

# Adaptability as a Growth Lever

## The Future of Marketing for Startups and Small Businesses

Startups and small businesses often face a tough challenge: How can you clearly communicate complex or highly technical services without a full-scale marketing team? Particularly for companies in sectors such as tech, manufacturing, and professional services, creating content that is detailed and accurate while promoting your brand in a way that's engaging can be surprisingly difficult.

Most of your target audience today will expect messaging that's relevant and easy to understand. But if you're a small or growing team managing marketing efforts on your own, you probably already know that hiring an in-house team with the right mix of strategy, content, and digital expertise is expensive. For most early-stage businesses, that's just not realistic.

At Möve Marketing, we recognize the all-or-nothing position startups and small businesses often find themselves in when it comes to running a marketing strategy. That's why our customizable, points-based marketing agency services give startups access to the expert-level support they need with zero overhead and no long-term commitments.

Whether you're building a brand from scratch or launching a new product, we can help you scale your marketing efforts with a flexible, adaptable approach as your business grows.

## The Challenge: Marketing Complexity and Resource Constraints

Growing companies know they need marketing to expand their reach. However, when it's time to actually execute a strategy that works, many find they have to manage more than a few roadblocks.

Here are some of the challenges teams like yours are up against:



### Explaining complex services clearly:

Turning technical language into compelling messaging that resonates with both technical and non-technical audiences can be a challenge.



### Limited budget and bandwidth:

Hiring an in-house marketer or an entire marketing team might not be an option for some growing businesses.



### Sporadic execution:

Without a clear plan built on proven tactics and a team of people to run it, marketing efforts tend to happen in fits and starts. Sporadic, inconsistent efforts typically won't help you generate the results you want.

Especially in the early stages, the stakes are high. The average B2B buyer will interact with 13 pieces of content before engaging with a brand, so one-off blog posts and the occasional ad campaign won't be enough to support scaling and growth.



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Traditionally, there has been one main way for startups to address this problem. However, the teams that hire an outside agency often find they're locked into expensive retainers or set to receive generic service packages that don't align with their actual or changing needs. That inconvenient and inefficient approach to startup marketing led us to create a more flexible, customizable solution. Let's take a look.

## The Solution: A Flexible, Scalable Marketing Model

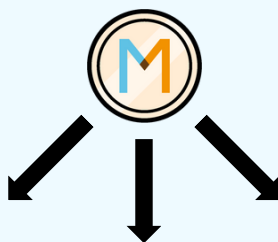
Möve Marketing offers another option—a points-based system that puts your team in control.

At a glance, here's how it works:



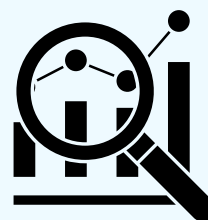
### You buy points.

Each service—from strategy and branding to paid ads and web content—is worth a preset number of points. Based on your budget and goals, you can choose where to spend your points and how many you need.



### You allocate points as needed.

You might need a messaging framework one month and landing pages the next. With a points-based model, you can shift your focus at any time.



### You track everything.

Log into your client portal to see exactly where your points are going and what's getting done. We offer complete transparency so there are no surprises.

**Our approach? No contracts. No overloaded packages. Just expert execution that fits your growth stage and evolves as your priorities shift.**

Our model is flexible and built to solve the problems that growing companies face every day. Instead of having to make tough decisions, you can pay for exactly what your team needs right now.



#### **Smart spending**

Skip the major upfront costs. We offer experienced marketers at a fraction of the cost of hiring in-house. (And you won't be alone—84% of B2Bs outsource marketing responsibilities like content creation to keep costs down and quality up.)



#### **Transparency**

You'll have clarity on exactly what you're paying for and where your points are going. That means you'll never have to deal with hidden fees.



#### **Real-time flexibility**

Want to change your focus from one month to the next? No problem. Scale up and down or invest in different channels without having to renegotiate a contract.



#### **A U.S.-based team that gets it**

We specialize in working with startups and technical industries, so we know what it takes to turn complex ideas, products, and services into impactful campaigns that lead to great results.

## **Final Thoughts**

You don't need to choose between settling for DIY marketing or locking your team into a high-cost agency retainer that barely moves the needle. Möve Marketing offers access to customizable marketing agency services with the flexibility, transparency, and expertise your startup needs to reach your next milestone.

Interested in customizable marketing agency services? Let's work together to make your marketing work both harder and smarter.

**Let's Talk**

## **About Möve Marketing**

We deliver on our promise to accelerate growth for start-ups and growth-stage companies. With acute demand generation expertise, our team builds and fuels your marketing engine for maximized growth. As our clients grow, we grow. At the heart of what we do, we bring authenticity, transparency, collaboration, and leadership to every project. We remain flexible and keep speed top-of-mind so we're consistently delivering results. For more information, please visit [move-mktg.com](https://move-mktg.com).