



Revenue Growth Systems for Founder-Led Companies

AI-First Growth Advisory Boutique

START WITH THE GROWTH SYSTEM AUDIT →

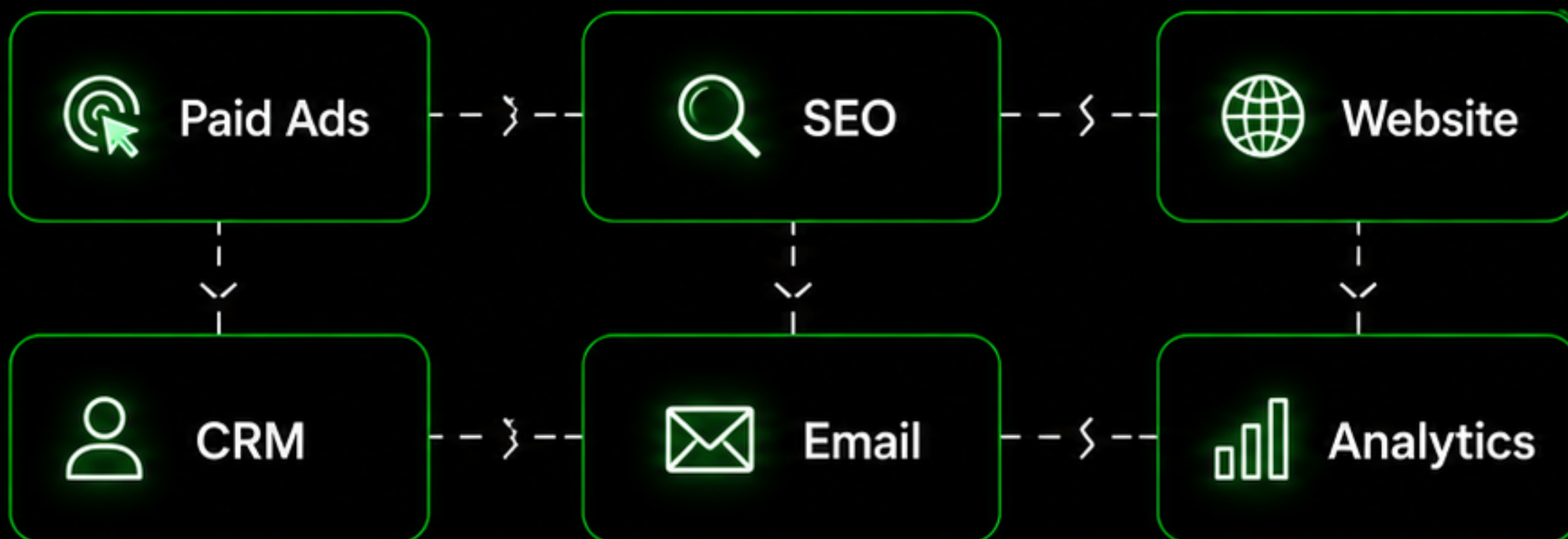
DTC • SaaS • Sports Tech

US, Asia & Global Markets



Marketing is not the problem. Fragmentation is.

Most founder-led companies do not lack activity.
They lack a connected revenue growth system.

