The 3-Core Iterations of Growth

Introducing a science-backed framework for for sustained market penetration and breakthrough growth.

Business901
Building Funnels of Opportunity

Notes & Attribution

Source of the CDE Model can be found: Human Systems Dynamics Institute: https://www.hsdinstitute.org/index.html

Adaptive Action: Leveraging Uncertainty in Your Organization 1st Edition, by Glenda H. Eoyang (Author), Royce J. Holladay (Author)

Teachings and Philosophy of the **Ehrenberg-Bass Institute http://www.marketingscience.info/ , https://www.linkedin.com/school/ehrenbergbass/posts/?feedView=all**.

- Professor Byron Sharp **@professorByronSharp – Author of** How Brands Grow Part 1 & 2
- Research Professor **Jenni Romaniuk** - Author of Better Brand Health, Building Distinctive Brand Assets, How Brands Grow Part 2

The Problem & The Myth

The Growth Plateau

Introduce the common problem of experiencing a 'growth plateau' - high engagement, low sales. The issue is a static marketing strategy in a dynamic market.

The Loyalty Myth

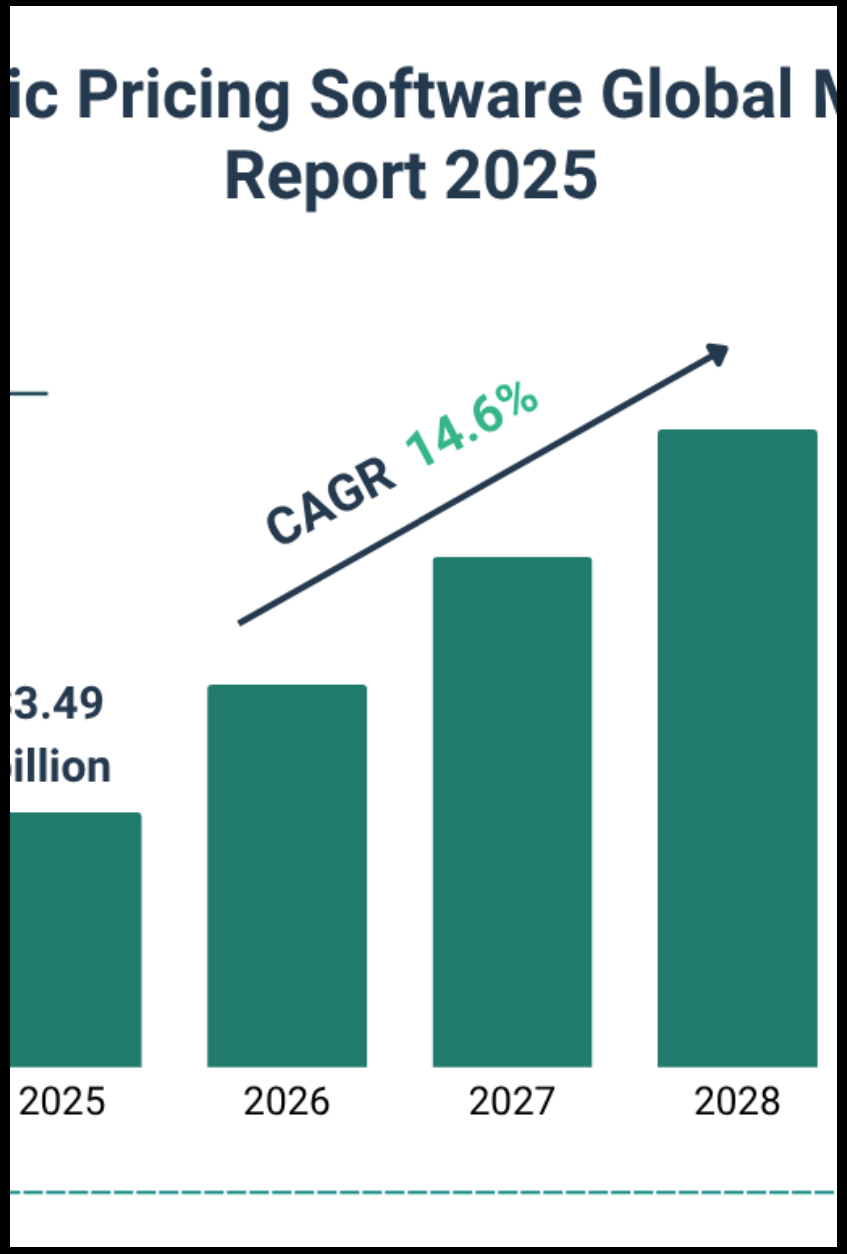
Debunk the myth that 'loyalty drives growth.' Introduce the Ehrenberg-Bass Law (Double Jeopardy): Small brands suffer not because of low loyalty, but because of low penetration (fewer buyers).

