

GO-Direct™

IT'S A DIRECT WORLD. IS YOUR BUSINESS SET UP TO TAKE ADVANTAGE OF IT?



We'll get your direct business thriving in no time



DO YOU NEED TO BUILD AN E-COMMERCE AND/OR RETAIL BUSINESS?

IS YOUR E-COMMERCE BUSINESS DRIVING TRAFFIC, OPTIMIZED & EFFICIENT?

IS YOUR PHYSICAL RETAIL EXPERIENTIAL & DRIVING SALES?

GO-DIRECT™ provides a simple way to analyze, execute, and scale your direct business, whether e-commerce focused, in-store focused, or both. It takes investment for your direct business to grow, but it needs to make sense financially. That's why we've brought together the best teams and provide direct solutions that are customized, proven, and leverage buying power.

Find out why hundreds of companies have relied upon GO to grow.

Contact us to get started: info@growthoperators.com

DIRECT EXPERTISE.

Whether you are on an e-commerce platform looking to open retail, a retailer looking to launch e-commerce, or either just looking to improve traffic & sales, GO-Direct™ will create a powerful, customized plan to jump-start your direct business.

GO-DIRECT™ PROCESS

MEASURE

Ecomm KPIs: Offer Efficacy, ROAS, LTV, Scalability, In-Store KPIs: Sales p/ Square Foot, Avg Customer Spend, Turnover Rate, Sell Through Rate.

EXECUTE

Ecomm: Email, Affiliate, SEM/SEO, Social, Media, Retargeting, Direct Response A/B Testing, Copy, Visuals In-Store: Merchandising, Promotions, Local PR, Advertising, Environmental Design, POS.

DIRECT PLAN

Channel Analysis & Recommendation, Creative, Strategy, Store Operations.

INSIGHTS

Competitive Landscape, Industry & Market Data, Historical Performance, In-Store Metrics, Consumer Behavior, Consumer Experience.

ANALYSIS

Segmentation, Consumer Profiles, Journey Mapping, Targeting, Concept Testing.

STRATEGY

Mission, Vision, Values, Brand Positioning, Product Value Proposition, Tone of Voice.



GROWTH OPERATORS

Our passion is helping companies grow with our world-class team of finance, go-to-market, and human resource professionals. GO provides customized solutions through our proprietary process, maximizing your company's growth and value. We are not typical consultants. We are solutions focused Growth Operators.

growthoperators.com