THREE VENTURES

SERVICE OVERVIEW

Growth Management

A fractional head of growth and the team behind them, accountable for the whole demand side of your business: paid media, search and AI visibility, the website, the CRM, and the data that ties every dollar to revenue.

1 lead
Accountable for every channel

5 roles
Strategy, data, CRM and web on one team

Mid-month
Reporting in time to correct course

EXECUTIVE SUMMARY

One owner for growth

Growth Management puts a fractional head of growth in charge of the whole demand side of your business, backed by the specialists who build what the plan needs. We find where demand is forming and where you are missing it, turn every gap into a revenue-scored plan, then run the program across paid media, search and AI visibility, the website and the CRM, with measurement wired in from day one. Most clients start with a diagnostic or an account audit. The ongoing engagement runs as a monthly retainer, scoped by initiative and reviewed every 90 days.

PROBLEM STATEMENT

Growth bought in pieces. Nobody owns the number.

Most companies buy growth one vendor at a time: an agency for ads, a contractor for the website, someone else for the CRM, and a dashboard nobody opens. Each piece optimizes its own metric, and the seams between them are where the money goes.

Revenue has stalled despite the effort

Spend and activity are up, results are flat or falling, and nobody can say which part of the system is the constraint.

New capital that needs to work fast

A raise, an acquisition or a new budget arrives, and there is no plan or team ready to deploy it without waste.

Ad spend that cannot be traced to revenue

Leads reach the CRM without their source, so the ad platforms optimize toward form fills instead of customers.

Missing where buyers now look

Search results and AI assistants answer your category's questions, and your brand is absent or described from someone else's sources.

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WHY THIS SERVICE EXISTS

Accountability across every channel

Growth breaks at the handoffs: between the ad and the page, the page and the CRM, the CRM and the revenue report. One accountable lead, with a team that builds each piece, closes those gaps and judges every decision against revenue rather than clicks.

6×

blended return across Google, Microsoft and Meta

$21.9M

tracked revenue against about $3.4M in managed spend

1

accountable lead for every channel in the account

From a recent engagement: agency of record for a national continuing education provider in a regulated healthcare category.

OUR APPROACH

Diagnose, build, then scale.

1

Diagnose

FIRST 30 DAYS

We audit your ad accounts, website, tracking and CRM, and baseline how search engines and AI assistants describe you. You see where demand is forming, where you are losing it, and what each gap is worth.

2

Build

MONTHS 2 TO 3

We fix tracking and attribution first, then build what the plan needs: landing pages, CRM stages that send revenue back to the ad platforms, and the technical work that makes you visible to AI assistants.

3

Run and scale

ONGOING

We run the program across channels, scale only what converts, and report in time for you to correct course mid-month rather than learn at close.

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ENGAGEMENT DETAILS

Start small. Scale on evidence.

Entry points	Rapid Visibility Diagnostic, Search Visibility Sprint, or Paid Account Audit
Core engagement	Fractional Head of Growth
Pricing model	Monthly retainer, scoped by initiative
Scope review	Every 90 days
Team	Head of Growth with tracking, CRM and web specialists
Channels	Google, Microsoft, Meta and LinkedIn ads; organic and AI search; website; HubSpot
Reporting	Weekly update and monthly review

ABOUT US

About Three Ventures

Three Ventures Technology, Inc. is an independent, outcome-driven consultancy built on data work since 2012. We serve the backbone of the economy: manufacturing, logistics and distribution, construction, supply chain, energy, field services, unions and the trades, and agriculture. Growth management extends that work to the continuing education providers that keep licensed professionals current. We work in partnership with operators, accountable to your outcomes, never to a software vendor's agenda. From growth management and AI readiness to data governance, fractional technology leadership and M&A support, every engagement is designed to leave your organization stronger and able to sustain the work without us.

CONTACT

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Ready to find out why your growth is plateauing?

Every engagement starts with a 30-minute call. No sales pitch, just a straight conversation about your numbers and whether this is the right fit. Visit threeventures.com to get started.

SCHEDULE A DISCOVERY CALL