

# Website Overview

Complete website content — all 13 pages at full fidelity, captured at native resolution with no page splitting.

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DATE	PAGES	STATUS	URL
12 March 2026	13	Live — v0.4	<a href="https://adrianbotan.github.io/perspective/website">adrianbotan.github.io/perspective/website</a>

## CONTENTS

01	Home	02	About	03	Process	04	Services	05	Service — Translation
06	Service — Clarity	07	Service — Go-to-Market	08	Service — Diagnosis	09	Service — Agency Supervision	10	Service — Fractional CMO
11	Case Studies	12	Insights	13	Contact				

SECTION 05

# Website Pages

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All 13 website pages captured at native 1440px resolution. Each page is presented on its own PDF page with original proportions preserved.



STRATEGIC THINKING PARTNER

# Clarity first. Then marketing.

We bridge the gap between business strategy and marketing execution — so your team stops talking past each other and starts moving.

[Start a conversation](#)[See how it works](#)

Business teams don't speak marketing.  
Marketing teams don't speak business.  
We do. And we translate between the two.

**€500K–  
€5M**

**Typical client revenue range**

Past startup stage. Not yet enterprise.

**3**

**Services. That's it.**

Translation, Clarity, and the GTM Loop.

**24h**

**Response time**

First call is always free. No pitch, no deck.

**100%**

**Strategy-first**

We diagnose before we prescribe. Always.

#### HOW WE WORK

## Three ways we create clarity

**01**

**Translation**

We make marketing make sense to your business — and business sense to your marketing team.

**02**

**Clarity before action**

We diagnose what's actually blocking growth — before you spend another euro on campaigns.

**03**

**The feedback loop**

Launch, measure, improve, scale. We build brands that learn from the market — not reset with every new agency.

#### IS THIS YOU?

**You know your business is good. Your marketing should prove it.**

We work with B2B businesses between €500K and €5M in revenue — past the startup stage, not yet enterprise. Companies where the product is proven but the marketing hasn't caught up.

Talk to us →

#### IF ANY OF THESE SOUND FAMILIAR:

- "We've tried agencies and nothing sticks."
- "Our marketing looks good but doesn't seem to convert."
- "Our CEO and marketing team aren't on the same page."
- "We don't know whether the problem is strategy or execution."
- "We're growing but our brand hasn't kept pace with our ambition."
- "We spend on marketing and can't explain what we're getting for it."

#### CASE STUDIES

## Clarity in practice.

All case studies →

#### BRAND CLARITY

**From plateau to pipeline**

**+40% qualified leads in 90 days**

A B2B professional services firm had been stuck at the same revenue level for three years. Good business. Unclear marketing. We fixed the brief before the next euro was spent.

Read case study →

#### STRATEGIC TRANSLATION

**Marketing that made business sense**

**3x campaign ROI after realignment**

A SaaS company's CEO and CMO couldn't agree on what marketing should deliver. We translated between them — and rebuilt the brief from scratch.

Read case study →

#### GTM INTELLIGENCE LOOP

**Relaunch without the reset**

**25% shorter sales cycle**

A scaling manufacturing business had a strong product but a brand that hadn't kept pace. We built the loop — launch, measure, improve — and stopped the reset cycle.

Read case study →

#### WHAT CLIENTS SAY

## In their words.

"

*We'd briefed three agencies in two years and nothing landed. Perspective helped us understand why — before we spent another cent. That diagnosis alone was worth it.*

CEO — B2B Professional Services, Vienna

Repositioned and relaunched in 60 days

"

*Our marketing team was talented but disconnected from what the business actually needed. Perspective sat in between and translated — both directions. The alignment we got in 4 weeks would have taken us 18 months to get on our own.*

COO — SaaS Platform, €1.2M ARR

3x improvement in campaign-to-pipeline conversion

"

*They told us things no agency had ever said to us — including things we didn't want to hear. That honesty is exactly what we needed.*

Founder — B2B Manufacturing, Bucharest

Sales cycle reduced by 25%

#### THINKING

## What we write about.

All insights →

#### THE TRANSLATION PROBLEM

**Why your CEO and CMO never really understand each other**

Mar 2026 · Read →

#### DIAGNOSING STUCK BUSINESSES

**The difference between a positioning, messaging, and execution problem**

Mar 2026 · Read →

#### GTM INTELLIGENCE LOOP

**"1000 songs in your pocket" — what great value propositions teach us**

Mar 2026 · Read →

#### COMMON QUESTIONS

## Things people ask us.

Are you an agency?	+
We already have an agency. Why would we need you?	+
How long does a typical engagement take?	+
We're a small team. Is this relevant to us?	+
What do you actually deliver at the end?	+
How do we know if we're a good fit?	+

#### LET'S TALK

## Stuck? Or ready to scale?

Most of our best conversations start with someone saying "we've tried agencies and nothing sticks." Sound familiar?

Start a conversation →



## ABOUT PERSPECTIVE

# The bridge between business and marketing.

Most businesses have two separate worlds inside them — the business world (Excel, P&L, strategy decks) and the marketing world (campaigns, content, brand). They rarely speak the same language. We do. And we translate between the two.

## THE PROBLEM

## Two teams. Two languages. Zero alignment.

Business leadership speaks P&L, growth targets, and market share. Marketing speaks reach, engagement, brand equity. When they meet in the same room, both sides nod politely and pretend to understand each other. The result: campaigns that don't move business metrics, and budgets spent with no clear connection to growth.

## We fix that.

PERSPECTIVE sits between your business and your marketing — reading both fluently, and translating with precision. We don't replace your agency. We make sure your agency does the right things, for the right reasons, in a language your business actually understands.

## OUR PROCESS

## Launch → Measure → Improve → Scale

### 01

#### Launch

We get you to market with a clear message, positioned for the right audience.

### 02

#### Measure

We watch what the market tells you — not what you hoped it would say.

### 03

#### Improve

We use feedback to sharpen positioning, messaging, and direction.

