Every channel wins.
The pipeline stalls.

Each supplier can meet its target while the gaps between them prevent qualified opportunities from reaching sales.

Campaign
Attention earned

Website
Inquiries captured

Sales
Opportunities accepted

Who owns the whole journey?

Your next market tests the whole system.

Entering a market changes what buyers recognize, which evidence they trust and how they decide.



Discovery

A relevant first impression

Evaluation

Evidence that earns trust

Inquiry

A clear next step

Sales acceptance

A qualified conversation

Clear ownership at every step

LIQUID

Activate the Market

Turn market entry into commercial momentum.

An integrated engagement for businesses with a proven offer and a defined next market.

ONE MARKET **12 WEEKS** **€95,000**



Understand. Connect. Improve.

01

Understand the market

Priority buyers. Buying barriers. Local proof. The brand elements that must hold.

Market Expression Guide

02

Connect the journey

A single conversion path across the website, campaign and CRM handoffs.

Connected Customer Journey

03

Improve with evidence

Three acquisition experiments across two channels, informed by conversion and sales feedback.

Experiment Findings

Every tool serves the same commercial objective.

Brand decisions

H2O State Map

What remains recognizable.
What adapts.

Customer touchpoints

Experience system

Reusable CMS templates, assets and journeys.

Sales outcomes

CRM + measurement

Qualification stages, consent-aware events and source tracking.

AI-assisted production

Research, transcreation and asset variations.
Human approval before release.

Experiment record

Sales feedback informs the next hypothesis, decision and investment.

Follow the value.
Keep the evidence.

Every engagement starts with an agreed baseline, qualification definitions and measurement period.

01

Conversion

Inquiries becoming qualified opportunities.

02

Accepted pipeline

Opportunities recognized by your sales team.

03

Closed revenue

Verified outcomes, reported separately from pipeline.

Measurement framework, not client results.

ROI is reported only when incremental profit, attribution and full costs can be substantiated.

A complete market activation system. Defined before kickoff.

01 **Market Expression Guide**

Localized messaging, objections, proof requirements and local language or cultural review.

02 **Flagship website**

Up to eight page templates, CMS, one source language and one destination-market language.

03 **Two conversion journeys**

Forms, CRM routing and five approved nurture messages connect discovery to qualified opportunity.

04 **Launch campaign system**

One concept, a sixty-second motion film, six short edits and twelve reusable static formats.

05 **Three acquisition experiments**

Two channels, with hypotheses, audiences, page variations and clear continuation or stop criteria.

06 **Evidence report + executive review**

Delivered ninety days after launch, covering conversion, qualified demand and available sales outcomes.

One mandate.
One accountable investment.

€95,000

Fixed engagement fee

One destination market
Twelve weeks of delivery
Two review rounds per major stage

Includes the evidence report and executive review ninety days after launch.

€38,000	40%	**€38,000**	40%	**€19,000**	20%
Kickoff		Build plan approval		Launch + handover	

Separately scoped: media, subscriptions, location filming, additional markets and ongoing management after handover.

Thirty days to align the market, message and mechanism.

DAYS 1–5

Establish control

Sponsor, market, objective, access, qualification and owners.

DAYS 6–12

Resolve assumptions

Buyer evidence, objections, competitors, baseline and measurement.

DAYS 13–20

Design the journey

Approve the guide, site structure, conversion paths and CRM rules.

DAYS 21–30

Make it tangible

Review the prototype, campaign direction and production plan.

WEEKS 5–8

Build and validate

WEEKS 9–12

Launch, refine, hand over

90 DAYS AFTER LAUNCH

Evidence report + review

Assumes timely access, an established brand foundation and consolidated decisions at each review gate.

Bring a market.
Bring a mandate.

Apply for a LIQUID Market Entry Review

01 Company, offer and demand evidence

02 Target market and intended launch date

03 Executive sponsor and delivery owner

04 Current CRM and pipeline baseline

05 €95,000 engagement + activation budget

Accepted applications progress to a thirty-minute director review.

Submit your market brief

