



**BECOME IRRESISTIBLE TO
YOUR PERFECT CLIENTS**
with Fried Egg Marketing®



THE EVOLVING B2B MARKETING LANDSCAPE

- Increased Competition
- Complex Buyer Journeys
- Risk Aversion
- Information Overload
- Demand for Personalisation
- Lack of Differentiation



60%
of purchases have
four or more
people
scrutinising the
decision.

78%
of buyers indicate that
their top internal
decision-making
challenge is dealing
with multiple
stakeholders with
different agendas.

94%
of buyers
experience a
cancelled purchase
cycle, ending in 'no
decision'.

THE PAINFUL CHALLENGES WE FACE

Buyer in Control

Lack of differentiation

Long sales cycles

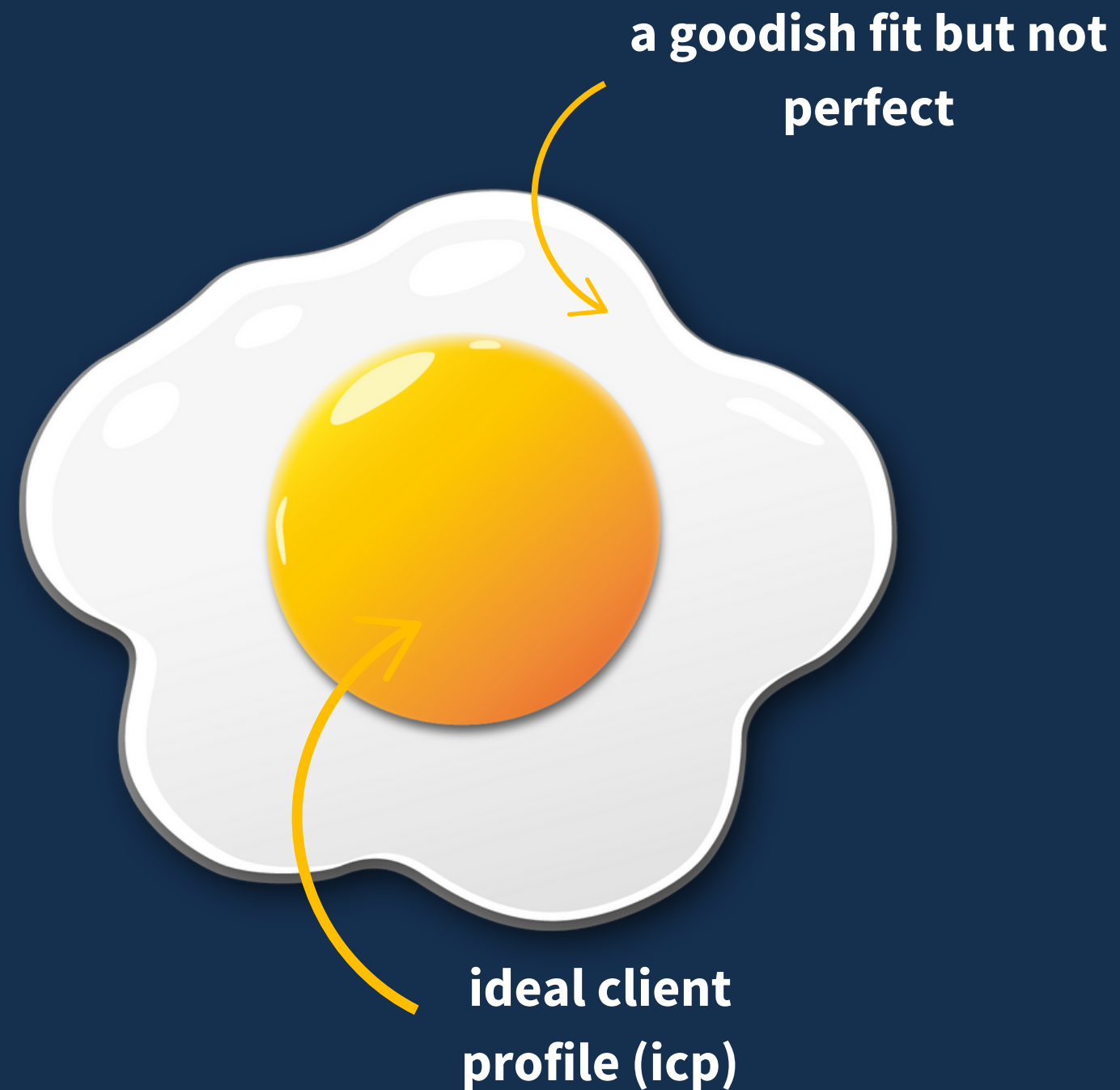
Poor lead quality

High customer churn

Failing tech stack



INTRODUCING FRIED EGG MARKETING®



The revolutionary approach that focuses on making you **irresistible** to your perfect client by emphasising precision over volume.

- Simplify the buying process
- Remove risk
- Overcome information overload
- Differentiate in a competitive market
- Align short- and long-term objectives

WHY FOCUS ON THE YOLK?

we all know it's
the best bit



Maximise marketing ROI

Better customer experience

Improved lead quality

Brand differentiation

Aligned business goals

Leverage technology for precision

Eliminate waste



WHY NOT FOCUS ON THE WHITE?

Wasted resources

Low conversions

Damaged brand

Lack of internal alignment

Missed opportunities

Measuring success

WHAT THE CLUCK IS A IDEAL CLIENT PROFILE?

And why is it important?

Your ICP is a detailed description of the type of customer who would derive the most value from your product or service and, in return, provide the most value to your business.

Customer data analysis

Profiling

Research market

Develop personas

Understand the buying committee



SCRAMBLED THINKING, SOGGY RESULTS

**The cost of the
wrong eggs**



Scrambled Egg

Represents a broad, unfocused marketing strategy. A scrambled marketing approach lacks focus, trying to appeal to everyone but not resonating deeply with any specific group.



Omelette

An omelette contains multiple ingredients mixed together, aiming to satisfy a broader range of tastes. In marketing, this approach tries to address multiple segments or personas at once but can still be too general.

MORE THAN 'JUST MARKETING'

Clarity of focus

Eliminate waste

Align your teams

Create long-term impact

Leverage technology for precision

Improve efficiency



HOW TO FRY AN EGG

The approach is simple: focus on the yolk, your ideal customers. We help you identify, understand and target the most valuable part of your market with precision.