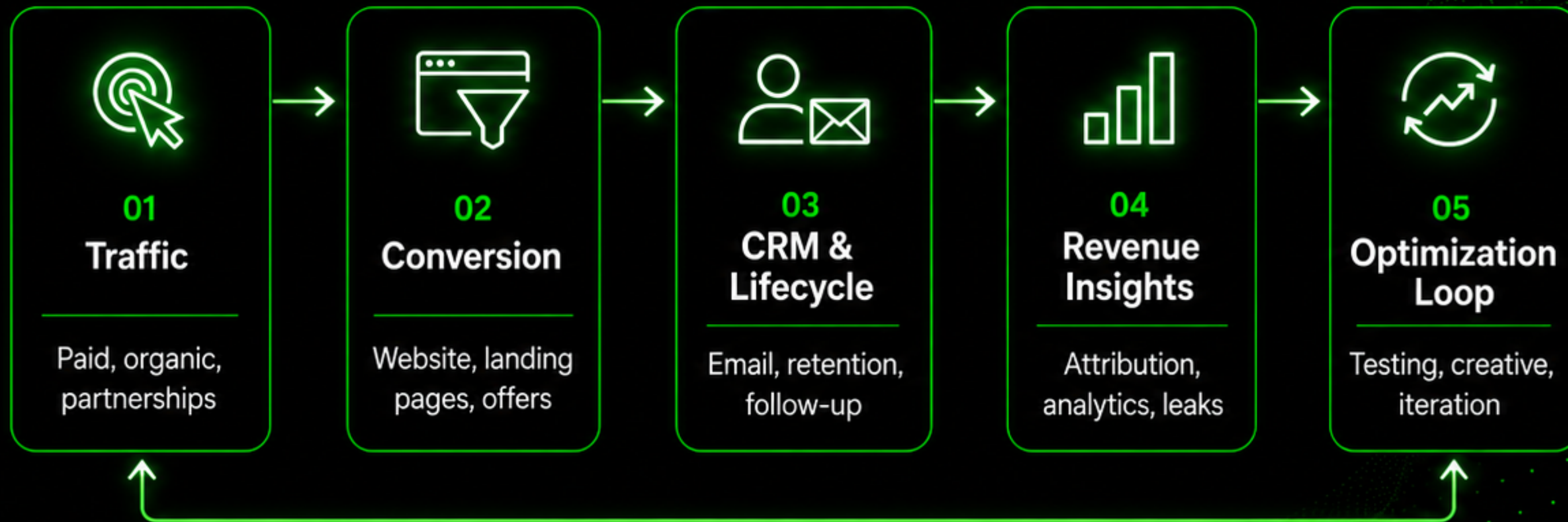


What fragmentation causes

- Poor attribution
- Weak conversion
- Inconsistent follow-up
- Hidden revenue leaks

The Revenue Growth System

Growth happens when traffic, conversion, CRM, analytics and creative work as one connected system.