### 04

#### Scale

When the model works, we help you build on it — not reset it.

## HOW WE SHOW UP

## Four words that define our voice

### Clear

We cut through jargon. When we write or speak, we say the obvious thing plainly. No buzzwords, no hedging.

### Direct

We make recommendations, not just observations. We take a position. We tell you what we actually think.

### Intelligent

We understand both worlds — business and marketing — fluently. We don't simplify, we translate.

### Calm

We don't hype, we don't oversell. We're measured and confident. The work speaks.

## Ready to bridge the gap?

[Start a conversation →](#)

## HOW WE WORK

# The PERSPECTIVE methodology.

Five steps. One goal: a brand that knows what it's doing, says the right thing, and gets smarter every time it goes to market. Everything we do sits inside this process — from a 3-week diagnosis to an 8-month fractional engagement.

## 01

ENTRY POINT

## Business Diagnosis 3-4 weeks

*"We find the block before you spend another euro."*

Every engagement starts with understanding. Not marketing understanding — business understanding. We map your model, your market, your sales cycle, your actual best customers, and your competitive position. Then we compare all of that against what your marketing is currently saying.

## OUTPUT

The Clarity Brief — one document that tells you what the block is, why it exists, and what to fix first.

See the full service →

## 02

FOUNDATION

## Strategic Translation Weeks 4-6

*"We convert business objectives into marketing briefs."*

The diagnosis tells us what needs to change. Translation turns that into a brief your agency or team can actually execute against. We build the positioning statement, the message hierarchy, the ICP definition, and the channel rationale — all connected back to business objectives, not marketing assumptions.

## OUTPUT

The Master Brief — the strategic foundation that every campaign, piece of content, and agency relationship sits on.

See the full service →

## 03

EXECUTION LAYER

## Brief Ownership Ongoing

*"We own the gap between strategy and execution."*

Every brief that goes to an agency, an in-house team, or a freelancer passes through us first. We review it against the Master Brief. We challenge assumptions. We make sure what gets produced is connected to what the business actually needs — not just what was easy to ask for.

## OUTPUT

Briefs your agencies can execute against. Outputs your CEO can understand. No more "good work, wrong direction."

See the full service →

## 04

THE ENGINE

## GTM Loop Quarterly cycles

*"Launch. Measure. Improve. Scale."*

We run the go-to-market cycle on your behalf. Each cycle starts with a brief derived from market intelligence — not internal assumptions. We launch, track what the market tells us, and bring those learnings back into the next brief. The loop is the thing that makes brands compound instead of reset.

## OUTPUT

A brand that gets smarter with every cycle. Positioning that sharpens over time. Marketing that actually compounds.

See the full service →

## 05

COMPOUNDING

## Improve and Scale Months 4+

*"The second iteration is always better than the first."*

Most marketing is treated as a one-off. A campaign ends and a new one starts with no institutional memory of what the market said. We break this cycle. Each loop review produces documented learnings — what the ICP responded to, what it ignored, what competitors did. The next cycle is built on evidence, not reset.

## OUTPUT

Documented market intelligence. Positioning that evolves with the business. Marketing that builds on itself.

See the full service →

## HOW WE THINK

## Four principles that govern everything.

### Clarity before campaigns

We won't recommend spending on execution until we understand the strategic foundation. A well-run campaign against the wrong brief is a well-funded mistake.

### Business language, not marketing language

We report in revenue, pipeline, and business outcomes — not impressions, brand equity scores, or engagement rates. If the CEO can't see it in the numbers, it doesn't count.

### The brief is the leverage point

A wrong brief cancels everything downstream. A right brief multiplies everything downstream. We put our time where the leverage is highest — not where it's most visible.

### We design for independence

The goal of every engagement is to leave you with a strategy that doesn't depend on us. We build the process, document it, and transfer it — to your team, your CMO, or your continued retainer.

## SCOPE CLARITY

## What we don't do.

Clarity about scope is part of the work. We're not an agency. We don't replace agencies. Understanding where we sit — and where we don't — makes the engagement more effective.

✕ We don't write content or run campaigns

✕ We don't replace your agency — we make your agency more effective

✕ We don't do one-day brand workshops with sticky notes

✕ We don't produce strategy decks that sit in Dropbox

✕ We don't optimise for impressions, followers, or brand equity scores

✕ We don't work with businesses that need execution before strategy

## RIGHT FIT

## This works if you're one of two types of business.

### THE STUCK BUSINESS

Good product. Marketing not working. You've tried agencies. Nothing stuck. Revenue is flat. You can't identify the block but you know it's upstream of execution.

Start with:

[Business Diagnosis →](#)

### THE SCALING BUSINESS

Growing fast. Brand hasn't kept pace. No senior marketing leadership. You need a strategy before you can scale the execution — or the execution will amplify the wrong message.

Start with:

[Fractional Strategic Lead →](#)

## TIMELINE

## What to expect and when.

Week 1-2	<b>Diagnostic intake</b>	We audit your business, your marketing, your market. We interview stakeholders. We read everything you have.
Week 3-4	<b>Clarity Brief delivery</b>	One document. The block identified. What to fix, in what order. Most clients report this is the most useful document they've received.
Week 5-6	<b>Strategic translation</b>	Business objectives converted into marketing briefs. Positioning defined. ICP confirmed. Message hierarchy built.
Month 2+	<b>Brief ownership begins</b>	We review every outgoing brief. Agency or team outputs validated before sign-off. Feedback loop established.
Month 3	<b>First GTM cycle launches</b>	Marketing goes live against the new foundation. We define what gets tracked and why.
Month 6	<b>First loop review</b>	What did the market tell us? What changes? Positioning sharpened. Second cycle briefed.

## Ready to start the process?

Most engagements begin with a 30-minute conversation.

We'll tell you honestly whether we think we can help — and if so, where we'd start.

[Start a conversation →](#)

[See all services](#)



## WHAT WE DO

# Six services. One purpose.

Every service we offer sits in the gap between business strategy and marketing execution. We don't replace your agency. We don't do your content. We do the strategic thinking that makes everything else worth doing.

