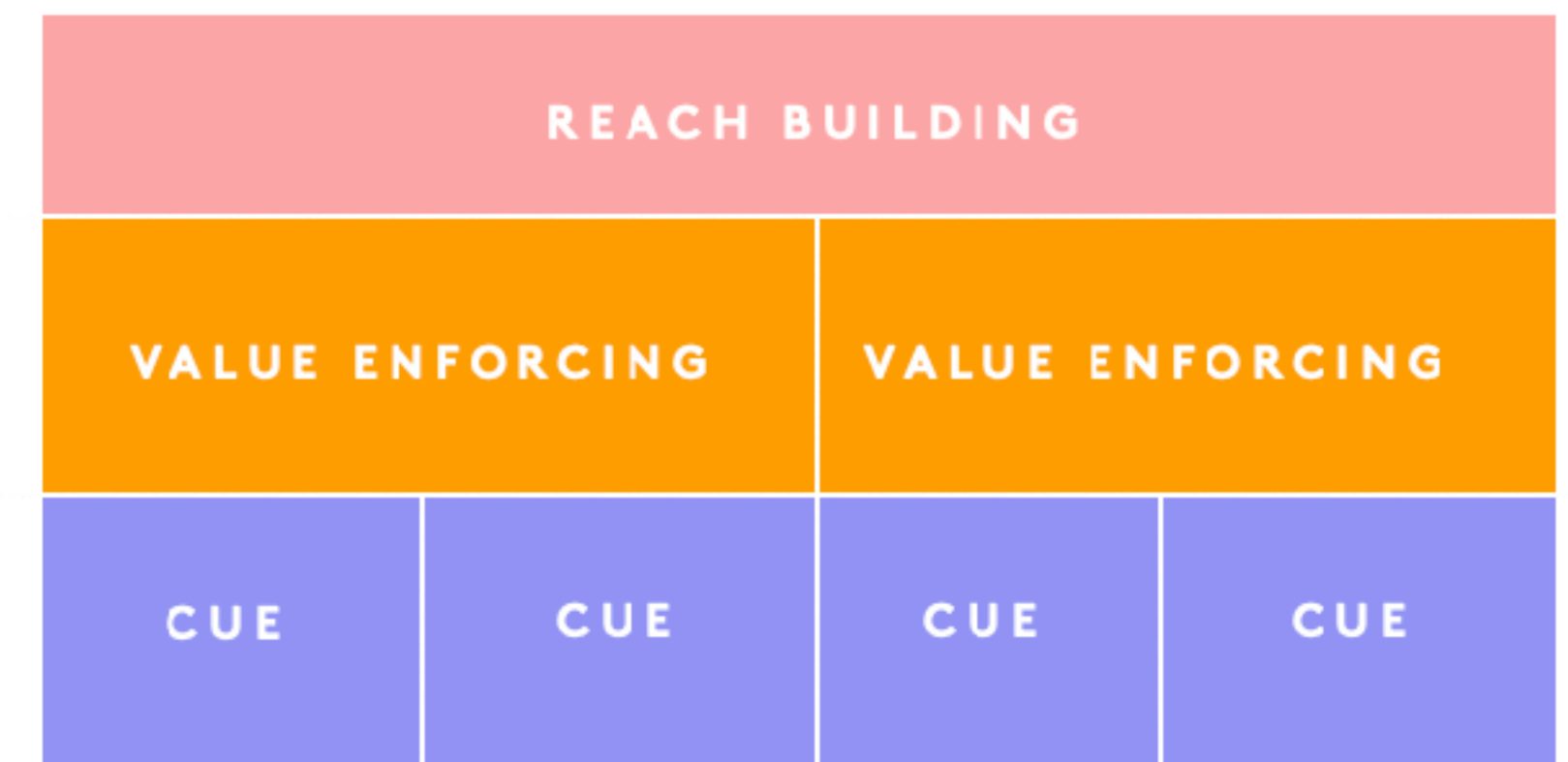
- Build emotional connections over rational.
- Reach.
- Idea and appeal.
- Target all.
- Once or twice per year.