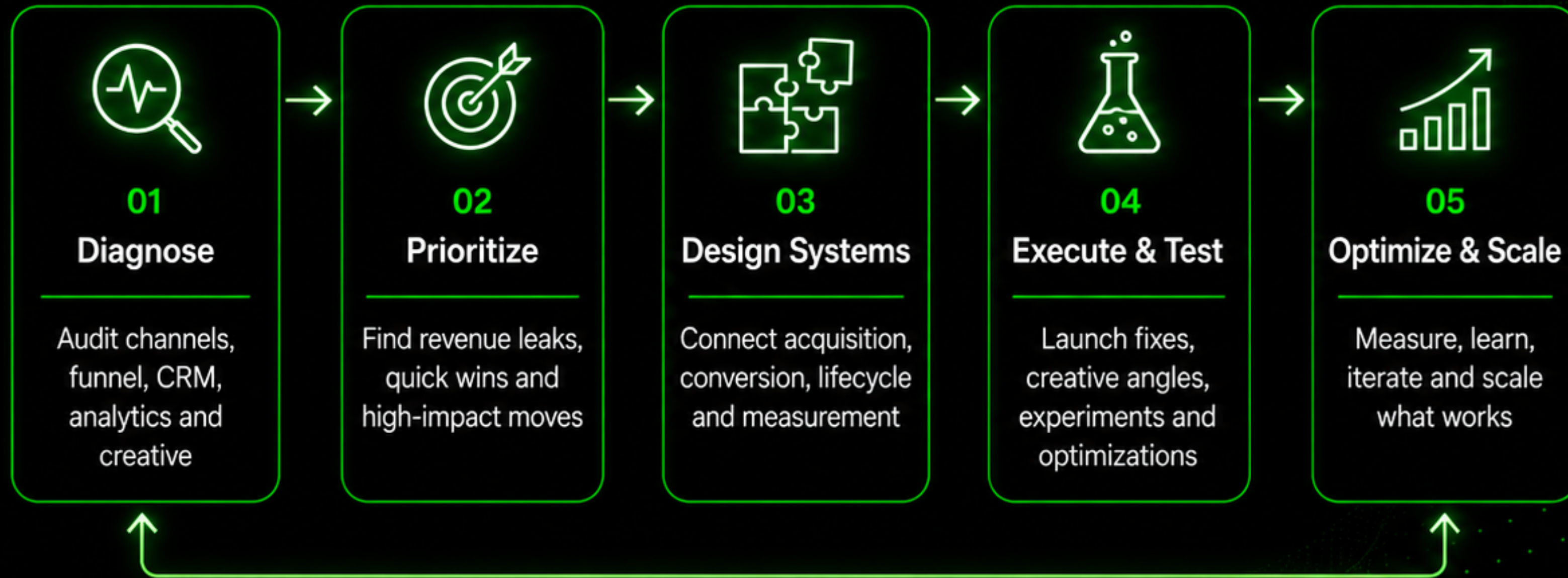


What a connected system creates

- Better attribution
- Higher conversion efficiency
- Smarter follow-up and retention
- Faster revenue growth decisions

The OC Method

How we turn fragmented marketing into a connected revenue growth system.



Why this works

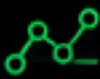
- Strategy and execution stay connected
- Faster decisions with better visibility
- Clearer priorities across channels
- Repeatable growth instead of isolated tactics