## 00

ENTRY POINT

## Business Diagnosis

*"Find the block before you spend another euro on marketing."*

A 3–4 week diagnostic engagement. We map your business, your market, and your marketing — and deliver one document: the Clarity Brief. It tells you exactly what to fix, in what order, and why. Most engagements start here.

Learn more →

## 01

CORE SERVICE

## Strategic Translation

*"Your CEO and your CMO speak different languages. We translate."*

We sit between your business and your marketing — reading both fluently. We make sure the brief your agency receives actually reflects what your business needs, and the results they report actually mean something to your P&L.

Learn more →

## 02

CORE SERVICE

## Brand Clarity

*"Stop spending on campaigns until you know what you're actually saying."*

Before you produce another piece of content or brief another agency, we help you diagnose what's blocking growth. We separate positioning problems from messaging problems from execution problems — and tell you what needs to change first.

Learn more →

## 03

CORE SERVICE

## GTM Intelligence Loop

*"Most agencies build your brand once and leave. We build brands that learn."*

We run the launch → measure → improve → scale cycle with you. Your brand isn't a deliverable — it's a system that gets smarter every time you go to market. We track what the market tells you and help you respond faster than your competitors.

Learn more →

## 04

ONGOING

## Agency Supervision

*"We fix the brief before the agency ever touches it."*

Agencies fail clients not because they're bad at execution — but because they're working from the wrong brief. We sit between you and your agency as the intelligent client: reviewing briefs, validating outputs, and translating results back into business language.

Learn more →

## 05

RETAINER

## Fractional Strategic Lead

*"CMO-level thinking without the CMO cost."*

Between €1M and €5M in revenue, most businesses need senior marketing strategy and can't yet justify a full-time CMO. We become that layer — owning the strategy, the brief, and the GTM loop on a monthly retainer until you're ready to hire permanently.

Learn more →

## HOW WE ENGAGE

## Three ways to work together.

## PROJECT

### Fixed scope

Business Diagnosis and Brand Clarity are typically fixed-scope projects with a defined output and timeline.

## RETAINER

### Ongoing oversight

Agency Supervision and Fractional Strategic Lead are monthly retainers. The value compounds over time — not a one-off.

## EMBEDDED

### Part of your team

Strategic Translation and GTM Loop can run as either project or retainer depending on your situation.

## WHO WE WORK WITH

## Two types of client. One shared problem.

## THE STUCK BUSINESS

Profitable. Good product. Marketing not working. Tried agencies — nothing stuck. The block is somewhere upstream and you haven't identified it yet.

Typically starts with:

**Business Diagnosis →**

## THE SCALING BUSINESS

Growing fast. Brand hasn't kept pace. No senior marketing leadership. You need a strategy layer before you can scale the execution — or the execution will amplify the wrong message.

Typically starts with:

**Fractional Strategic Lead →**

## Not sure which service fits?

Tell us what's going on. We'll tell you what we think — honestly.

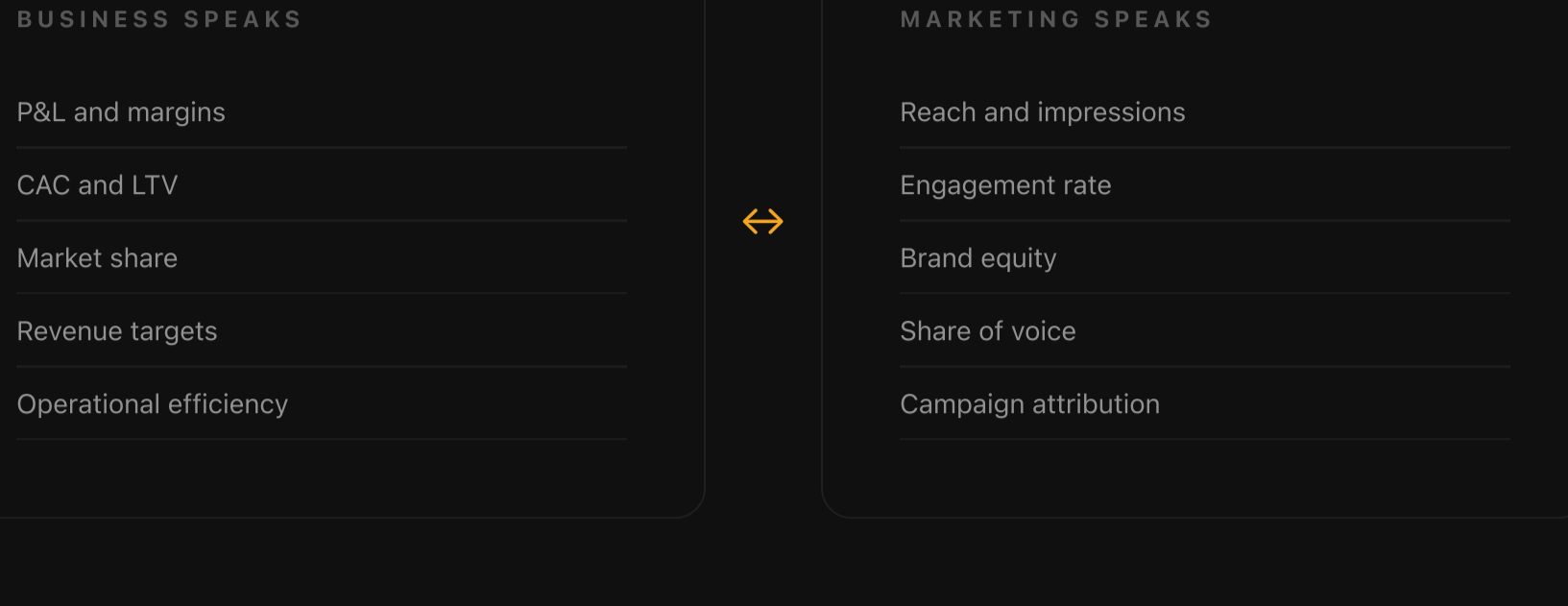
Start a conversation →

[← All services](#)

## 01 / STRATEGIC TRANSLATION

# Your CEO and your CMO speak different languages. We translate.

When business leadership and marketing teams meet, both sides nod and pretend to understand each other. The gap between them is where budgets disappear and strategies fail. We close that gap.