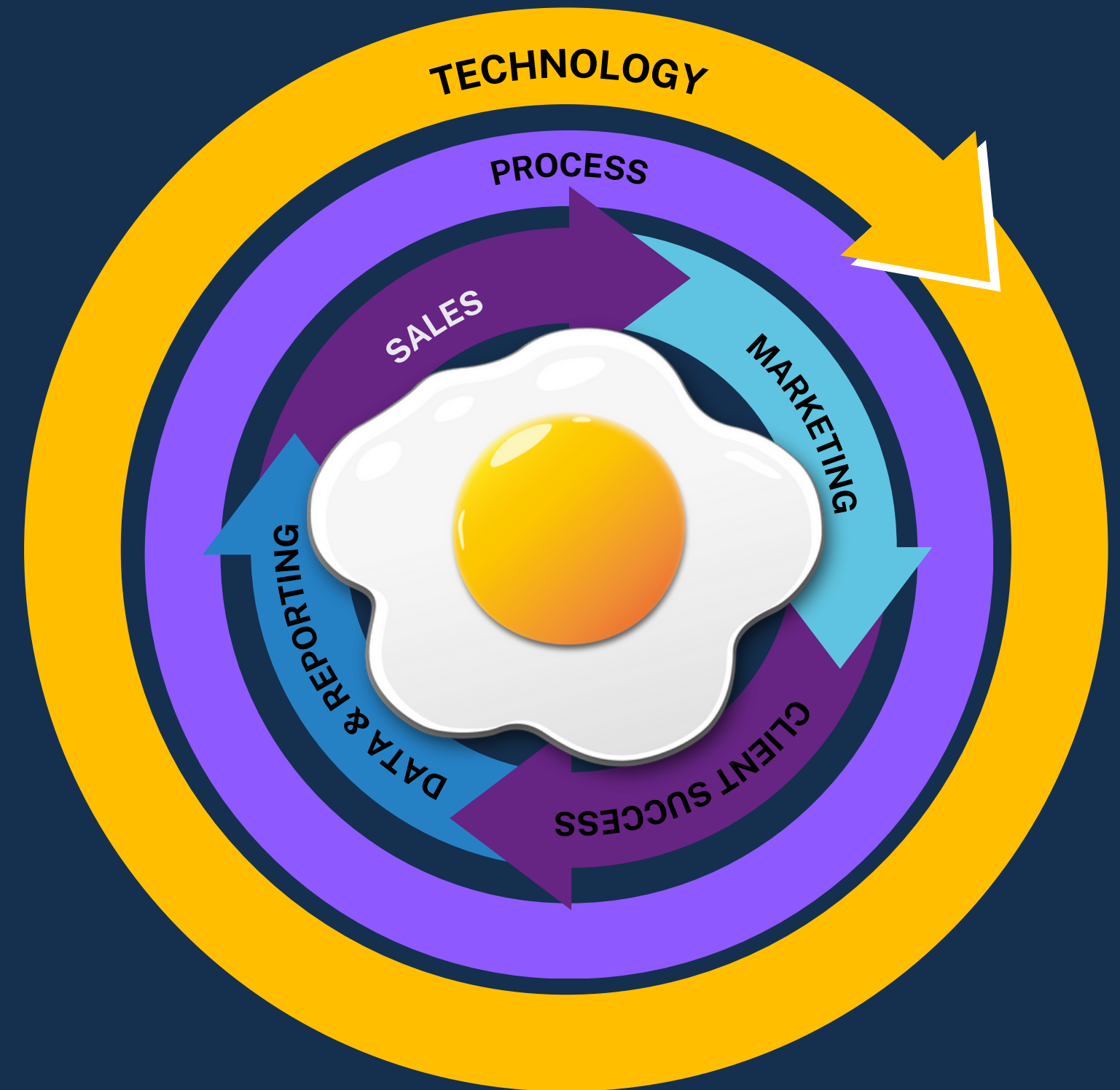
TURNING FRIED EGG MARKETING® INTO **REVENUE** - EGGOPS

EggOps integrates Fried Egg Marketing®'s focus on your ICP with the operational efficiency and alignment of RevOps.



WHAT IS EGGOPS?

EggOps brings together the data, technology, and key team alignment to create seamless customer experiences, ensuring that every effort contributes directly to **predictable and scalable revenue growth meaning:**

