



**Pulp Strategy is building a digital transformation practice which is a 5-year plan that will see quick progress in 2022.**

**By Ambika Sharma, Founder & MD – Pulp Strategy**

We are poised for 100% YOY growth this year. 2020 was a game-changer for the business, in some ways it took us down a path that was different from where we were headed before 2019.

2022 will be our year for growth and consolidation.

Over the last 3 years, we invested in building a B2B digital practice, developed the expertise in B2B content and B2B digital program strategy and management this year 2 awards for our B2B projects placed us in the limelight.

#### **Sector agnostic:**

Pulp Strategy is committed to customer-first marketing, our clients span 18 industries, with a balance of B2B and B2C clients, we will increase and strengthen our sector footprint. We have client partnerships that average half a decade, we are averse to the culture of short-termism. It contributes to the loss of focus on the quality of the goals an agency hunts down for its clients. Digital, while bringing a new level of accountability to marketing, also creates a culture of instant gratification, which is problematic and oversimplifies marketing. We will continue to bring creative and disruptive elements of surprise together with the media.

#### **Technology and Digital marketing:**

Building a digital transformation practice is a 5-year plan that will see quick progress in 2022, while we continue to expand practices like, Always On Content, AI in content, Marketing automation, Mar-tech, and AR for Marketing. Digital transformation in marketing, commerce, and sales is where we see our expertise and strength increasing.

Marketing is the first step in the customer journey, marketers are best placed to understand the customer journey and the opportunities that come with going digital. We bring on board the cutting-edge full-stack digital expertise, technology, and talent that helps build a sharply targeted digital marketing practice. We work with client marketing teams to identify and reduce “wasted ad spends” by reducing redundant media channels. building a data-driven digital marketing **strategy** for highly targeted customer messaging improving ROI while optimizing marketing investment.

With a digital-first approach, we enable a transition from cold selling to social selling, account-based marketing, email marketing, and lead nurturing models, enabling a better customer ecosystem that recognizes customers by their name, knows their purchase history, recommends products based on their past purchases and provides use case discovery leading to a better business bottom-line. We will consolidate existing business and leverage learnings to expand clients and solutions in the coming 12-18 months.

#### **Contextual learning and adaptability:**

In 2021 most agencies saw talent at a revolving door. 2020 saw training take a back seat (at least as far as agencies are concerned), we have built a niche that requires a culture of continuous learning, adapting to industry change, and the client’s business. Training will gain importance for us in 2022 we are already incorporating an industry training program for in-house talent. Talent development will continue to be a focus and we will increase our investment in this area. Alongside this, talent acquisition in business-critical roles, aimed at improving client consultancy and partnerships will gain momentum.

We have moved to capability-based assessment and growth this year; we hope to see this pay initial dividend in the coming year as we hone our top talent for larger roles and responsibilities within the organization.

#### **Business acquisition:**

We onboarded 6 accounts in the last 2 months alone, consistently brought our a-game to the playing field, and it’s an endorsement of results that exceeded business goals for our clients. It is also why we have clients who have been treasured partnerships for our agency’s lifetime.

We have created a balance of enterprise and mid-market clients. We provide full-stack digital services and collaborate closely with them to support their long-term goals via marketing.

The business acquisition will sustain and our aggressive growth.

Digital Consulting and strategy, across Digital. Content and Technology Integration towards a business goal makes us unique in our niche, leading to stronger partnerships and enabling us to develop unique solutions for our brands. 2021 saw a lot of work put into understanding the business goals of our clients and partnering with them to achieve those goals. This investment in business consultation and client partnerships has unlocked exciting possibilities for 2022.