Without a translator, these two teams will never align — no matter how many strategy meetings you hold.

## WHAT WE DELIVER

## Alignment that holds — in the room and in the market.

**Business audit**

We map what your business actually needs — revenue targets, acquisition model, competitive pressure — so marketing starts from the right place.

**Marketing brief translation**

We rewrite agency briefs in business language — so what gets built actually serves what you need, not what sounds creative.

**Results translation**

We translate campaign results into business language — so your leadership team understands what marketing is doing and why it matters.

## WHAT YOU GET

## Tangible outputs from a Translation engagement.

**01 Business context document**

A plain-language map of your revenue model, sales cycle, growth objectives, and how marketing should be serving them. Agreed by both business leadership and marketing leadership before any brief is written.

**02 The aligned brief**

A marketing brief that has been reviewed, challenged, and rewritten to reflect actual business objectives. Not what marketing assumed the business needed — what the business actually said it needs.

**03 Results translation framework**

A monthly one-pager that translates campaign performance into business language. CAC, pipeline contribution, conversion rates — in terms your CEO can read without a marketing degree.

**04 Shared vocabulary document**

A short document that defines the 10–15 terms both teams use — and what they mean. Sounds trivial. Eliminates a third of the misalignment overnight.

**05 Quarterly alignment session**

A structured 90-minute session where business leadership and marketing leadership review the quarter together — facilitated by PERSPECTIVE, translated in real time.

## SCOPE

## What Strategic Translation is not.

Being clear about what we don't cover is how we protect the quality of what we do.

- ⊖ We don't write your campaigns or produce creative
- ⊖ We don't manage your agency on your behalf (see Agency Supervision for that)
- ⊖ We don't replace your CMO or marketing team
- ⊖ We don't do performance marketing or media buying
- ⊖ We don't deliver a brand book or visual identity

## FAQ

## Questions we get asked.

## 01

**How long does a Strategic Translation engagement last?**

It depends on the starting point. If a Business Diagnosis has already been done, a Translation engagement typically runs 6–8 weeks for the initial alignment phase, followed by an optional ongoing retainer for monthly results translation. If we're starting from scratch, add 3–4 weeks for the diagnostic layer.

## 02

**Do both the CEO and CMO need to be involved?**

Yes — and this is non-negotiable. The translation only works when both sides of the gap are present. The most common failure mode is one party delegating their participation. We'll tell you upfront if the commitment isn't there, because the engagement won't produce the result without it.

## 03

**What if we don't have a CMO — just a marketing manager?**

That's fine, and it's common. The translation works between whoever owns business strategy and whoever owns marketing execution — regardless of title. In some cases we recommend pairing this with the Fractional Strategic Lead service to fill the senior marketing gap.

## 04

**How quickly will we see results?**

The alignment document and brief rewrite happen in the first 3–4 weeks. Results from the improved brief take as long as the next campaign cycle — typically 4–8 weeks. The most immediate result is usually the leadership conversations — clients consistently describe the first post-alignment meeting as 'the first time we all felt we were talking about the same thing.'

## CASE STUDY

## When both sides finally heard each other.

A scaling B2B company where the CEO thought marketing was wasting money, and the CMO thought the CEO didn't understand marketing. They were both right. Here's what changed.

[Read the case study →](#)

## Sound like a problem you recognise?

[Let's talk →](#)

[← All services](#)

02 / BRAND CLARITY

# Stop spending on campaigns until you know what you're actually saying.

Most businesses have a marketing problem that is actually a positioning problem. Spending more on campaigns before fixing the root cause is expensive guessing. We find the block first — then we fix it.

## YOU MIGHT NEED THIS IF...

- You've tried agencies and nothing seems to stick
- Your marketing spend isn't translating to revenue
- You can't articulate your positioning in one clear sentence
- Your sales team and your marketing team tell different stories
- You know you need to change something — but don't know what first

## THE CLARITY PROCESS

### We diagnose before we prescribe.

#### 01 Business diagnosis

We start with your business model, your sales cycle, and your growth blockers — not your brand guidelines. Marketing problems almost always have business-side root causes.

#### 02 Positioning audit

We look at how you're positioned against your competitive set, what your best clients actually value about you, and where your current messaging breaks down.

#### 03 Clarity brief

We produce one document: your positioning statement, your value proposition, your target audience in specific terms, and the exact message your marketing should lead with.

#### 04 Implementation roadmap

We tell you what needs to change first — and in what order. No guessing, no "let's try a new campaign." A clear sequence from where you are to where you need to be.

## WHAT YOU GET

### The Clarity Brief — one document that does five jobs.

#### 01 Repositioned audience definition

Not 'B2B businesses' or 'growth-stage companies'. A specific description of the person who has the problem you solve — their role, their situation, their previous failed attempts, and why they're ready to try again now.

#### 02 Value proposition

One sentence. The problem you solve, the way you solve it, and what changes for the client. Tested against the kindergarten test: if a stranger to your industry can't explain it back accurately, it's not done.

#### 03 Message hierarchy

The three things you say in order. What to lead with. What supports it. What you say when they ask for more. No more 'which message do we use' conversations with your agency.

#### 04 Three proof points

The strongest evidence from your actual history — client results, case patterns, market observations — structured as claims, not as testimonials. Built to be used in briefs, not just on the website.

#### 05 Action sequence

Prioritised: what to fix first, what to do second, what to leave until the first two are done. Not a list of everything that could improve. A sequence built on the root cause.

## SCOPE

### What Brand Clarity doesn't include.

Brand Clarity is a focused diagnostic and positioning engagement. It doesn't produce creative assets or manage execution. Those come later — and they work better when the foundation is right.

