

Growing a B2B **Cleantech** Product?

Improve **Revenue Efficiency** with
Free Playbooks, Consulting, and Marketing Services.



Zero-waste Growth for Zero-waste Tech

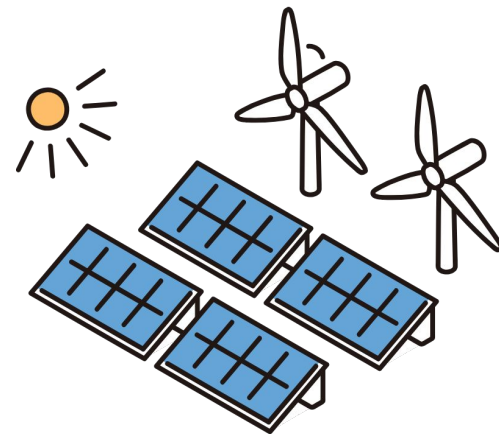


B2B Cleantech teams face **unique GTM challenges**

Complex regulatory environments and large, slow-moving buying groups are common.

Products in Utilities, Enterprise Sustainability, IPPs, Built Environment, Energy Markets, and other Cleantech ecosystems deal with **long procurement cycles** for hardware and software adoption.

This makes growth costly and demanding for sales & marketing teams, who are operating with limited resources.



Solving these challenges can be **slow** and **expensive**

Cleantech is underserved by traditional growth solutions, leading to high CAC, inefficient budget use, and difficulty scaling.

In-house

- ✗ High overhead (salaries, taxes tools, training)
- ✗ High hiring & retention costs easily surpass \$100K/year
- ✗ Slow ramp-up time
- ✗ Skill gaps in modern demand generation

Freelancers

- ✗ Limited integration & commitment
- ✗ Inconsistent quality & results
- ✗ Difficult to scale
- ✗ Time delays & split focus

Traditional Agencies

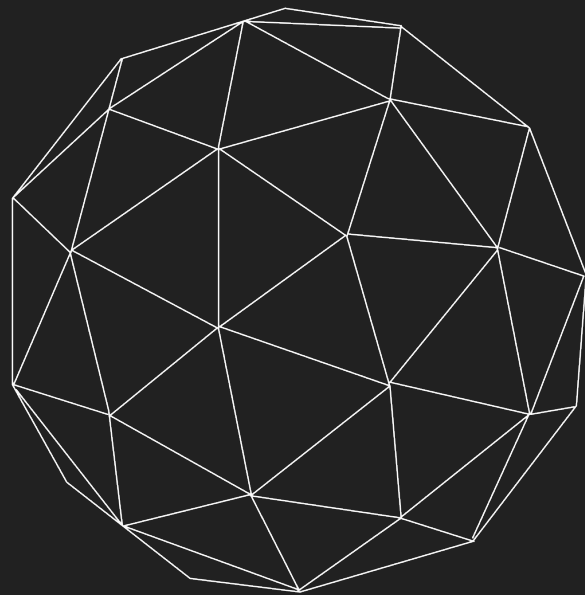
- ✗ Lack of cleantech focus & customization
- ✗ Expensive retainer fees
- ✗ Long contracts with low flexibility
- ✗ Slow turnaround times

We make growth **faster** and more **profitable** for Cleantech

*We're a specialist team **accelerating growth**
For B2B Cleantech, while **keeping costs and CAC low.***



Zero-waste Growth for Zero-waste Tech





"This is beyond awesome!"

You led our digital advertising, search optimization and lead management initiatives and inbound strategy across the board.

Meticulous management and data-driven results."

Kelly Doody
Chief Marketing Officer
Kathairos Solutions



\$5,250,139 Pipeline
Opp Value Created

97 Qualified Leads
accepted by sales

+13,470 Unique
ABM Engagements



Kelly Doody
Chief Marketing Officer
Kathairos Solutions

Scope

- Messaging and Creative Development
- 3-part ABM Paid Media Funnel
- Keyword Research
- SEO & Paid Search
- Marketing Automation
- Integrated Salesforce & Hubspot environment

Paid Media Strategy

Kathairos needed to launch paid media quickly and without wasting any budget. Their small and over-extended in-house team made this impossible.

We customized our playbooks to their business, and launched the first ad within 14 days.

Result

2.17M impressions, 11,079 clicks, 1,680 top of funnel web conversions

- Strategy optimized to drive more leads at a lower cost
- Full funnel retargeting journeys, without the waste
- Unique market-beating tactics for delivering ROI
- Prescriptive content and creative strategy



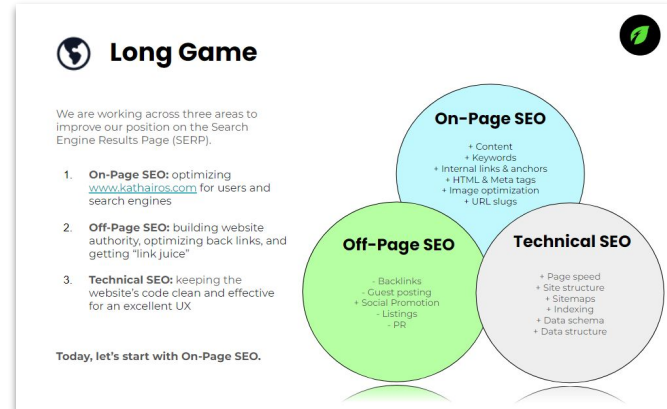
SEO & PPC

After site migration to Webflow, Kathairos needed a full SEO audit and actions to implement recommended changes.

