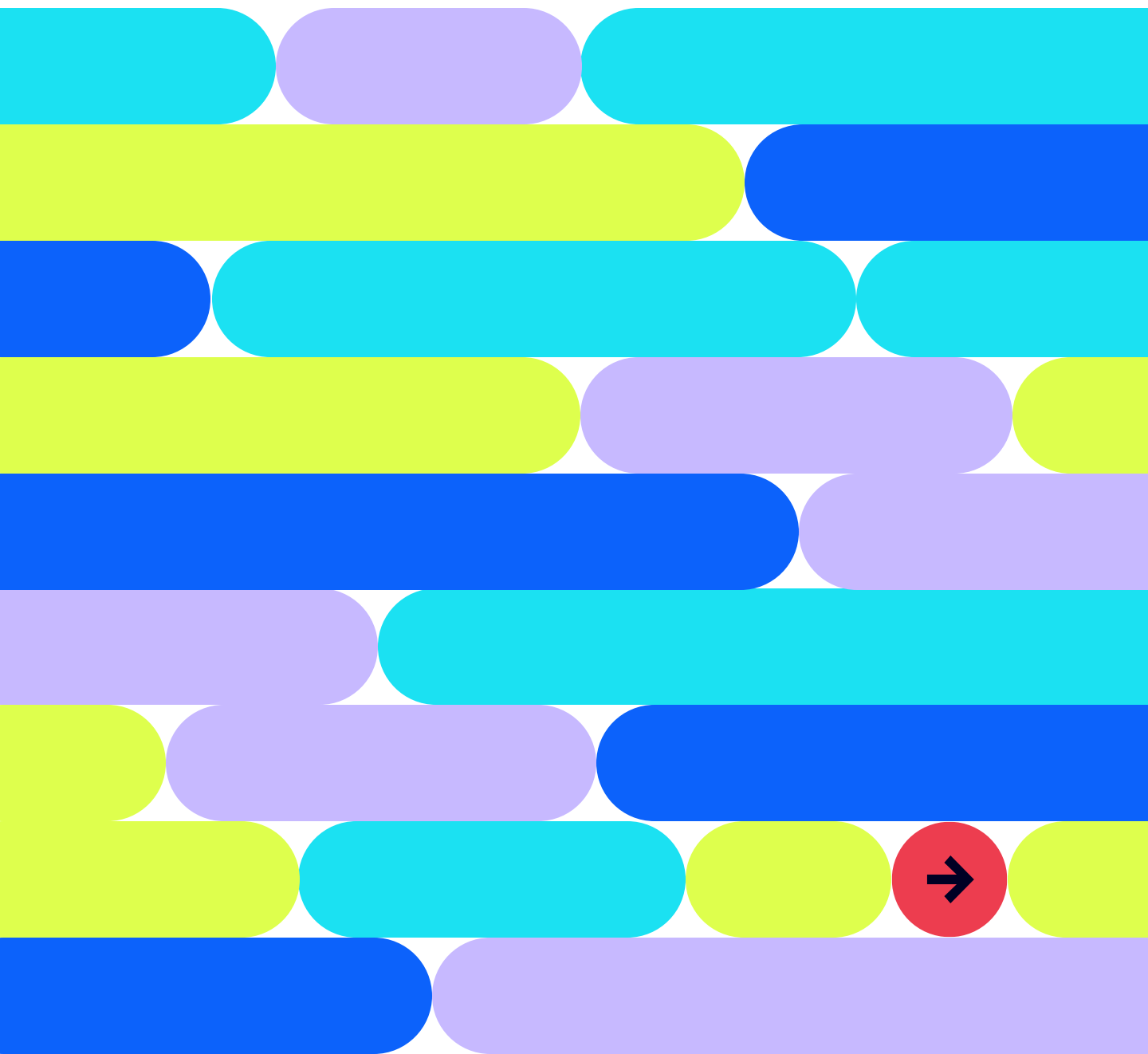


Growth Strategy

The enterprise blueprint for where to invest and how value is created, connecting strategies across marketing, advertising, sales, loyalty, and retention.



Growth Strategy: The framework for driving value

Growth Strategy isn't a marketing plan. It's the framework that defines how a company creates demand, converts it into revenue, and sustains customer value—connecting brand, marketing, advertising, sales, and loyalty into one measurable growth system.

KEY COMPONENTS

Market and opportunity definition

Clarifies where growth should come from by identifying priority markets, segments, and demand sources.

Cross-functional alignment

Aligns marketing, sales, product, service, and loyalty around shared growth priorities and operating rhythms.

High-value experience identification

Pinpoints the lifecycle moments that have the biggest impact on revenue, retention, and lifetime value.

Growth driver prioritization

Focuses investments on the growth plays that matter most, from brand and demand to conversion and loyalty.

Connected commercial engine

Translates strategy into execution through clear decision rights, governance, measurement, and enabling capabilities.

How it works



Define

Growth ambition, focus, and KPIs



Design

Priority growth plays and lifecycle strategies



Align

Teams, operating model, and decision governance



Enable

Measurement, experimentation, and learning loops



Refine

Continuous optimization and signal-driven evolution

Benefits

Growth Strategy strengthens marketing clarity and alignment in several critical ways:

- Builds a **clear understanding of what drives revenue** and where value is created
- **Aligns teams around a unified vision** so strategy and execution move in sync
- **Eliminates silos** by bringing marketing, sales, service, and loyalty teams together
- **Supports a cohesive lifecycle strategy** instead of disconnected campaigns
- Helps prioritize the **highest-impact initiatives**

Why Slalom?



We architect growth—not just execution.

We define where growth comes from, which experiences matter, and how marketing, advertising, sales, and loyalty align to drive value.



We make growth decisions actionable.

We translate ambition into prioritized growth plays, grounded in customer insights, lifecycle strategy, and performance.



We design strategy to scale.

We build Growth Strategy in lockstep with Digital Experience Technology—so every idea can be activated, measured, and continuously optimized.

Proof points



TURNING DATA COLLABORATION INTO MEASURABLE GROWTH

By implementing a data clean room and modern media strategy, a global life sciences company empowered its in-house team—achieving **40%** greater audience efficiency and **5x return on investment**.



GENAI PERSONALIZATION FOR ALUMNI FUNDRAISING

With an AI-powered personalization strategy, [UCLA Anderson](#) increased donation conversions by **86%**, boosted average gift size by **26%**, and improved dollars **raised by 132%**.



A CONNECTED STRATEGY THAT DRIVES ENGAGEMENT

By aligning marketing, sales enablement, and content around shared growth priorities, a major financial institution unlocked **5+** growth initiatives and **improved customer engagement by 10%**.

Who we are

Slalom is a fiercely human business and technology company that leads with outcomes and teams with leaders, bringing more together.

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