New logo or visual identity

Website redesign or rebuild

Content creation or copywriting

Campaign production

Ongoing strategy (see GTM Loop for that)

Agency management (see Agency Supervision)

## COMMON QUESTION

### Is this the same as brand strategy?

No. Traditional brand strategy engagements produce a positioning document, brand pillars, tone of voice guidelines, and a brand book — often over 3–6 months and 100+ pages. Brand Clarity is faster and more specific: it produces one working document built from your actual business context, not a framework applied generically. It answers the question 'what should our marketing say next month' — not 'who are we as a brand for the next five years.' Both have their place. Brand Clarity is for companies that need direction now.

## QUESTIONS

### What people usually ask.

#### We already have brand guidelines. Do we still need this?

Possibly. Brand guidelines tell you how to present the brand. Brand Clarity tells you what the brand should be saying and why. Most companies with brand guidelines still have positioning and messaging problems — the guidelines just document them more consistently. If your campaigns are underperforming despite good creative, the guidelines aren't the issue.

#### What's the difference between Brand Clarity and the Business Diagnosis?

Business Diagnosis is the full diagnostic — it covers your revenue model, sales cycle, competitive position, and root cause analysis. Brand Clarity is a focused service for companies where the diagnosis has already been done (either by us or internally) and the specific output needed is the messaging and positioning brief. In many cases, we do the Diagnosis first and Brand Clarity as the direct output.

#### Who needs to be involved on your side?

The decision-maker — the person who will ultimately approve the positioning. And ideally someone from the sales team for one session, because the best data on what your market actually responds to is in their conversations, not in your analytics.

#### Can we use the Clarity Brief with our existing agency?

That's exactly what it's for. The Clarity Brief is a working document your agency can brief from. We often introduce it to the agency directly to ensure it's understood and applied correctly — rather than handed over and filed.

#### What if we disagree with the diagnosis?

Good. We expect pushback and build it in. The Clarity Brief goes through a review session where you challenge our analysis. We'll defend the recommendations — and update them where your context proves us wrong. The final document is always co-owned, not imposed.

## If your business is good but your marketing isn't growing it —

that's a strategy problem, not a content problem.

[Let's diagnose it →](#)

← All services

03 / GTM INTELLIGENCE LOOP

# Most agencies build your brand once and leave. We build brands that learn.

Your brand isn't a deliverable. It's a system. Every time you go to market, your market tells you something. Most companies don't listen. We build the loop that makes your brand smarter with every cycle.

## The loop we run with you

01

### Launch

Clear message. Right audience. Positioned to win.

02

### Measure

What did the market actually respond to? What was ignored?

03

### Improve

Sharpen what works. Cut what doesn't. No opinions — only data.

04

### Scale

Build on what works. Don't reset. Compound.

## WHAT THIS MEANS IN PRACTICE

### Your marketing gets smarter over time — not louder.

#### WITHOUT THE LOOP

- ✗ New agency every 18 months
- ✗ Reset brand strategy each time
- ✗ Campaign results that go unanalysed
- ✗ Marketing that doesn't compound
- ✗ No institutional knowledge of what works

#### WITH THE LOOP

- ✓ Continuous strategic oversight
- ✓ Brand that builds on itself each cycle
- ✓ Every campaign teaches you something
- ✓ Compounding market intelligence
- ✓ Marketing aligned to actual business results

## QUARTERLY DELIVERABLES

### What the loop produces — every 90 days.

01

#### Loop review session

A 2-hour quarterly working session. We review what the market told you in the last 90 days: which messages landed, which didn't, which segments responded, which went quiet. We bring the analysis. You bring the decisions.

02

#### Updated positioning brief

After each loop review, we update the brief based on evidence. Not opinions — market response. Your agency always briefs from the latest version.

03

#### Competitive intelligence update

Quarterly scan of your competitive set. Who's moved, what they're saying, where white space has opened or closed. Marketing is only as good as its situational awareness.

04

#### Executive summary

A one-page quarterly summary for leadership: what changed, what we learned, what we're doing differently next quarter. Plain language. Numbers that connect to the business.

## SHARED RESPONSIBILITY

### This is not a set-and-forget service.

#### WHAT WE BRING

- Strategic oversight of every campaign cycle
- Market intelligence and competitive scanning
- Brief writing and review before anything goes to production
- Loop review facilitation and analysis
- Recommendations with clear business-language rationale

#### WHAT YOU BRING

- Access to campaign data and performance reports
- One quarterly loop review session (2 hours)
- Decision-making authority on direction changes
- Honest feedback on what you're seeing in the sales pipeline
- Willingness to follow evidence, not assumptions

## TIMELINE

### The honest timeline.

#### MONTH 1-2

##### Establishing the baseline

First brief, first campaign, first data. No loop conclusions yet — we're setting the benchmark.

#### MONTH 3

##### First loop review

First real data. First evidence-based brief update. Usually the most important session — the market has told you something you didn't expect.

#### MONTH 6+

##### Compounding

Each loop sharpens the brief. Each campaign produces better signal. Each quarter, the gap between you and competitors who are not running a loop widens.

## COMMON QUESTIONS

### Before you decide.

#### How is this different from just having a good agency?

A good agency executes well. The GTM Loop is the strategic layer above the agency — it defines what the agency should be executing, monitors whether it's working, and updates the brief based on evidence. Agencies don't usually run this layer themselves: they're accountable for production, not for whether the strategy behind the production is right.

#### What if we don't have much data yet?

The loop works at any data volume — it just produces faster conclusions with more data. In early loops, we're often working with qualitative signals: sales team feedback, prospect conversation patterns, anecdotal market response. That's valid evidence. It gets sharper as volume grows.

#### Can this work alongside our existing agency?

Yes — and this is the most common configuration. We run the strategy and brief layer; your existing agency executes. We review their outputs before you approve them and attend the quarterly performance reviews. The agency usually welcomes it: they get better briefs and fewer revision rounds.