Business901
Building Funnels of Opportunity

The goal is not retention, but rather penetration. Penetration requires two key levers: Mental Availability and Physical Availability. The 3-Core Iterations system will address these fundamental drivers of growth.

The Plateau Problem

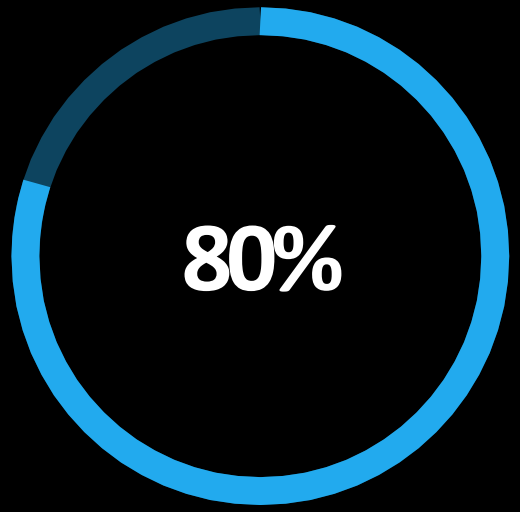
You're seeing impressive engagement numbers, but your sales haven't grown in months. The problem is a static marketing strategy that can't keep up with the dynamic market. To break through the plateau, you need a system that adapts to the ever-changing landscape.



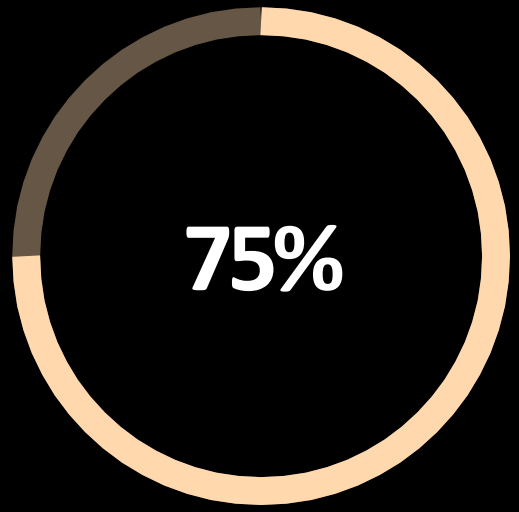
Business901
Building Funnels of Opportunity

The Big Myth (The Loyalty Trap)

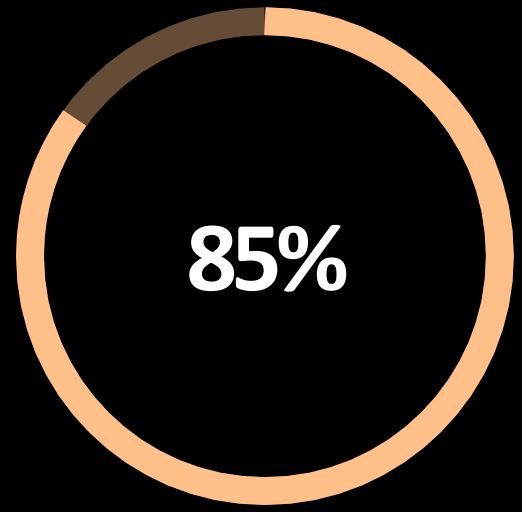
Smaller brands have similar loyalty rates to larger brands, but lower buyer penetration



Brand A (Large)



Brand B (Small)



Repeat Purchase Rate

The Scientific Solution

The Goal: Penetration, Not Retention

The goal for sustainable growth is not just retaining existing customers but continuously increasing your overall market penetration. This requires a scientific, evidence-based approach.

