

Bootstrapping a New Brand

How Instinctive helped gther build a foundation for their marketing and stand out in a packed arena



Fueling a Generation of Brand Events

For B2B brands, events are crucial. They help grow your presence, build your network, and acquire new business. However, they're not always easy to plan, organise, and promote.

gther is the platform that makes every aspect easier – helping global brands host and manage events in-person, virtually, and hybrid. However, the gther brand was new to the market, and though they knew their product could make a real difference to their users, they didn't have much of a marketing strategy in place.

Instinctive worked with gther to help them get their marketing off the ground, developing go-to-market messaging and a brand launch to establish a strong initial presence in a busy market. Over the course of several weeks, the Instinctive team helped gther put a framework in place to spread the word about their new business with messaging, strategy, content, and ads.

Making a Splash in a Busy Market

At the start of the campaign, gther faced two main challenges. Firstly, they needed go-to-market messaging and brand launch, allowing them to make a big impact and make everyone aware of who they were. Secondly, they wanted to tap into content marketing – social media, ebooks, and webinars – to begin building followers within the industry.

"As a new brand we had to build everything from scratch, from marketing to sales," explained Nick Rosier, Chief Product and Customer Officer at gther. "Our product had always operated within an existing business."

In addition to these two primary challenges, gther also faced a crowded marketplace, with hundreds of event tech businesses already making names for themselves. Standing out from that dense crowd was essential – gther would need to find a way to establish their own distinct voice to rise above the noise.

Nick said, "We attracted an audience off the basis of our personality as a brand as much as our features and products."

"Having the opportunity to bounce messaging ideas off a neutral third party is invaluable because otherwise, you risk an echo chamber talking to colleagues about something every day. You can quickly test ideas and get expert opinions. That's the real benefit of an agency versus an in-house team."

Nick Rosier
Chief Product & Customer Officer
gther



Bootstrapping a New Brand

How Instinctive helped gther build a foundation for their marketing and stand out in a packed arena



A Sustainable Foundation

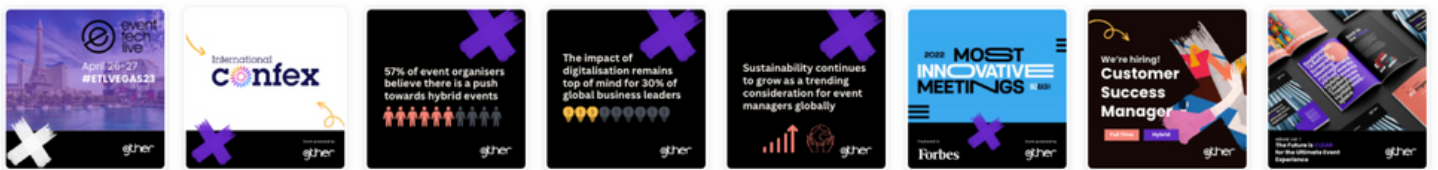
gther reached out to Instinctive to make a plan. They would work together on go-to-market messaging and strategy, along with a monthly retained marketing service with content creation, scheduling, and ad work.

“The benefit of what Instinctive delivered was building an end-to-end marketing machine that allowed us to generate inbound leads as well as drive paid traffic across socials and our website,” said Nick. “To have the systems, processes, and tools in place was excellent.”

Instinctive helped gther put a solid marketing infrastructure in place with Google Ads, LinkedIn campaigns, and email marketing. This established a foundation that the gther team would later develop and build on to drive the continued growth of their business. In addition, Instinctive helped gther create content in the form of press releases and an ebook to drive the early stages of sales outreach.

Instinctive also built a framework for internal reporting and analysis – creating dashboards for gther to measure the effectiveness of spend and keep track of key metrics like follower growth, inbound leads, and conversions. This helped gther adapt and improve more easily and efficiently.

Nick explained, “Having the opportunity to bounce messaging ideas off a neutral third party is invaluable because otherwise, you risk an echo chamber talking to colleagues about something every day. You can quickly test ideas and get expert opinions. That’s the real benefit of an agency versus an in-house team - you work with multiple clients, so have that unique perspective on best practices.”



The Numbers

gther went from zero LinkedIn followers to more than 600 currently, establishing a strong social media presence and a platform for its brand voice. In addition, they were able to generate inbound leads from the very beginning, growing their business steadily and confidently on a strong marketing foundation.

With the help of Instinctive, gther went from having no real marketing structure to an effective, sustainable marketing framework that allowed them to stand out and achieve results in a busy market. Now gther has a foundation of content that will work for their brand, a much deeper knowledge of marketing tools and processes, and a clear roadmap to follow into the future.

For more information about gther, visit www.gther.com