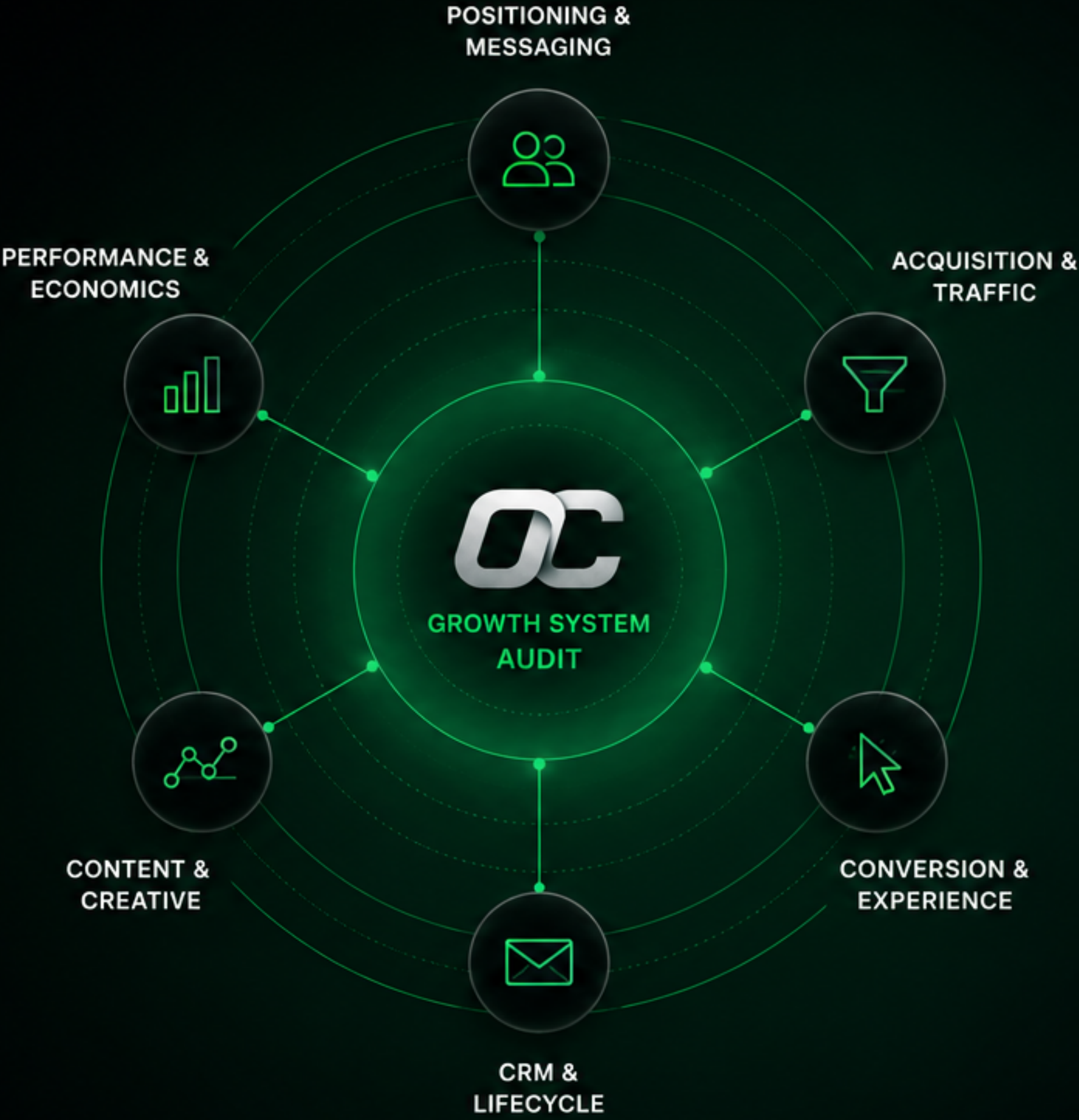
THE AUDIT

We start by finding the leaks that are costing you growth.

Our Growth System Audit gives you a clear, data-informed view of what's working, what's not, and what to fix first.

WHAT WE ANALYZE

	Positioning & Messaging	Clarity, differentiation and market fit
	Acquisition & Traffic	Channels, quality and efficiency
	Conversion & Experience	Funnels, landing pages and UX
	CRM & Lifecycle	Email, nurturing and retention
	Performance & Economics	Metrics, CAC, LTV and profitability
	Content & Creative	Assets, hooks, angles and testing



Premium DTC Food & Beverage Brand

Building a connected growth system across traffic, discovery and conversion

 CONFIDENTIAL CLIENT



The Challenge

Paid media, website experience, organic discovery and customer inquiries were not fully connected into one revenue growth system.

What We Did

- Relaunched the website and improved the customer journey
- Optimized funnel structure, audiences and paid media performance
- Expanded SEO and search-intent content architecture
- Improved discoverability across search, LLMs, WhatsApp and Instagram

Business Impact

**25K+**

Monthly Visits
from an average of 2K–3K
after the website relaunch

**0.9x → 2.6x**

Paid Media ROAS

**Top 5**

Organic Keyword Rankings

**Higher Inbound Demand**

WhatsApp + Instagram DMs

**Expanded Discoverability**

ChatGPT + Claude



Outcome: a stronger revenue growth system connecting traffic, search visibility, creative, website conversion and inbound demand.

B2B SAAS CASE

B2B SaaS Activation & Onboarding Case

RENTAL PLATFORM

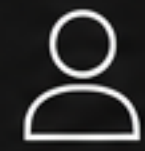
Identifying the critical activation bottleneck before scaling acquisition.

THE CHALLENGE

Strong signup volume, but too many users dropped before completing the core integration required for the product to deliver value.

“ The constraint was not demand.
It was the transition from initial intent
to the product's first moment of value.

FUNNEL DIAGNOSIS



HIGH SIGNUP VOLUME

Strong top-of-funnel demand and interest.



CORE INTEGRATION

PRIMARY BOTTLENECK

Too many users drop before completing the integration step.



PRODUCT ACTIVATION

Downstream conversion is relatively healthy.



Focus on the first value step to unlock downstream growth.

WHAT THE ANALYSIS REVEALED



Acquisition was generating sufficient demand.



The largest leak occurred immediately after signup.



Users were asked to complete a sensitive integration before the payoff was clear.



Lifecycle messaging emphasized education before activation.



Funnel definitions and attribution required standardization.

