






How To Test Before You Scale Your Growing Company's Marketing



Take this scenario

Your business needs to drive growth as soon as possible, so your team decides to go all in on a single marketing strategy. With enough budget, it will probably pay off, right?

Unfortunately, this is rarely the case. For many growth-stage companies today, prioritizing growth over foundational learning and scaling marketing efforts without a validated direction can drain budgets with little return. If your team doesn't have a clear idea of your company's most effective messaging, target audience, distribution channels, and content types, it can be difficult to get the results you're looking for.

However, this approach can raise a few questions. How do you know what works before making big investments? How can you identify areas where external marketing support might help you move faster and more effectively?





80% of companies claim to ideate and incubate new ventures...



But only 16% successfully scale them.

Taking the time to test in advance before you scale your startup's marketing is the way to go. Without new takeaways around what works best, even the most promising ideas might not pan out: While 80% of companies claim to ideate and incubate new ventures, only 16% successfully scale them. This suggests that without a clear, flexible strategy to guide your early marketing investments, your team might struggle to gain traction in relevant metrics and business goals. Testing before scaling offers a more reliable path to sustainable growth and helps avoid ineffective capital allocations that only set your company back.

A test-and-learn methodology gives you opportunities to experiment with different tactics, measure their impact, and double down on what leads to real results. With it, you can scale marketing efforts with confidence and bring in expert support exactly when and where you need it.

**Interested in scaling your marketing?
Let's take a closer look.**

Why Growth-Stage Companies Struggle With Marketing Investment

Many companies growing their marketing and operations often come up against roadblocks due to a few key challenges:



Growth-stage companies face pressure to grow fast even when they're uncertain about the right channels to prioritize.

Without proven strategies supported by data, it's easy to overspend on tactics that aren't actually delivering value.



Budget constraints can add risk to large upfront investments.

Dedicating a lot of capital and resources to a less effective approach can put major pressure on cash flow and makes it harder to pivot your strategy later.



Many teams have limited internal marketing expertise.

Especially among smaller or highly technical teams, you might not already have the years of marketing experience you need to achieve results. Additionally, many businesses don't have the budget to hire a full team of strategists, writers, designers, and digital experts to run a test-and-learn program effectively.

For Example:

Imagine a tech startup trying to compete with enterprise-level players that can easily dominate paid ads with a combination of budget, expertise, and AI-driven personalization. Instead of using up their limited resources in an attempt to compete, a smarter move might be to test alternative channels. Some options include organic content marketing and SEO, LinkedIn thought leadership videos and articles, or participation in niche communities where paths to growth are more readily available.

The primary takeaway is clear: Scaling the wrong strategy can lead to consequences such as wasted budget, lost momentum, and slower growth right when it matters most.



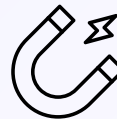
The Benefits of a Test-and-Learn Marketing Approach

To manage the risks above and find your best route forward, your company will need an adaptable, data-driven marketing approach.

With a test-and-learn strategy, you can:



Run small, controlled experiments first. Once you have a stronger sense of direction, you can commit to full-scale campaigns.



Identify the most effective customer acquisition channels. Regardless of your funding strategy, your team will need to bring in customers to sustain revenue.



Optimize messaging and positioning around products or services based on real audience feedback instead of your early assumptions.

The early days of growing your company are your chance to learn what resonates with your audience, how to connect with them, and which activities drive ROI. As you gather more insights, your team can focus capital and resource investments where they'll have the biggest impact on scaling.



How Möve's Fractional Marketing Model Supports Scalable Growth

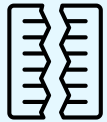
At Möve Marketing, we designed our points-based fractional marketing model specifically for startups and growing companies that want to scale marketing plans without risking premature commitment to marketing ideas that don't add value.

Here's a glance at how our model works:



Allocate your monthly points to test different tactics.

From strategy to hands-on execution, you can invest in smaller, more manageable tests across multiple areas with our team's support.



No long-term contracts. Need to pivot after a test run? Flexibility is built into the system to make it easier to adapt.



Cost-effective expert support. When you work with us, you gain access to experienced strategists and digital marketers without the significant costs of hiring in-house.

Interested in testing, but don't know where to start?

With our services, you can experiment in different areas before you scale your startup's marketing. Here are some ideas you can use to kick off testing:



Messaging and positioning:

How are you describing the value of your services? Make sure your value proposition speaks to your target audience before launching a major campaign, and make adjustments if it isn't working.



Content formats:

Test a range of formats like blog posts, ebooks, videos, emails, LinkedIn newsletters, and social media content to see what leads to the highest rates of engagement and conversion. Working with Möve, one company discovered success with email lead nurture campaigns, which led to a 68% uptick in monthly MQLs.



Advertising channels:

Experiment with paid search, LinkedIn ads, display, or social media to find the highest ROI platforms for your audience.



Outbound vs. inbound strategies:

Especially if you have a limited budget, try broader lead generation methods to understand what resonates and what doesn't before building a full sales and marketing program.

Final Thoughts

Whether scaling your startup's marketing seems straightforward or challenging, it doesn't have to be a high-risk, high-cost endeavor. With Möve Marketing's flexible, on-demand model, you can test, validate, and grow without the expensive, long-term commitments that traditional agencies require. We know your marketing priorities can shift from one month to the next, so there's no need to lock into one strategy before you have the data to back it up.

If you're ready to dive into scaling your company's marketing with expert strategy and an experienced team, it's time to get in touch. We're here to help you move faster, work smarter, and maximize your marketing ROI every step of the way.

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.