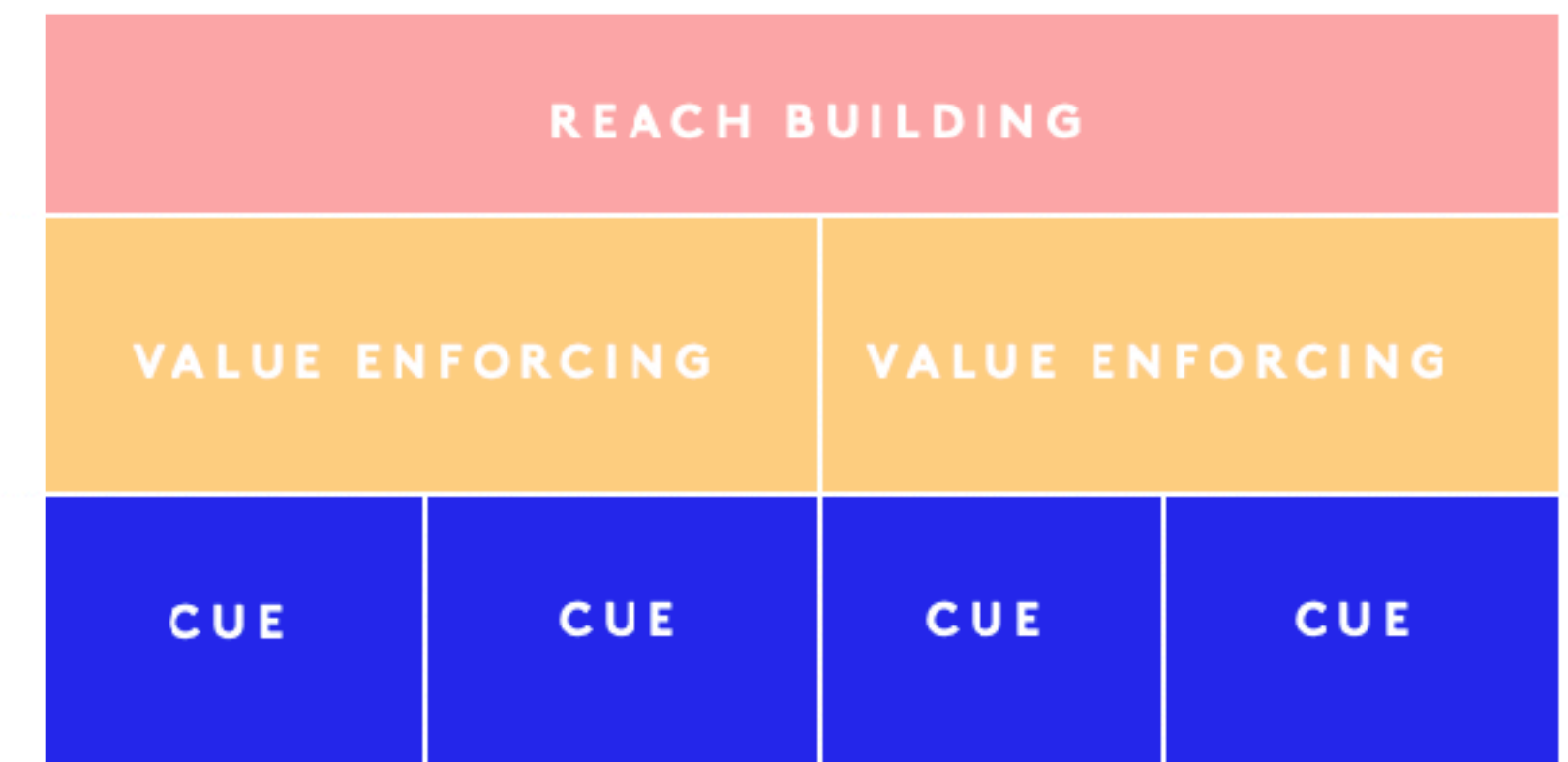
# Enforce value

- Reinforce.
- Experimental in placements and formats.
- Re-engage the intrigued.