The Two Levers of Penetration

Penetration requires two essential levers: Mental Availability and Physical Availability. Mental Availability ensures your brand is top-of-mind, while Physical Availability makes it easy for buyers to purchase your product or service.

Mental Availability

Achieving Mental Availability means ensuring your brand is distinctly memorable and immediately recognizable to your target audience. This is the foundation for driving consistent, long-term growth.

Physical Availability

Physical Availability refers to the seamless accessibility of your product or service. This means eliminating any friction or barriers in the customer journey, making it easy for buyers to convert at every touchpoint.

The Adaptive Advantage

By focusing on these two critical levers of penetration, and continuously iterating on your approach, you can build a truly adaptive growth system that keeps you aligned with the dynamic market, not just temporary trends.

Introducing the 3-Core Iterations

The 3-Core Iterations	Core 1: Calibrate the Container	Core 2: Forge the Difference	Core 3: Optimize the Exchange	The Adaptive Difference
Introduce the 3-Core Iterations as an adaptive system for building Mental Availability and Physical Availability - the two critical levers for sustained market penetration.	Explain how the first core focuses on defining the target market and mapping the key customer entry points (CEPs) to ensure maximum penetration by reaching the non-heavy buyers.	Highlight how the second core achieves Mental Availability by developing a simple, unique, and memorable Distinctive Asset that ensures instant brand recall.	Demonstrate how the third core focuses on Physical Availability by creating a frictionless path to purchase, using Adaptive A/B Testing and Friction Audits to maintain absolute accessibility.	Emphasize that the key to the 3-Core Iterations is the continuous cycle of measurement, feedback, and refinement, ensuring the system remains dynamic and aligned with market realities.

Business901
Building Funnels of Opportunity

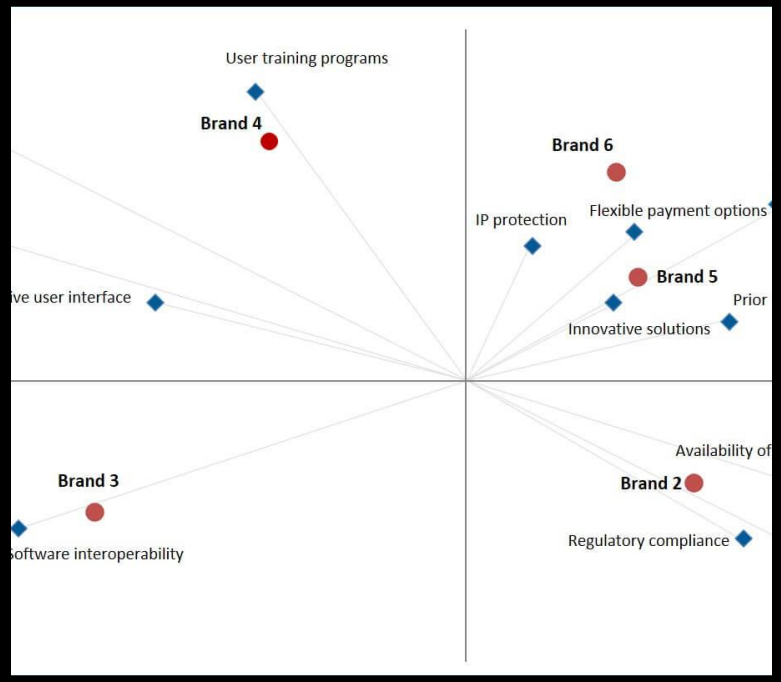
Core 1: Calibrate the Container

Business901
Building Funnels of Opportunity

Core 2: Forge the Difference

Distinctive Asset

Introduce the need for a Distinctive Asset that is simple, unique, and memorable.



