

10X MARKETING

Systematically generating hot leads at scale

10X YOU
YOUR TEAM
YOUR BUSINESS

www.10X-e.com

VUMELA
Enterprise Development Fund

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edge
GROWTH

10X MARKETING

OVERVIEW

If you're 10X-ing your business, 10X-ing lead generation is going to be one of your top 3 challenges.

But what tactics to use? Digital? Social? Direct? What works? What will work for you?

If marketing feels too much like a lottery, you need 10X Marketing: a systematic approach to hone in your marketing system to 10X your lead generation.



BOOT CAMP OBJECTIVE

Stop throwing money at the wall and hoping it will stick. Gear marketing for scale by building your Marketing function as an engine that predictably produces quality leads.

FACILITATORS

JASON GOLDBERG

Entrepreneur, Investor, Scale Up Strategist and Scale Up CEO Partner

SHANNON WEBER

Co-Founder and Managing Director of The District

Other marketing gurus

FOCUS AREAS

- Understanding the essence of strategic marketing
- How marketing changes when you scale up
- What are the crucial elements of a high performance marketing engine?
- How to resource your marketing function as your size and marketing budget changes: when to hire, and when to leverage partners, how much to spend?
- How to generate a 'marketing tailwind' so you get more results for less effort by using the immutable laws of marketing positioning and messaging
- Navigating the Marketing Tactics labyrinth: how to most quickly and cheaply hone in the tactics most likely to work for you
- Guerrilla marketing tactics for low budget, high impact marketing
- What to expect from your marketing manager:
 - How to build a systematic marketing operation that predictably produces quality leads
 - Top marketing management tools they should use to manage a high impact marketing function
 - The basics of brand management
 - Marketing measurement



WHO SHOULD ATTEND?

CEO's and senior executives in early stage and growing businesses which face some or most of these symptoms:

- The business is feeling more and more frenetic;
- Balls are dropping;
- We fight too many fires caused by poor planning, coordination, or communication;
- It's becoming hard to get everybody pulling in the same direction;
- Departments are 'missing each other' / coordination is poor;
- Investors and Board members in early stage and growing businesses

DATE

11 April 2018

DURATION

$\frac{3}{4}$ day: 10am – 6pm

FEE

R5,500 pp (exc VAT)

DISCOUNT

Bring 3 for the price of 2

30% discount for referring Founders of other ventures

LOCATION

Venue: The Focus Rooms

Area: Sunninghill, Johannesburg

MORE INFO

www.10x-e.com | 010 001 3715

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Speaker bio

JASON GOLDBERG

Founder of 10XE; Founding Director of Edge Growth; Co-Founder of Vumela Fund

B.Sc Electrical Engineering; Post Graduate B.Phil in Sustainable Development

Since starting his career at Bain and Co. and later as a corporate strategist, Jason has spent the last 10 years investing in, starting, scaling, advising, accelerating, and sitting on boards of high potential ventures.

Jason brings his unique mix of experiences as an experienced investor, entrepreneur, strategist and his passion for growing business leaders to help venture leadership teams to scale themselves as leaders, build scalable teams with scalable cultures, and scale their businesses (operations, systems, boards). Jason's specialisations are growth strategy and scaling organisations after the Accelerator stage – helping teams navigate the most complex stage of building a business: transitioning from a start-up to a scaled enterprise.



Speaker bio

SHANNON WEBER

Co-Founder and Managing Director of The District
AAA School of Advertising – South Africa
Diploma in Advertising and Design

Shannon has 15 years of experience across a wide range of industry specific disciplines.

She has worked in large creative agencies both locally and internationally, including BD Network, Hunt Lascaris, Ogilvy, Young & Rubicam and Lowe Bull.

Shannon has managed key accounts such as Nike SA, Coca Cola, Investec, Dior, Business Connexion, Huawei, Software AG, IBM, WWF and L'Oreal. Her role is a versatile and adaptable one and includes the generation and driving of new business opportunities, liaising with key clients, developing brand and communication strategies and the management of creative output on all projects. Her key focus is driving business intelligence and ensuring that all the brands in our stable, are able to map ROI and have a better competitive edge.

Shannon is a well-rounded senior executive and brand custodian, who understands brand values and the insights that drive them both internally and within the market. Excellence is at the core of Shannon's work ethic and she drives and inspires her team to ensure service delivery of this calibre.