#### What's the minimum engagement length?

Six months, because the loop needs at least two full cycles to demonstrate the compounding value. A single cycle produces a data point. Two cycles produce a trend. That's when the brief sharpens and results accelerate. We don't offer shorter engagements for this service.

## Ready to build a brand that learns?

[Start the loop →](#)

[← All services](#)

00 / BUSINESS DIAGNOSIS

# Diagnose before you prescribe.

Most companies that come to us believe they have a marketing execution problem. After three weeks of diagnosis, they discover they have a positioning problem — and the campaigns they were about to brief would have made it worse.

The Business Diagnosis is our entry-point engagement. A focused, 3–4 week deep-read of your business, your market, and your marketing — ending with one document that tells you exactly what to fix and in what order.

## YOU NEED THIS IF

- You've tried agencies and nothing sticks
- You're about to brief a new campaign but aren't confident in the strategy
- Your sales team and marketing team tell different stories
- You can't explain your positioning in one clear sentence
- You're spending on marketing and can't explain what you're getting
- You're scaling and want to make sure the foundation is solid first

## THIS IS NOT FOR YOU IF

- × You want someone to execute campaigns immediately
- × You already have a clear positioning and just need production
- × You're pre-revenue and still validating product-market fit
- × You're looking for a full-service agency relationship

## HOW IT WORKS

# Three weeks. One document. Total clarity.

### Week 1

#### Business intake

We start with the business, not the marketing. We map your revenue model, your sales cycle, your ICP as it actually exists today (not as it was defined 3 years ago), and the specific growth objective you're trying to achieve. One 90-minute session with the decision-maker plus intake materials.

### Week 2

#### Market and positioning audit

We analyse your competitive set, map where you currently sit relative to how you want to be perceived, and identify the specific language gaps between what you say and what the market hears. We read your existing campaigns, your website, and your sales collateral as a stranger would.

### Week 3

#### Root cause analysis

We distinguish between positioning problems, messaging problems, and execution problems — and identify which of the three (or which combination) is the primary block. This determines what gets fixed first and what would be wasted effort until the root cause is resolved.

### Week 4

#### Clarity Brief delivery

We present the Clarity Brief — a single working document with your repositioned audience, your value proposition, your message hierarchy, your three strongest proof points, and a prioritised action sequence. We walk through it with the team and leave space for questions and calibration.

## WHAT YOU GET

# Five concrete outputs. One clear direction.

## 01

### Business context map

A clear document of your revenue model, sales cycle, growth blockers, and the business objectives marketing should be serving — written in plain language, not a slide deck.

## 02

### Root cause analysis

We identify whether your problem is positioning, messaging, execution, or alignment — and in what order they need to be fixed. You get a specific diagnosis, not a generic list of recommendations.

## 03

### Competitive positioning audit

We map you against your real competitive set — who you're being compared to, what they say, and exactly where the white space is that you're currently not occupying.

## 04

### The Clarity Brief

One document: your repositioned audience definition, your value proposition, your message hierarchy, and the three strongest proof points from your actual history. No 200-page brand book.

## 05

### Action sequence

A prioritised sequence of what to fix first, second, and third — with clear reasoning. You leave knowing exactly what to do next, in what order, and why.

## WHAT IS NOT INCLUDED

Creative production (design, copy, content)

Campaign management or media buying

A rebrand or new logo

A lengthy brand guidelines document

Implementation — unless you proceed to a further engagement

## QUESTIONS

# What people ask us about the Diagnosis

### How long does the Business Diagnosis take?

Three to four weeks. Week one is intake and business context. Weeks two and three are analysis and positioning audit. Week four is the Clarity Brief and action sequence presentation.

### What do you need from us to start?

Access to your sales team for 2–3 conversations, your last 12 months of marketing spend and results (even if rough), and 90 minutes of time with the decision-maker in week one. That's it.

### Is this only for businesses that are stuck?

No — it works equally well for businesses that are scaling and need to ensure their positioning keeps pace. The diagnosis is the same; the action sequence points toward different priorities.

### What happens after the Diagnosis?

You can implement the Clarity Brief with your existing team or agency. Or you can continue with PERSPECTIVE into a Strategic Translation, GTM Loop, or Fractional Strategic Lead engagement. There's no obligation either way.

### How is this different from hiring a consultant?

Most consultants deliver frameworks. We deliver one specific document that tells you what your marketing should say, to whom, and why — built entirely from your own business reality, not a template.

## SEE IT IN PRACTICE

### CASE STUDY

## From plateau to pipeline

A professional services firm stuck at €2M for 3 years. Business Diagnosis found the block in week two. +40% qualified leads in 90 days after relaunch.

[Read the case study →](#)

# Ready to find out what's actually blocking growth?

First call is free. We'll tell you honestly whether the Diagnosis is right for you — or whether you need something else first.

[Start a conversation →](#)

[← All services](#)

04 / AGENCY SUPERVISION

# Your agency can only do what you ask it to do.

Most agencies fail clients not because they're bad at execution — but because they're working from a brief that was never right in the first place. Nobody is accountable for the brief. We are.

We sit between you and your agency as the intelligent client — reviewing every brief before it's sent, validating every output before it's approved, and translating every result back into business language.

## THE PROBLEM

### There is no one accountable for whether the brief was right.

#### You write the brief

You know what the business needs, but you don't know exactly how to translate it into something an agency can execute against. So the brief is vague. It says "increase awareness" and "generate leads" without hierarchy or metrics.

#### Agency executes the brief

Your agency is accountable for what it was asked to do. It was asked to produce creative and run campaigns. It does. The work is competent. But it was built against a vague brief — so it produces vague results.

#### Nobody owns the gap

The CEO sees campaigns that don't move revenue. The agency says it delivered what was asked. Both are right. The brief was wrong — but no one was accountable for making it right. That's the gap we fill.