Difference Test

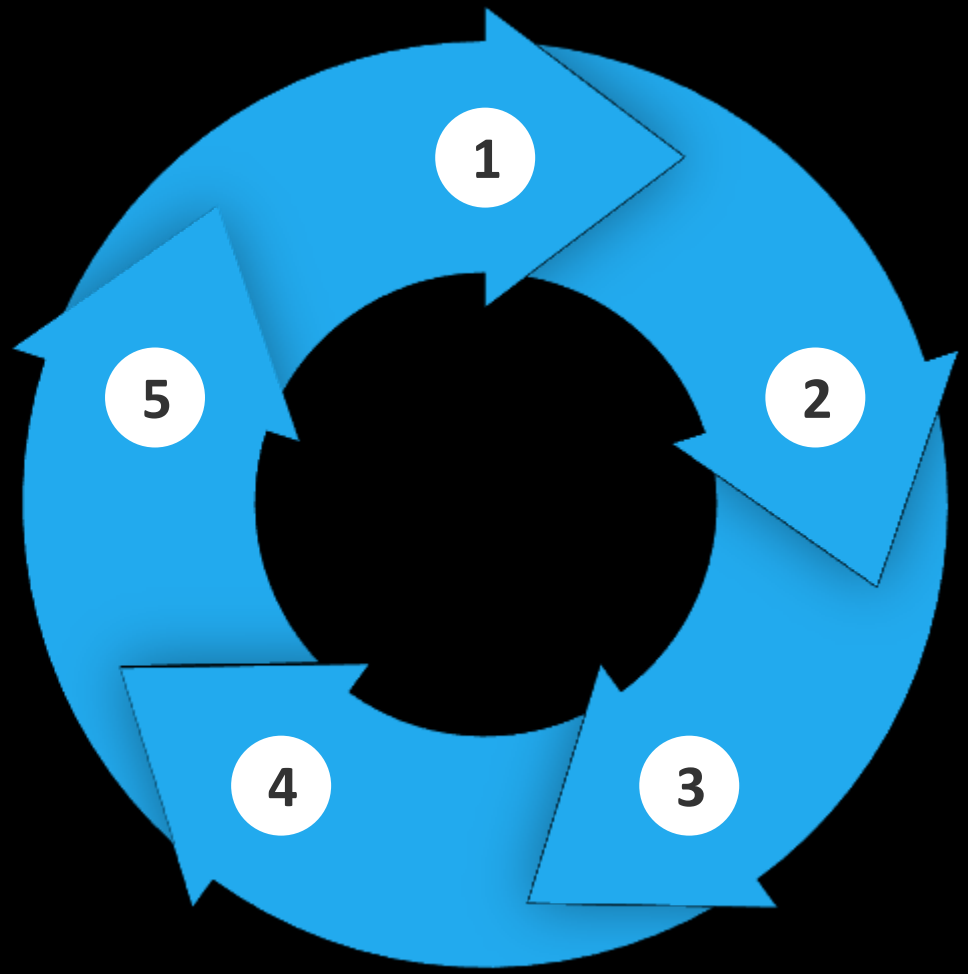
Apply the 'Difference Test' to ensure your Distinctive Asset achieves instant recall.

Mental Availability

Achieve Mental Availability by creating a Distinctive Asset that stands out in the minds of your target audience.