# Cues

- Pings and closes.
- Always on – where the audiences are.
- Creative repetition and cues. (Variety of options.)



# The Messy Middle: Decoding Decisions



Category  
heuristics



Power of  
now



Social  
proof



Scarcity  
bias



Authority  
bias



Power of  
free

# Evidence and key takeaways



# **Case: Market entry with a small budget**

# Case: Market entry with a small budget



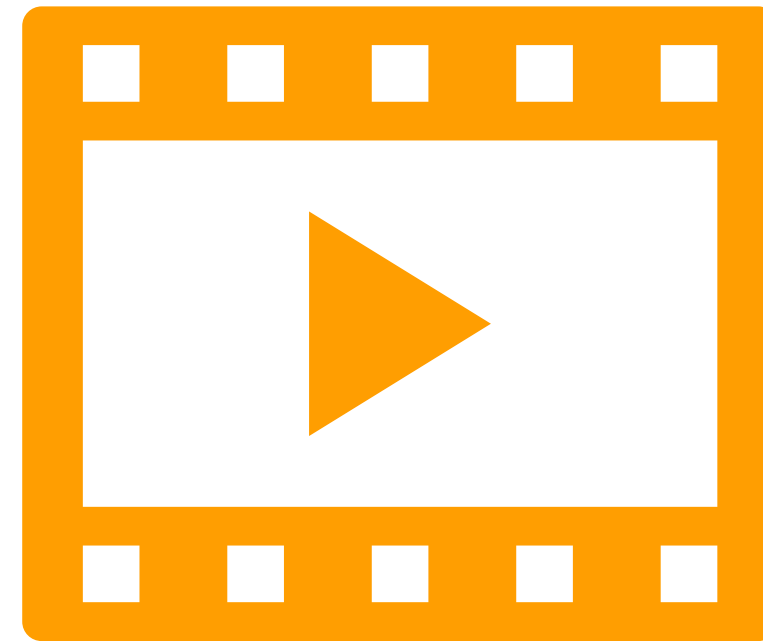
350 companies in Finland



# Case: Market entry with a small budget



350 companies in Finland



Reach building: product awareness

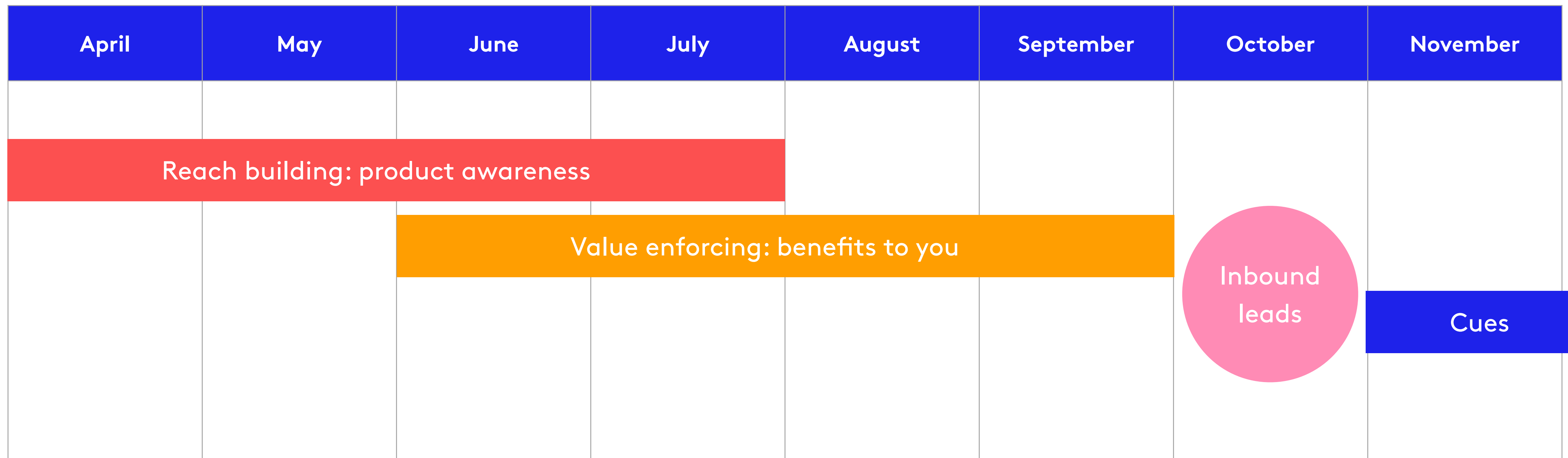


Value enforcing: benefits to you

# Case: Market entry with a small budget

April	May	June	July	August	September	October	November
Reach building: product awareness							
		Value enforcing: benefits to you					
							Cues

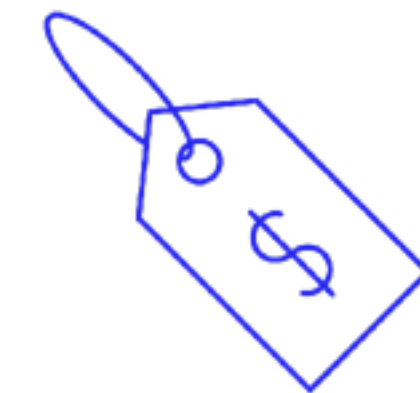
# Case: Market entry with a small budget



+ Buzz on social media

# Case: Market entry with a small budget

April	May	June	July	August	September
Reach building: product awareness					
		Value enforcing: benefits to you			



**€4,109.22**



# Remember this:

1. Use the four laws of brand building to your advantage.
2. Thoughtless boosting and untactical performance marketing is a waste of your money.
3. Every euro, dollar or pound spent should be accounted for, with surgical precision, in either effect (growth) or failure (test).
4. Utilise the content framework: Reach building, Value enforcing, Cues.
5. Be anything but boring with your content and use psychological persuasion.
6. Small budgets can't afford to leave the faucet on.