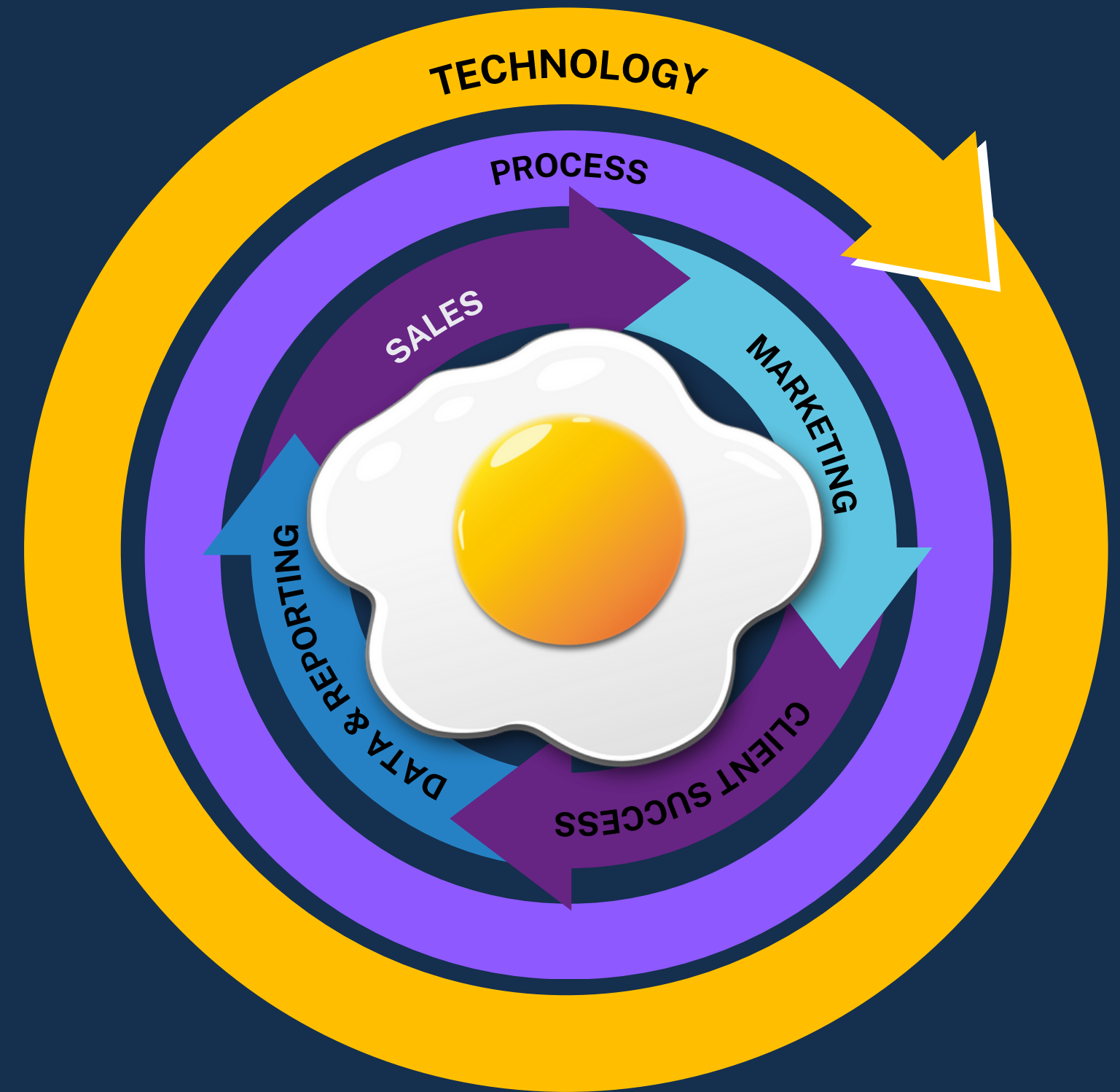


TURNING FRIED EGG MARKETING® INTO REVENUE - EGGOPS

Your team efforts are unified

Your customer experiences are seamless

Your revenue is scalable



IS FRIED EGG MARKETING® RIGHT FOR YOU?

Designed specifically for B2B businesses who are ready to make strategic changes to improve ROI and increase customer lifetime Value.

- **Understand the value of investing £50,000 or more annually in marketing**
- **Willing to change what isn't working to improve efficiency and competitive advantage.**
- **Looking to drive substantial growth by targeting the right clients to utilise resources more efficiently.**
- **Collaborative teams who are willing to change the way things are done to shorten the sales cycle, cut the cost of customer acquisition and improve brand equity.**

WHAT'S NEXT?

Book a 1-2-1

- What does the Fried Egg Marketing® process look like?
- Learn more about EggOps and turning Fried Egg Marketing® into revenue
- Will Fried Egg Marketing® really work for you?



Book a 1-2-1