Business901
Building Funnels of Opportunity

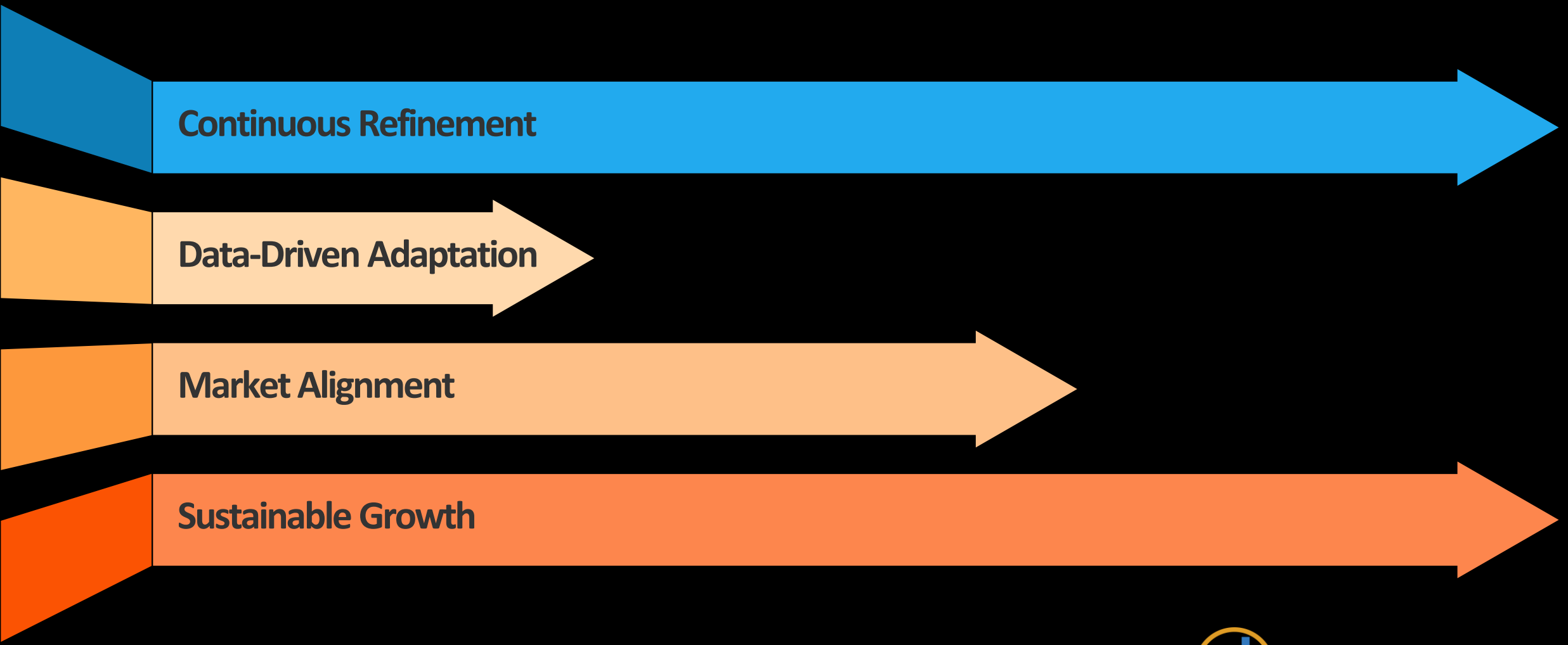
Core 3: Optimize the Exchange



1. **Achieve Physical Availability:** Ensure your products and services are easily accessible through all relevant channels.
2. **Optimize the Customer Journey:** Conduct a Friction Audit to identify and eliminate any barriers or friction points along the customer journey.
3. **Implement Adaptive A/B Testing:** Continuously test and optimize your marketing assets, offers, and customer experiences to improve conversion rates.
4. **Maintain Continuous Adaptation:** Gather feedback from customers and monitor market trends to continuously refine and adapt your exchange strategy.
5. **Leverage Data and Analytics:** Utilize data-driven insights to make informed decisions and continuously improve the effectiveness of your exchange tactics.