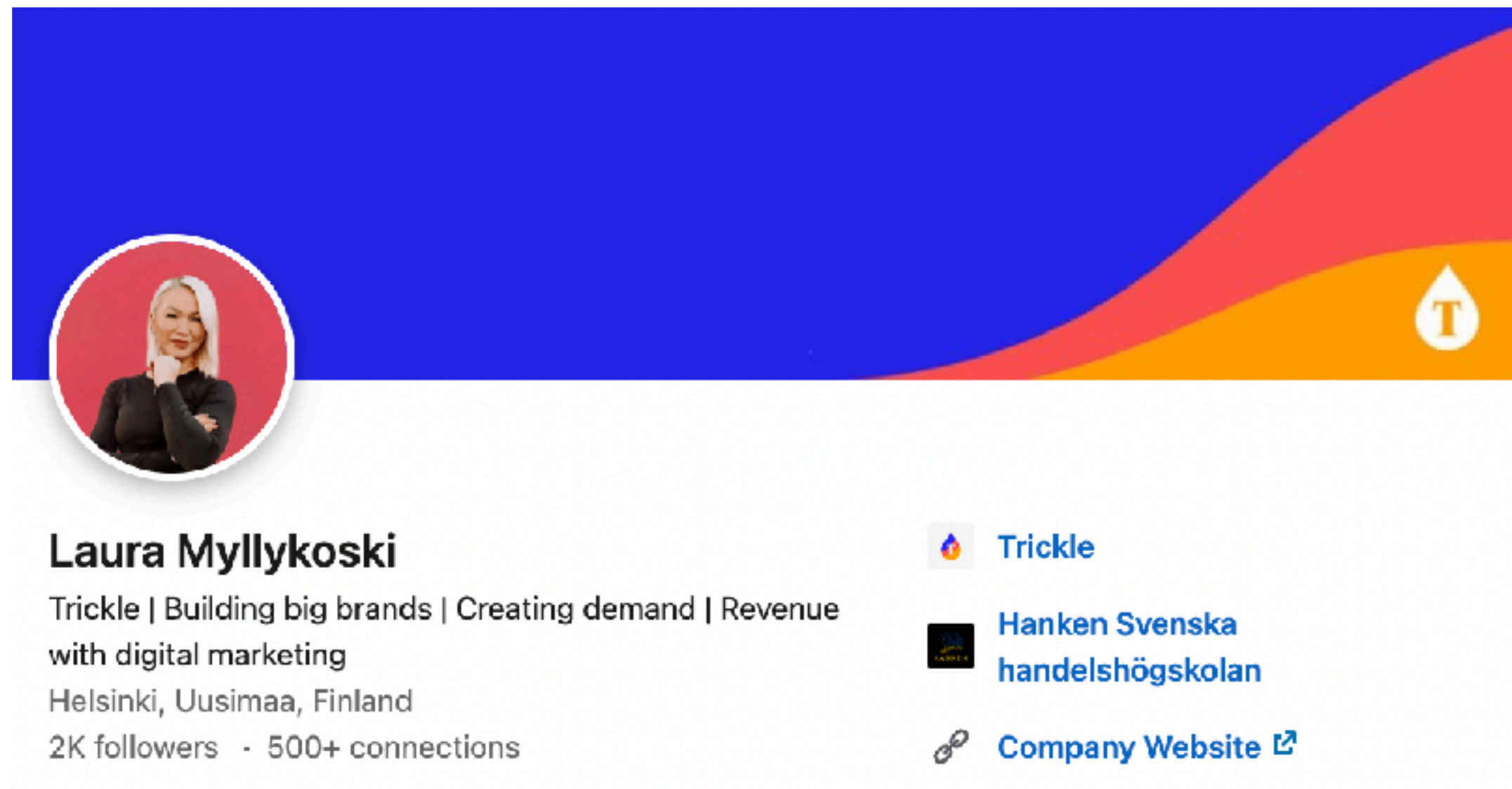


# Thanks!

Let's network →

Laura Myllykoski  
laura@trickle.fi  
+3584 0168 0259

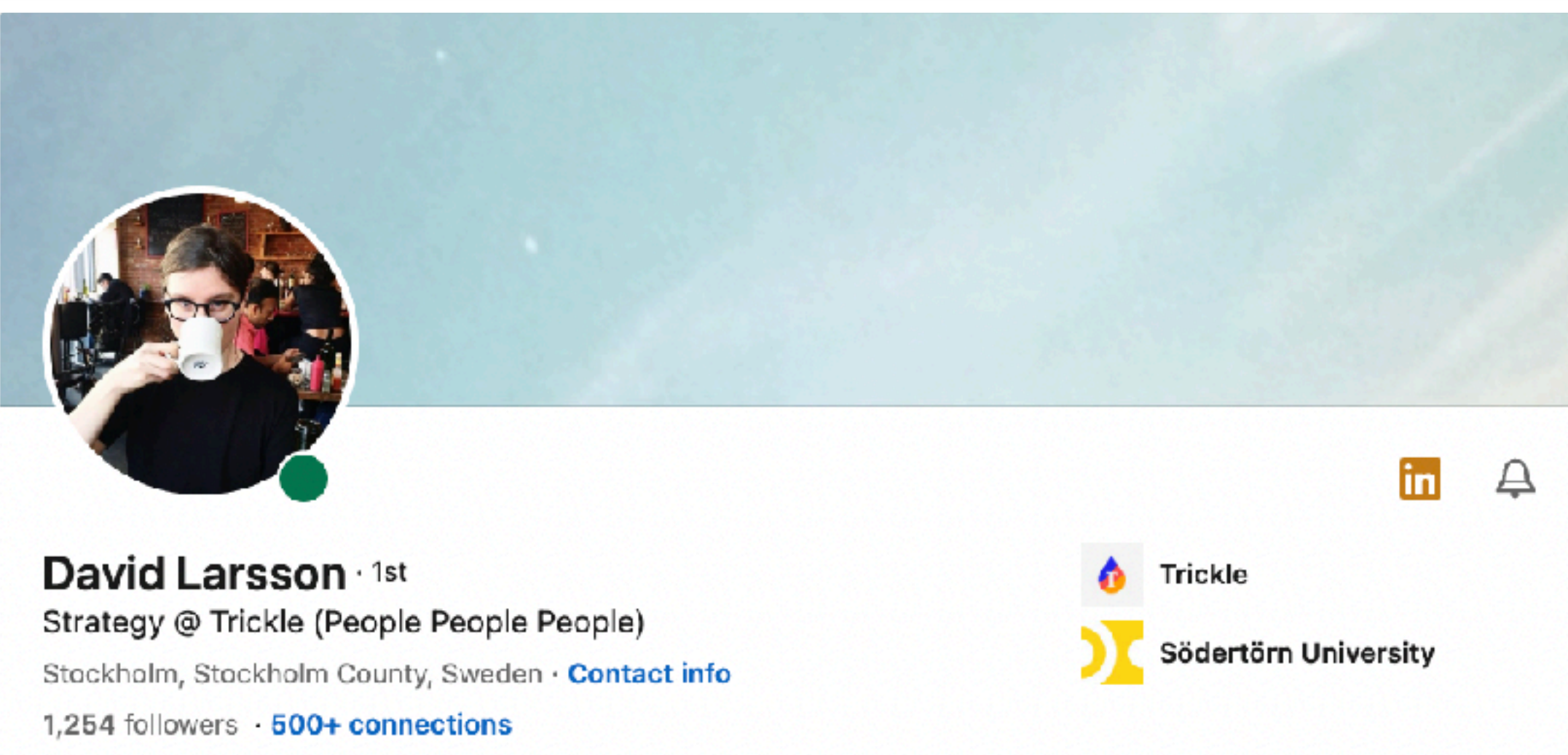
David Larsson  
david@trickle.se  
+4670 7135 296



LinkedIn profile card for Laura Myllykoski. The profile picture shows a woman with blonde hair. The background of the profile banner is blue, red, and yellow. The profile name is Laura Myllykoski, and the bio reads: "Trickle | Building big brands | Creating demand | Revenue with digital marketing". The location is Helsinki, Uusimaa, Finland, and the stats are 2K followers and 500+ connections. The company is Trickle, and the education is Hanken Svenska handelshögskolan. There is a link to the company website.

**Laura Myllykoski**  
Trickle | Building big brands | Creating demand | Revenue with digital marketing  
Helsinki, Uusimaa, Finland  
2K followers · 500+ connections

Trickle  
Hanken Svenska handelshögskolan  
Company Website



LinkedIn profile card for David Larsson. The profile picture shows a man with glasses drinking from a white cup. The background of the profile banner is a light blue sky. The profile name is David Larsson, and the bio reads: "Strategy @ Trickle (People People People)". The location is Stockholm, Stockholm County, Sweden, and there is a link to contact info. The stats are 1,254 followers and 500+ connections. The company is Trickle, and the education is Södertörn University.

**David Larsson** · 1st  
Strategy @ Trickle (People People People)  
Stockholm, Stockholm County, Sweden · [Contact info](#)  
1,254 followers · 500+ connections

Trickle  
Södertörn University