STRATEGIC DIRECTION

- 01 **Clarify the value exchange**
Make the benefit of connecting obvious.
- 02 **Reduce friction and build trust**
Simplify the integration experience.
- 03 **Recover incomplete signups**
Trigger lifecycle journeys to reactivate.
- 04 **Measure activation, not only acquisition**
Link sources to integration and activation.

30-DAY QUICK WINS



BENEFIT-FIRST ONBOARDING

Reposition the integration step around immediate value.



ACTIVATION-FIRST LIFECYCLE

Replace early education with one clear next action.



UNIFIED FUNNEL MEASUREMENT

Separate legacy flows and standardize definitions.



ACTIVATION BEFORE SCALE.

Improving the first value step increases the efficiency of every acquisition dollar that follows.

B2B SAAS CASE

SaaS Logistics Platform

Scaling acquisition and lifecycle for sustainable growth.



THE CHALLENGE

Drive scalable user acquisition and grow the active recurring customer base while reducing acquisition costs.

MY APPROACH



Built and led the Marketing & Partnerships function (from the ground up).



Implemented full-funnel acquisition, segmentation and lifecycle programs.



Integrated SEO, paid media, content and partnerships.



Aligned Product, Marketing and Customer Success around data and activation.

KEY RESULTS



5.1x

Active recurring customer base
Scaled from 32.2K to 163.5K
in 16 months.



>64%

Reduction in CAC
Through paid media optimization
and audience refinement.



>60%

Increase in organic visibility
Within four months.



+40%

Growth in warm-lead base
Within five months.



1,000+

Qualified leads generated
Within three months.



15

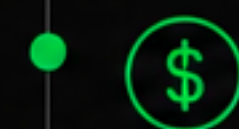
Marketing professionals
Hired, trained and led.

BUSINESS IMPACT



STRONG REVENUE GROWTH

Significant acceleration in the active recurring customer base.



MORE EFFICIENT ACQUISITION

Lower CAC improved marketing efficiency and unit economics.



SUSTAINABLE PIPELINE

More visibility and a larger warm-lead base fed long-term growth.



ORGANIZATIONAL SCALING

Built capabilities, processes and a high-performing team.



DATA-DRIVEN DECISIONS

Improved measurement and alignment across growth, product and CS.

“

A connected growth system that drives acquisition, activation and retention at scale.

E-COMMERCE CASE

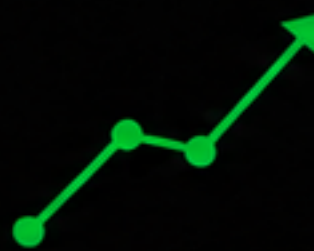
Brazilian E-commerce Growth Case

Fashion Segment

Performance marketing and customer journey optimization driving sustainable online store growth.



KEY RESULT



+34%

Increase in Online Store Revenue

Compared to the previous period.

“A complete growth strategy that connected acquisition, conversion and customer value to deliver consistent results.”