Result

325% increase in unique monthly visitors from January (1,017) to December (4,327).

- SEO Audit including Pass/Fail list and actions, keyword Research, Competitor and opportunity gap analysis
- On-Page SEO (content, headers, titles, meta, internal links)
- Off-Page SEO (anchor text and backlinks optimization)
- Technical SEO (GSC indexing, crawlability, user experience, page load speed, images, alt-text, schema markup, site architecture).



Query performance

| Query | Impressions | % Δ | Clicks | % Δ | Site CTR | % Δ | Average Position | % Δ |
|--|---------------|-----|--------------|-----|--------------|-----|------------------|-----|
| 1. kathairos | 1,015 | - | 397 | - | 39.17% | - | 1.39 | - |
| 2. kathairos solutions | 460 | - | 122 | - | 26.52% | - | 1.43 | - |
| 3. building an advanced energy ecosystem in new... | 142 | - | 59 | - | 41.55% | - | 3.34 | - |
| 4. kathairos | 90 | - | 26 | - | 28.89% | - | 1.18 | - |
| 5. cathairos | 64 | - | 9 | - | 14.06% | - | 3.56 | - |
| 6. marly proctor | 119 | - | 8 | - | 6.72% | - | 4.64 | - |
| 7. kathairos | 63 | - | 7 | - | 11.11% | - | 2.92 | - |
| 8. ooooo | 458 | - | 5 | - | 1.09% | - | 8.39 | - |
| 9. oil and gas conferences 2024 | 225 | - | 3 | - | 1.28% | - | 18.63 | - |
| Grand total | 42,628 | - | 1,391 | - | 3.73% | - | 22.42 | - |

1 - 100 / 1035 < >


```

graph TD
    A["1. Branch  
Branch based on Recent conversion"] --> B["Kimmy Partnership [Not...]"]
    A --> C["None met"]
    B --> D["3. Set property value  
Set Lead Source to HubSpot"]
    C --> E["5. Set property value  
Set Lead Source to Kimmy"]
    D --> F["4. Set property value  
Set Contact owner to Kube Samiginiki"]
    E --> F
  
```

Budget Optimization

Our changelog tracked every iteration of bidding and budget assignment, carefully measuring the impact and return on investment.

Result

Transformed kathairos.com into a data-driven growth marketing machine

- Short term growth dashes and longer term sprints allowed us to be quick and effective.
- Tracking every change made onboarding new team members easy and hassle free.
- Growth experiments easily compounded by stacking winning tests together

| Status | Notes | Result |
|-------------|---|------------------|
| Complete | Unsuccessful | Low match rat |
| Complete | Thanks to new additional keywords, we are maxed out on # of keywords per campaign group. This has created an opportunity to increase the number of segments with personalized messaging | |
| Ongoing | Match rate above 90% shows positive reach Next step is to remove HP accounts from general audience and dedicate initial budgets @\$25 p/d Single Image and @\$25 p/d Video | |
| Complete | Reduced Daily Budget from \$50 to \$25 due to high frequency. This daily spend may later be added to Single Image or Video Retargeting as needed | Balanced frequ |
| In progress | Test LAN as part of the video CA HP accounts targeting. If this produces improved CPMs without hurting engagement, roll out to larger brand awareness campaigns | |
| Complete | On 23.09 the control test finished, enabled it on both video and single image for HP accounts | |
| Ongoing | Deliver new messaging per segment | |
| | Text ads give us the ability to buy very cheap impressions, by only bidding on clicks. This should improve brand awarness without increasing budget | We therorize a |
| Complete | Lowered spotlight ads daily spend from \$80 to \$50 due to high frequency | Free up addt \$ |
| Complete | Replaced occurrences of "methane flaring" with "methane venting" | LinkedIn, whic |
| Complete | Lower single Image Ads daily spend from \$100 to \$30, add freed up budget to organic video ad sponsorships | it again once fi |
| In progress | Initiated offer to gain small budget increase through MSFT offer | |
| Complete | LinkedIn Cold Single Image Reduced to \$25.10 daily | Got \$134.00 |
| Complete | LinkedIn Cold Video Reduced to \$25.10 daily | Save \$500 wee |



Growth Dashes*

- KW Campaign Cst. Messaging
Refine messaging based on logic of groupings
- LAN (LI Audience Network)
Test LAN as part of the video CA HP accounts targeting. If this produces improved CPMs without hurting engagement, roll out to larger brand awareness campaigns
- LinkedIn Ads Budget Adjustment
Creative Daily Budget from \$50 to \$25 to high frequency on some ads. This daily spend may later be added to Single Image or Video Retargeting as needed



Growth Sprints**

- New Keyword Groupings
New groupings are mirrored on Google and MSFT and monitored for performance over a 4-week period
- LinkedIn Text Ads
Set up test Text Ads and bid low to improve impressions and low-price engagement.
(Starting budget: \$750)

Cleantech's Secret Weapon: The Growth Pod.