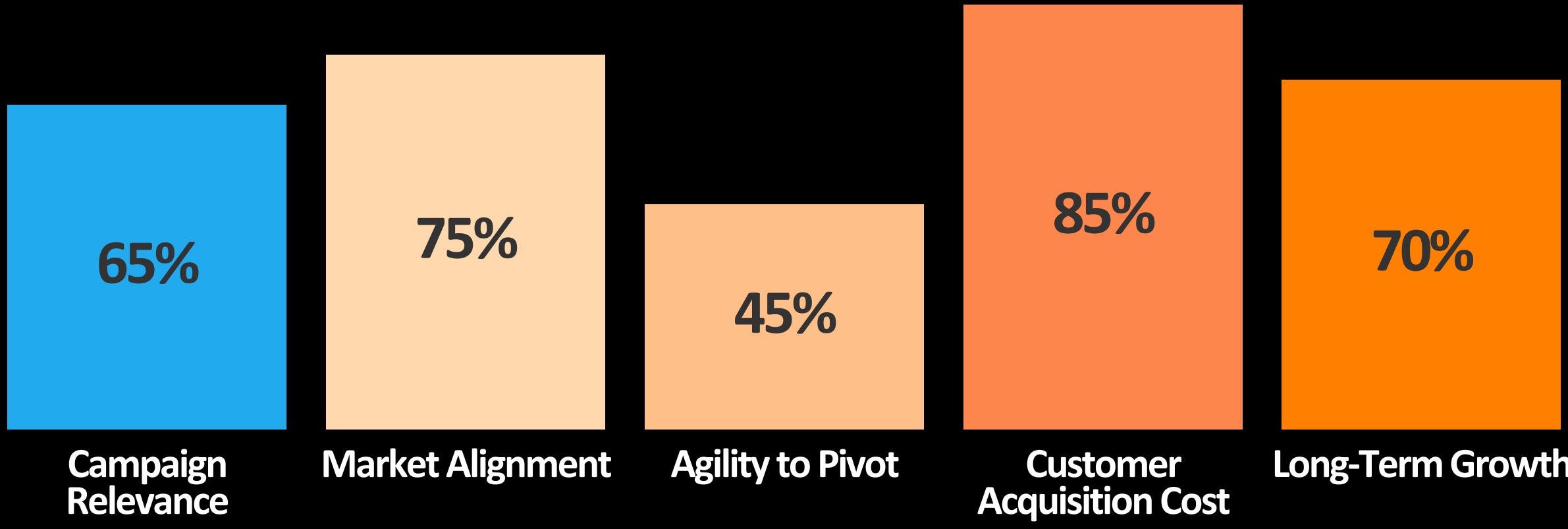
Business901
Building Funnels of Opportunity

The Adaptive Difference



Why Choose the Adaptive Approach

Comparison of key marketing effectiveness metrics



Call to Action (The Low-Commitment Offer)

3-Core Iterations Checklist

Download our comprehensive checklist to take the first step towards an adaptive, science-backed growth system.

Unlock Sustained Growth

Discover how the 3-Core Iterations can help you break through your growth plateau and achieve lasting market penetration.

Low-Risk, High-Impact

This low-commitment offer provides a practical starting point to transform your marketing strategy and drive accelerated business growth.

