

GROWTHCAT LLP



GrowthCat



People don't buy what you
do, they buy why you do it

“

SIMON SINEK



About GrowthCat

We are content-centric, data-driven
communications strategists



We do

BRAND STRATEGY

Give your brand a digital voice for the now on platforms that matter!

INBOUND

Build a community around the vast value that your company brings to the table.

DATA

Our profiling, prediction and targeting capabilities make your strategy truly smart.



Why?

CONTENT

We love making content. We've done it all our lives. We'd love to do it for you!

NOISE

The world is too noisy with sales pitches. We believe in delivering value for a change.

EFFICIENCY

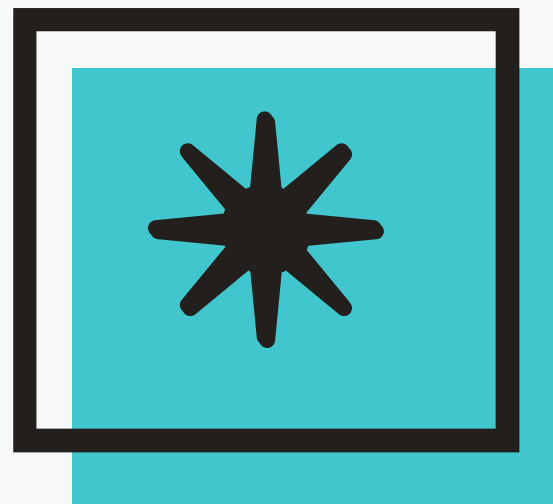
We believe in lean. This extends to our campaigns.



Our Advertising Strategy?



Story-Centric

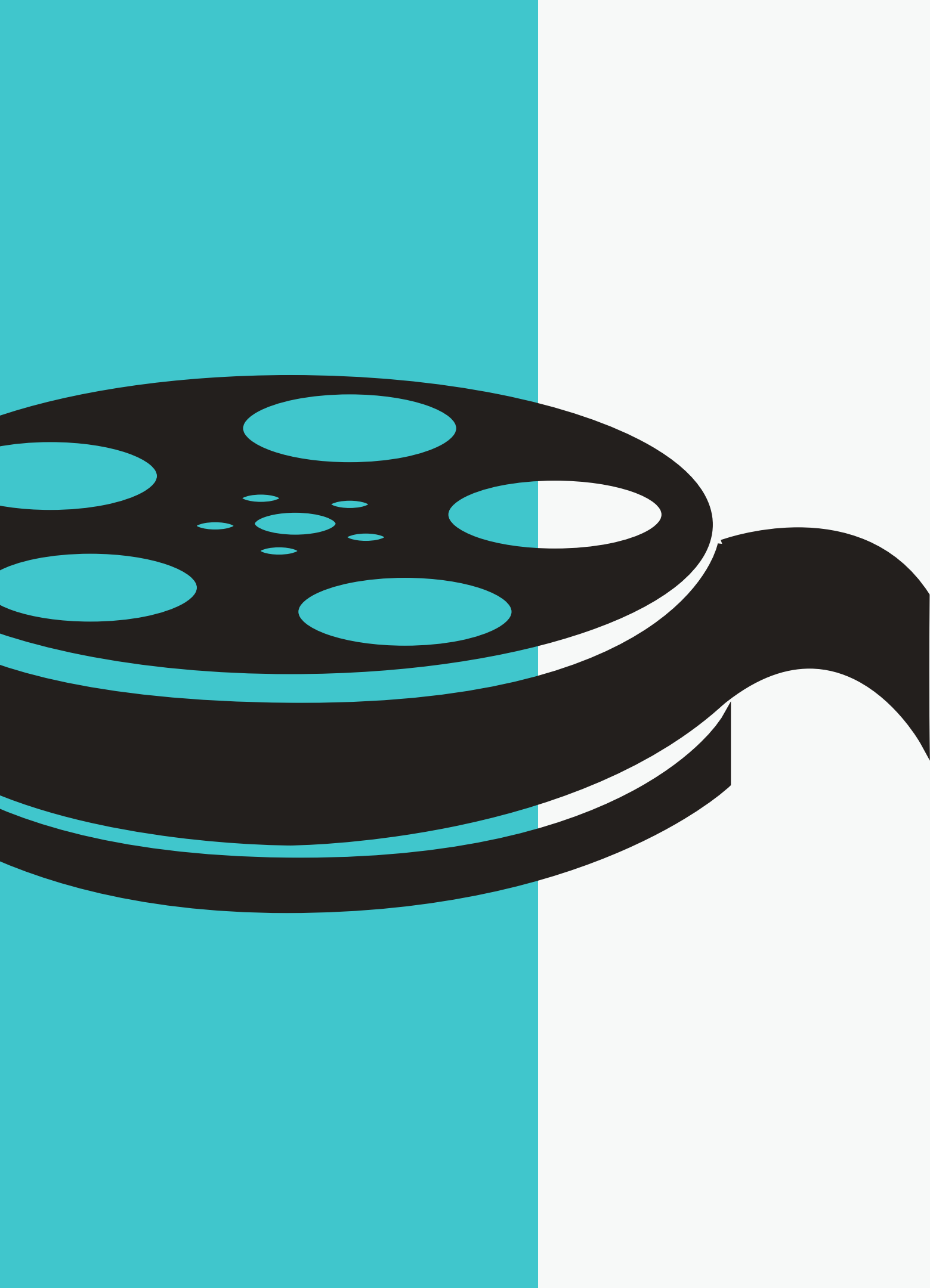


Genuine



Mobile-Friendly





Our Approach

INBOUND STRATEGY

We use a robust inbound strategy aimed to make your message engaging

OUTBOUND

Interrupt your audience
with ads



Engage your audience
with an experience

INBOUND



BLOGS & PODCAST

A focused blog on your area of expertise



VIDEO

Video was the biggest marketing trend last year



SOCIAL

Bite-sized content to entice your customer

Some Content Platforms



The Process

GrowthCat | 2020



CONTENT

The aim is to move away from traditional ads that interrupt to content that engages

COMMUNITY

Build a loyal base of subscribers with an interest in the space

CONVERSION

Jab Jab Jab. Right Hook. Ask your community for a sale.



Impact



BUILD A BRAND

Build a much-loved brand online in your area of expertise



INCREASE CONVERSIONS

Drastically improve organic reach and conversions



RAISE A COMMUNITY

Have a community of followers to engage and interact

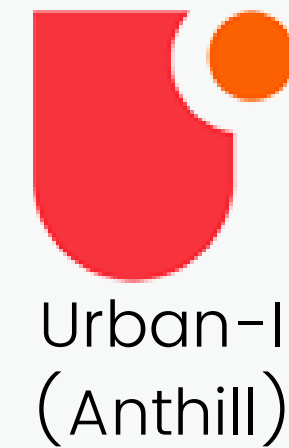


MAKE AN IMPACT

What's more with your efforts, you will have a positive impact on peoples lives



Brands we've worked with



For future-proof, sustainable digital
growth



Choose us

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**Let's talk
soon!**