The world's first Go to Market Playbook for Cleantech.

Tested on B2B Fortune 500 and start-ups alike, with **\$25 million in marketing pipeline** attributed for customers like Microsoft, SAP, and F5.

After years of testing we adapted these for Cleantech ecosystem buyers, resulting in a simple and **scalable playbook**.

Growth Pods are FREE for all cleantech companies.
Simply [request access here](#).



How do **Growth Pods** work?

Revenue Focused

Each playbook contains a strategy for revenue generation, built on proven GTM strategies for products at different growth stages.

- + Higher conversion rates
- + More qualified leads
- + Lower CAC

Modular Blocks

Playbooks can be used individually or combined, based on your unique GTM and team needs.

- + Customer Acquisition
- + Channel Launch
- + Channel Optimization
- + SEO, PPC, and Outbound

Selfserve or **done-for-you**

Documentation ready to be executed by your internal team, or with help from ours.

- + Project plans
- + Templates
- + Workbooks
- + ROI Calculators

Focus Areas



Planning & Strategy

GTM Strategy

Demand Generation
ABM Strategy
B2B Funnel Design
Revenue Diagnosis



SEO & Search

Strategy & Action

SEO Website Audits
Paid Search
Off-page SEO
Technical SEO
Content Development
Growth Sprints



Paid Media Full Funnel

LinkedIn & Meta

Demand Generation
Full-Funnel ABM
Growth Experiments
Budget Optimization
Monthly Growth Sprints



Marketing Automation

ABM Email & LinkedIn

Email Databases
Nurture Sequences
A/B Testing
Meeting setting

How we typically **help**

#1 Equip your Team for Free

Playbooks and templates to innovate, grow revenue and reduce costs.

- ❑ **Free for Cleantech**
- ❑ All GTM Frameworks
- ❑ Core Tools & Templates
- ❑ Standardized SOPs
- ❑ Video Training

Free, forever.

[Request access here](#)

#2 Consultation + Support

Get high-impact consulting, fill skill gaps, and personalize playbooks.

- ❑ **Strategy & Tactics**
- ❑ Personalized plays, SOPs
- ❑ All tools & templates
- ❑ 2-4x sessions per month
- ❑ Plug skill gaps

Starting at \$730
Monthly

#3 Fully Managed Growth

We lead your projects and build revenue, minus the full-time salary & HR costs.

- ❑ **End-to-end execution**
- ❑ No risk, stop anytime
- ❑ Project Management
- ❑ Personalized SOPs
- ❑ Monthly Growth Sprints
- ❑ Build, Operate, Transfer (BOT)

Submit [Work Request](#).

Starting at \$2,433
Monthly

More **Efficient** and **Effective** than in-house teams and agencies

Save time and costs associated with hiring, and get better results than in-house designers, freelancers, and agencies.

| | In-house Growth Marketer | Freelancer | B2B Growth Agency | Cleantech Growthlab |
|--|--------------------------|-----------------|-------------------|---------------------|
| Specialized Cleantech Knowledge | ✓ | ✗ | ✗ | ✓ |
| Proven B2B Cleantech Playbook | ✗ | ✗ | ✗ | ✓ |
| Scalable, Customizable Templates | ✗ | ✗ | ✓ | ✓ |
| Pause or Cancel at Any Time | ✗ | ✓ | ✗ | ✓ |
| Streamlined, Fast Execution (5-day launch) | ✗ | ✓ | ✗ | ✓ |
| Lower CAC & Higher Pipeline Velocity | ✗ | ✗ | ✓ | ✓ |
| | \$7,000 / month | \$2,500 / month | \$5,000+ / month | \$2,433 / month |



“Eben and his team are go-to-market experts with a wealth of experience working with companies of various sizes, including climate tech.”

Chip Horton
Chief Executive Officer
Tellus Markets



9 Sales Opps
valued at \$450,000

413% Increase
In Marketing
Qualified Leads

Accelerated launch
time by 3.5x (90 days >
15 days)



Chip Horton
Chief Executive Officer
Tellus Markets

Scope

- Developed key strategic narratives and messaging
- Created B2B sales collateral and buyer's guide
- Created conversion-optimized email copy
- Designed and hosted ongoing webinar series
- Scaled email into the US market

Let's make **zero-waste growth** your competitive advantage.

Get our **FREE** playbook:

👉 [Book a 30-Min Consultation](#)



Say hi 🙋 on [LinkedIn](#)!

✍️ I write about [ABM](#), [Demand Generation](#), [Advertising](#) and [Buyer Enablement](#).



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