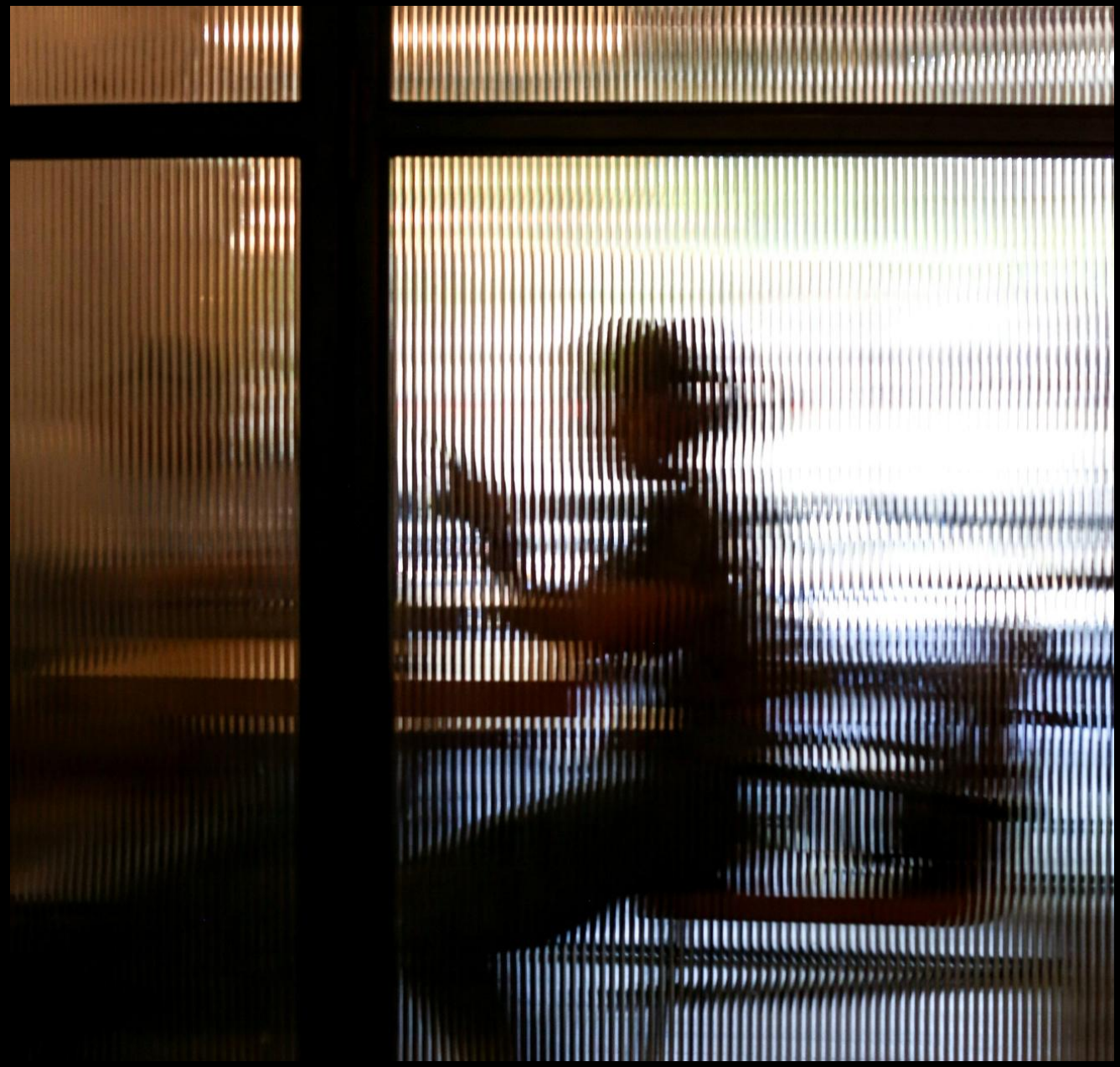
Aligned with Market Realities

The 3-Core Iterations are designed to keep you in sync with the dynamic laws of consumer behavior, not just the latest marketing trends.