## WHAT WE DO

### Five things we do every month.

#### Brief review and rewriting

Before any brief goes to your agency, we read it as the agency will — and rewrite anything that's vague, conflicted, or disconnected from your business objective. Most agency failures start with a 3-page brief that nobody interrogated.

#### Weekly agency touchpoints

We attend or review your weekly agency status calls. We ask the questions you don't know to ask. We flag when direction is drifting. We translate the agency's jargon into business language for your leadership team.

#### Output validation

Before you approve anything — creative, copy, campaign, media plan — we review it against the original business objective. We tell you whether what you're about to sign off on will actually do what you need it to do.

#### Results translation

Monthly, we take the agency's performance report and translate it into business language: what moved, what didn't, what the market told you, and what should change in the next brief. CEOs can read it. It means something.

#### Agency relationship management

When things go wrong — and they often do — we mediate. We've been on both sides of the table. We know what a fixable problem looks like versus when the relationship has run its course, and we tell you honestly which one you're in.

## The difference it makes.

### WITHOUT SUPERVISION

- ✗ Brief goes to agency with unclear objectives
- ✗ Agency produces work against vague direction
- ✗ CEO can't read the performance report
- ✗ Campaigns don't connect to business metrics
- ✗ Agency is replaced every 18 months
- ✗ Zero institutional knowledge retained

### WITH AGENCY SUPERVISION

- ✓ Brief is pressure-tested before agency sees it
- ✓ Agency produces against a clear, business-grounded brief
- ✓ Monthly results in plain business language
- ✓ Every campaign traceable to a business objective
- ✓ Agency relationship managed proactively
- ✓ Market intelligence compounds over time

## QUESTIONS

### What people ask about Agency Supervision

#### Do we need to change our existing agency?

No. Agency Supervision is designed to make your existing agency relationship work better — not to replace them. In most cases, the agency is capable; the brief isn't. We fix the brief layer.

#### What if our agency relationship is already broken?

We'll tell you honestly. If the relationship is salvageable, we'll help you reset it. If it's not, we'll help you define what you need in the next agency and brief the pitch — so you don't end up in the same situation again.

#### How much time does this take from our team?

Minimal. We do the heavy work. We need roughly 2 hours per month of your time for a review session and one 30-minute call per week for brief alignment. The rest we handle.

#### Can this work if we have multiple agencies?

Yes — and this is where it's most valuable. Multiple agencies with no shared brief and no one holding the strategic thread is one of the most common and expensive problems we see. We become that thread.

#### How is this billed?

Monthly retainer. Engagements are typically 6-month minimum, because the value is in continuity — understanding your briefs, your agency, and your market over time.

## SEE IT IN PRACTICE

### CASE STUDY

#### Three agencies. Zero alignment.

A tech company running three agencies simultaneously, none briefed the same way. We became the strategic thread — and eliminated 60% of wasted spend in one quarter.

[Read the case study →](#)

## Tired of agencies that deliver and disappoint?

The agency isn't the problem. The brief is. Let's fix that.

[Start a conversation →](#)

← All services

05 / FRACTIONAL STRATEGIC LEAD

# CMO-level thinking. Without the CMO cost.

Between €1M and €5M in revenue, most businesses are too big to run marketing without a strategy — and too small to hire a full-time CMO. That gap is expensive. We fill it.

As your Fractional Strategic Lead, we become the senior marketing thinking your business has been running without. We own the strategy, the brief, the GTM loop, and the leadership alignment — on a retainer, not a salary.

## THE GAP MOST €1M–€5M BUSINESSES HAVE

### Hire a junior marketer

Can execute. Can't set strategy. You end up as de facto CMO on top of your real job. No one owns the brief. Campaigns are tactical. Nothing compounds.

### Hire an agency

Can execute against a brief. But who writes the brief? Usually you — without the strategic foundation to make it right. The agency produces what it's asked. What it's asked is wrong.

### Hire a full-time CMO

€120K–€180K per year. Benefits. Management overhead. Probation period. Three to six months before they're fully productive. High risk if the hire is wrong.

### The Fractional Strategic Lead

Senior marketing strategy and leadership on a monthly retainer. You get the thinking of a CMO — positioning, brief ownership, GTM loop, leadership alignment — at a fraction of the cost. No recruitment risk. No six-month ramp-up. And when you're ready to hire permanently, we run that process too.

## WHAT YOU GET

# Six things included in the retainer.

### Monthly strategy session

A dedicated 2-hour working session each month. We review market performance, discuss positioning, challenge assumptions, and set the strategic direction for the next 30 days. You get senior-level thinking, not a status update.

### Brief ownership

We own the brief layer. Every campaign brief, every agency brief, every content brief goes through us before it goes anywhere else. Your marketing starts from the right place — every time.

### GTM loop oversight

We run the launch → measure → improve cycle on your behalf. We define what gets measured, track what the market is telling you, and recommend what to change — before the quarter is over.

### Leadership alignment

We attend your leadership meetings when marketing is on the agenda — translating between business and marketing in real time. No more "I'll take that offline" moments that never get resolved.

### Hiring support

When you're ready to build your own marketing function, we help you define the role, write the brief, and assess candidates — so you hire the right person, not just the most polished interviewee.

### Quarterly positioning review

Every 90 days, we formally review your positioning against the competitive set and market response. Sharpen what's working. Cut what isn't. Ensure your brand is keeping pace with your business.

## HOW IT UNFOLDS

# What the first 6 months look like.

### Month 1–2

#### Foundation

Business Diagnosis (if not already done), positioning brief, marketing audit, and alignment session with leadership. We establish the strategic baseline and agree on what success looks like.

### Month 3–4

#### Execution oversight

Brief ownership kicks in. We oversee your agency or in-house team against the brief, attend weekly touchpoints, and review outputs. First GTM loop cycle begins.

### Month 5–6

#### Improve and scale

First loop review. We analyse what the market told you, sharpen positioning, update the brief, and define the next cycle. Leadership team is aligned. Marketing is compounding.