GROWTH DRIVERS

**PAID MEDIA**

Google, Meta and YouTube

**INFLUENCERS**

Strategic partnerships and outreach

**UGCs**

Authentic content for ads and social

**PR**

Press exposure and brand awareness

**COMMUNITY**

Engagement and loyalty through community

**UPSELL & CROSS-SELL**

Strategic offers to increase AOV and lifetime value

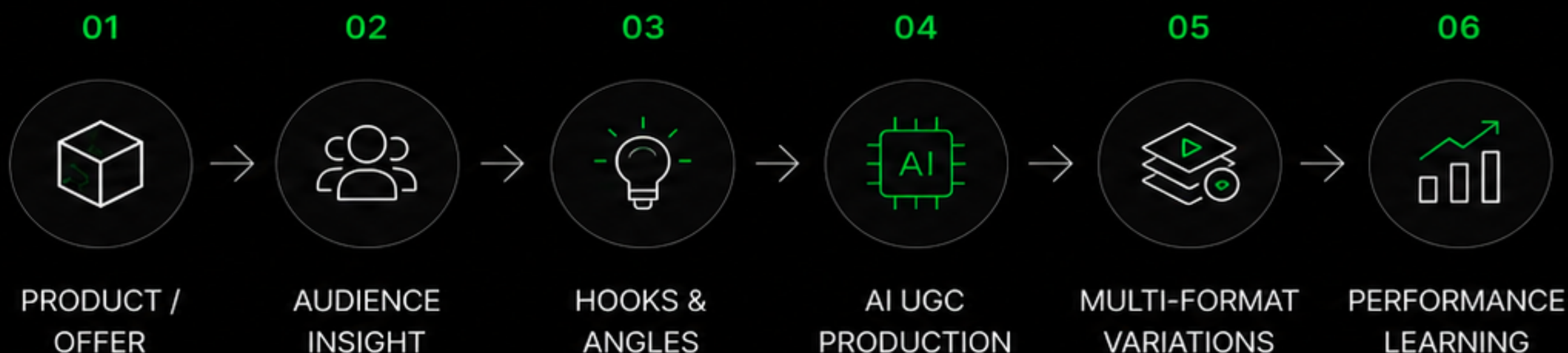
AI CREATIVE SYSTEM

From One Product to Multiple Creative Angles

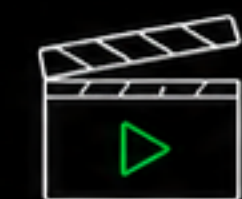
AI-assisted creative production built for faster testing, learning and iteration.



THE CREATIVE GROWTH FLOW



WHAT WE PRODUCE



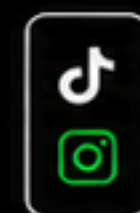
UGC-style videos



Hooks and scripts



Creative angle variations



TikTok, Reels and paid-social formats



Voice-over and product demonstrations



Faster creative testing cycles



AI accelerates production.
Human judgment decides what should be tested.

HOW WE WORK

Ways to Work Together

Flexible engagement models designed to **fit your stage, goals and internal structure.**

THREE ENGAGEMENT MODELS



01

GROWTH AUDIT

A deep diagnostic to identify opportunities and prioritize what will move the needle.

- ✓ Market, funnel and channel audit
- ✓ Data & tracking evaluation
- ✓ Quick wins and opportunity map
- ✓ Prioritized roadmap
- ✓ Executive debrief & report

🕒 2 – 3 weeks | 👤 You + OC Media



02

GROWTH SPRINT

Focused execution to the highest impact opportunities with clear goals and fast results.

- ✓ Strategy & KPI alignment
- ✓ Campaigns and creative testing
- ✓ Funnel & conversion optimization
- ✓ Weekly reporting & insights
- ✓ Sprint retrospective & next steps

🕒 6 – 12 weeks | 👥 Integrated team



03

FRACTIONAL GROWTH PARTNER

Long-term strategic leadership and execution to build a scalable growth engine.

- ✓ Growth strategy & roadmap
- ✓ Team, process and toolset
- ✓ Full-funnel management
- ✓ Performance culture & reporting
- ✓ Ongoing optimization & scale

🕒 3+ months | 👤 Embedded partner

IDEAL FOR



STARTUPS & SCALE-UPS

Need clarity, structure and accelerated growth.



GROWING COMPANIES

Need performance, efficiency and predictable results.



INTERNATIONAL BRANDS

Need a partner that understands multiple markets and channels.