Business901
Building Funnels of Opportunity

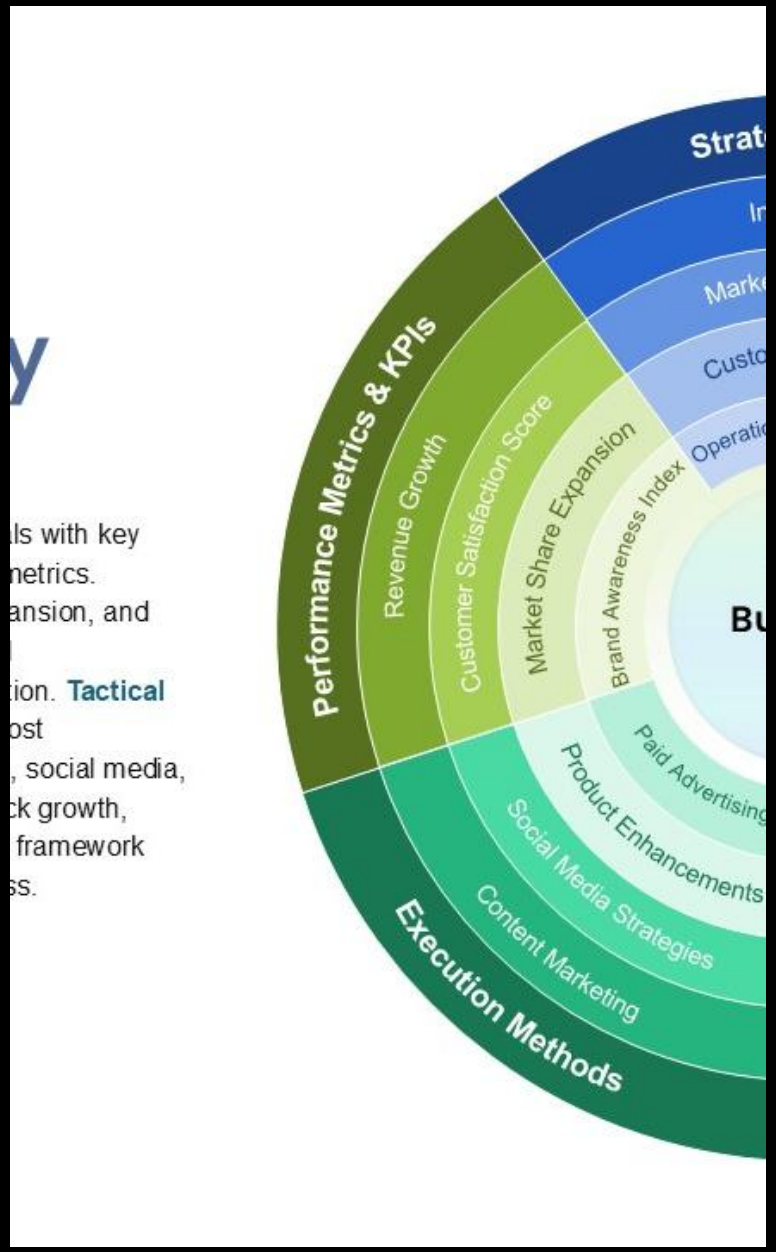
Final Thoughts & Contact

In this presentation, we've explored the power of the 3-Core Iterations of Growth, a science-backed system for sustained market penetration. The key is the iterative nature of the process - by continuously measuring, refining, and adapting your strategy, you can ensure your marketing stays in lockstep with the ever-changing market dynamics. Remember, growth is not a one-time event, but a continuous journey of optimization and improvement.



Business901
Building Funnels of Opportunity

In conclusion, the 3-Core Iterations of Growth is an adaptive, evidence-based system that guarantees sustained market penetration. By continuously calibrating the container, forging a distinctive difference, and optimizing the exchange, you can build true mental and physical availability in your market. This iterative approach ensures your growth strategy aligns with the fundamental laws of consumer behavior, not just the latest marketing fads.



Business901
Building Funnels of Opportunity

Fractional Marketing Services

Maximize your marketing impact with Business901's customized fractional marketing solutions. We combine proven traditional methods with cutting-edge digital strategies to drive measurable results. **Our services include:**

Strategic Growth Planning: Collaborate to develop data-driven marketing plans aligned with your business goals.

Multi-Channel Campaigns: Engage your audience through targeted social media, impactful in-person and online events, and optimized content marketing.

AI-Powered Acceleration: Leverage advanced AI tools to streamline sales and marketing processes, improve customer targeting, and boost conversions.

Customer-Centric Frameworks: Implement proven methodologies, such as Customer Value and Inquiry Sales Models, to drive long-term customer loyalty and revenue growth.

Partner with Business901 and unlock your full growth potential.

Business901

Building Funnels of Opportunity