

Founder story: “KB gives a sh*t”

When I started KlientBoost in 2015, two things about marketing agencies stuck out that still ring true today:

1. Most agencies don’t do what they say for their clients *or* team members
2. Most clients and team members have “agency PTSD” because of it

So I decided to build an agency that would do the opposite: care more about its clients and people than it did about itself.

Inspired by my mom’s belief that employers, team members, and clients could win together if they proactively found ways to be better for each other, I built KlientBoost with one simple principle in mind: giving a sh*t about clients and team members starts with honest and transparent feedback loops. You have to do the work.

More specifically:

- Proactively seek feedback from clients and team members regarding performance and happiness. If you don’t ask, you won’t know.
- Take action on feedback swiftly and with fervor. What you do is more important than what you say.
- Hold yourself accountable by measuring progress toward achieving goals together. Make it black and white.

Flash forward 8 years, \$20M in ARR, and a 2022 Glassdoor “Best Place To Work” award, and we’ve turned feedback, action, and accountability into our super power (thanks, mom).

In a world where agencies don’t give a shit, we’re doing the opposite by:

- **(P)**ushing for improvement
- Holding ourselves **(A)**ccountable
- Staying **(R)**esilient
- Embracing **(T)**ransparency
- And making **(Y)**ou (not me) the center of every decision we make

Problem statement

Brands have grown increasingly enamored with small markets that deliver fast, efficient growth at the expense of bigger markets that deliver slower, sustainable growth.

- In-market buyers over out-market buyers
- Target accounts over target markets
- Existing customers over potential customers
- Narrow segments over broad categories

Instead of expanding their serviceable markets over time, brands are shrinking them- and running headfirst into a growth plateau when those shrinking pools run out of buyers.

Worse, while traditional agency partners can stack communications channels and tactics, they're not built to stack segments and markets, making them efficient technicians but ineffective at solving the real problem: market penetration.

The results?

- Short-term efficiency, not long-term effectiveness
- Communications, not product, pricing, and distribution
- Incremental revenue, not baseline revenue
- Targeting, not reach
- ROI, not profit
- Plateaus, not penetration

And sustainable growth remains a chapter in a book, not something they actually achieve.

Mission

To help brands sustain long-term growth of sales, revenue and profit by expanding their pool of buyers over time so their addressable market is always growing, not plateauing.

Vision

A marketing agency that can take any company from short-term growth to sustainable growth by making them more *saleable* for more people within their TAM using product, pricing, distribution, *and* communications.

Ideals

- Sustainable growth comes from market penetration (expanding your buying pool)
- Market penetration requires all 4 Ps (product, pricing, distribution, communications)
- Imbalance between mental availability (easily recalled in buying situation) and physical availability (presence, prominence, portfolio) makes marketing inefficient
- Short-term sales on top of short-term sales does not lead to long-term growth
- Marketing communications works over two speeds: fast with small paybacks (in-market) and slow with big paybacks (out-market). You need to balance both using brand, demand, and acquisition
- ROI is a trap that leads to short-term efficiency but long-term ineffectiveness
- Growth involves plateaus, but we know when they're coming
- Revenue comes in two forms (you need both): incremental and baseline
- Agencies are built to scale communications channels and tactics, not segments and markets. And that's a problem.

Call to action

We believe that if brands want to sustain profitable growth long-term, two things need to happen:

1. Companies need to expand their buying pools over time, from in-market to out-market, one segment to all category buyers. And that requires all 4 Ps (product, pricing, distribution, communications)
2. Agency partners need to support that mission by helping brands stack segments and markets, not just communications channels. That means building account teams who can navigate brands through the marketing maturity stages (not just platforms and tactics).

Not sexy enough? Precisely.

Brands don't need to reinvent marketing; they need strong fundamentals underpinning their growth plans. That's it.

N.O.N.

Non-obvious problem: Shrinking, not expanding

Obvious solution: Market penetration (marketing maturity stages)

Non-obvious outcomes:

Growth that doesn't plateau:

- **Sales/Revenue:** not just immediate sales/revenue, but baseline sales/revenue: revenue from buyers who come to you directly (unpaid) when they move in-market
- **Profit:** strong brands reduce price sensitivity so they can maintain margins and become more resilient to competitive pricing
- **Retention:** bigger brands have more customers who are slightly more loyal (b/c buyers don't know small brands exist that they can switch to)
- **Short-term efficiency:** out-market activity makes in-market activity work harder and convert faster, for less
- **Long-term efficiency:** when you're more available for more buyers within your TAM, there's less wastage in all your marketing