### Month 6+

#### Build or hand off

If you're ready to hire a full-time CMO or Head of Marketing, we run the process. If you want to continue the retainer, we keep running the loop. Either way, you leave with a brand that knows what it's doing.

## QUESTIONS

# What people ask about the Fractional Strategic Lead

### How is this different from hiring a fractional CMO?

Traditional fractional CMOs often focus on execution oversight and team management. We focus on strategy, positioning, and the brief layer — the thinking that makes execution worth doing. We're not managing your team's Kanban board. We're making sure everyone on the board is building the right thing.

### How much time does this require from us?

Roughly 3–4 hours per month. The monthly strategy session, one brief review per week (typically async), and the quarterly positioning review. We do the strategic heavy lifting. You make the decisions.

### Do we need to have a team or agency already?

No. Some clients come to us with no marketing function at all. We start by defining what needs to exist and in what order, and help you build it — whether that means a single freelancer, one agency, or eventually an in-house team.

### What size company is this right for?

Typically €1M–€5M in revenue. Large enough to have a genuine marketing challenge. Small enough not to have a full-time CMO or Director of Marketing. The exact stage where the absence of senior marketing thinking is most expensive.

### What does the engagement end look like?

We plan for it from day one. The goal is to leave you with a functioning strategic marketing layer — whether that's a permanent PERSPECTIVE retainer, a hired marketing leader, or a trained team with clear processes. We don't design engagements to be dependency-creating.

## SEE IT IN PRACTICE

### CASE STUDY

## Scaling without a marketing lead

A B2B tech company at €2.3M ARR scaling fast with no senior marketing leadership. Fractional Strategic Lead for 8 months — strategy built, first CMO hired.

[Read the case study →](#)

# Running marketing without a strategy lead?

That gap is expensive. Let's close it.

[Start a conversation →](#)



## CASE STUDIES

# Clarity in practice. Results in business language.

We don't measure success in impressions or brand equity scores. We measure it in qualified leads, shorter sales cycles, and decisions that actually stick.

**BRAND CLARITY** · B2B Professional Services · Vienna · €2M revenue

[Read case study →](#)

## From plateau to pipeline

**+40% qualified leads in 90 days**

A professional services firm had been at the same revenue level for three years. Good business, poor marketing clarity. We ran the diagnosis — and found the block before spending another euro.

**STRATEGIC TRANSLATION** · SaaS Platform · Bucharest · €1.2M ARR

[Read case study →](#)

## Marketing that made business sense

**3x campaign ROI after realignment**

The CEO and CMO of a growing SaaS company were pulling marketing in opposite directions. We translated between them — rebuilt the brief — and reconnected marketing to the business.

**GTM INTELLIGENCE LOOP** · B2B Manufacturing · CEE · €5M revenue

[Read case study →](#)

## Relaunch without the reset

**25% shorter sales cycle**

A scaling manufacturing business kept resetting their brand with every new agency. We built the loop — launch, measure, improve — and stopped the cycle of expensive resets.

**AGENCY SUPERVISION** · B2B Tech Platform · Amsterdam · €3.1M ARR

[Read case study →](#)

## Three agencies. Zero shared brief.

**40% spend rationalised · 55% more inbound pipeline**

A tech company running three agencies simultaneously with no shared strategy. €28K/month with no one able to explain what it was producing. We diagnosed the chaos, wrote the brief, and fixed the ecosystem.

**FRACTIONAL STRATEGIC LEAD** · B2B Tech · Berlin · €2.3M ARR

[Read case study →](#)

## Scaling without a marketing lead

**2x lead quality · CMO hired in 90 days**

A B2B tech company growing 40% YoY with no senior marketing leadership. The CEO was doing strategy. The agency was guessing. We filled the gap for 8 months — and handed a running strategy to the CMO we helped hire.

# Want a result like this for your business?

[Start a conversation →](#)



## INSIGHTS

# What we think about. Written down.

Strategic perspectives on the gap between business and marketing — written for founders and operators who are tired of agency speak.

## THE TRANSLATION PROBLEM

## Why your CEO and CMO never really understand each other — and what to do about it

Business leadership speaks P&L. Marketing speaks reach. When these two worlds meet, both sides pretend to understand. That pretending is where budgets disappear.

Mar 2026 · 5 min read · [Read →](#)

## DIAGNOSING STUCK BUSINESSES

## The difference between a positioning problem, a messaging problem, and an execution problem

Most businesses blame execution when the real block is upstream. Before you hire another agency or brief another campaign, diagnose the root cause.

Mar 2026

7 min read

[Read →](#)

## GTM INTELLIGENCE LOOP

## "1000 songs in your pocket" — what great value propositions teach us about positioning

The iPod tagline communicated the problem, the solution, and the result in five words. How do you build a one-liner that actually says something? Start here.

Mar 2026

6 min read

[Read →](#)

## DIAGNOSING STUCK BUSINESSES

## If your business is good but your marketing isn't growing it, it's a strategy problem

You've tried agencies. Nothing sticks. The instinct is to try a different agency, a different channel, a different creative. But the block is usually further upstream than that.

Feb 2026

5 min read

[Read →](#)

## THE TRANSLATION PROBLEM

## The anti-agency: why sitting between client and agency is more valuable than being the agency

Agencies fail clients not because they're bad at what they do, but because they operate from an incomplete brief. We fix the brief before the agency ever touches it.

Feb 2026

8 min read

[Read →](#)

Want this thinking applied to your business?

[Start a conversation →](#)



LET'S TALK

# Stuck? Or ready to scale?

Most of our best conversations start with someone saying "we've tried agencies and nothing sticks." Sound familiar? Tell us what's going on. We'll tell you what we think — honestly.

- ☉ We respond within 24 hours
- ☉ First call is always free
- ☉ No pitch, no deck — just an honest conversation

YOUR NAME

Adrian Botan

COMPANY

Perspective

EMAIL

hello@yourcompany.com

WHAT'S GOING ON?

Give us a quick summary of the situation — stuck, scaling, or something else entirely.

Send →