ENGAGEMENT MODEL

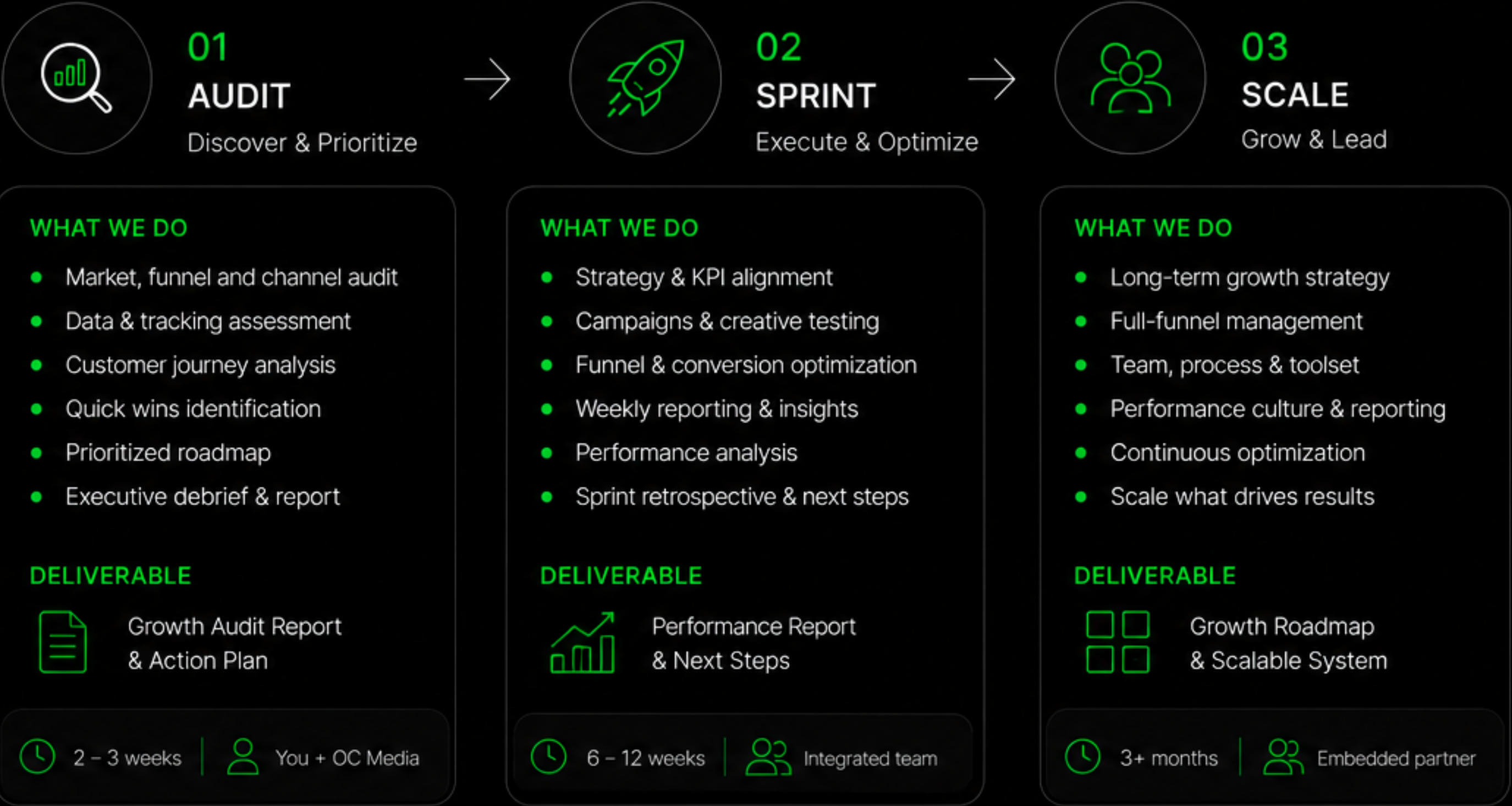
From Insight to Impact

A proven 3-step engagement to **diagnose**, **execute** and **scale** what drives growth.



Focus on the **right** things.
Execute with **precision**.
Scale what works.

OUR ENGAGEMENT JOURNEY



LET'S TALK

Let's Build Your Revenue Growth System

We help **founder-led companies** turn fragmented marketing into clear priorities, **scalable systems** and **measurable growth**.



Growth Audit

Find the biggest leaks, opportunities and priorities.



AI Creative Systems

Launch faster testing cycles and better-performing creative.



Fractional Growth Partner

Add senior strategy and execution without heavy overhead.

Start with the Growth System Audit

- ✓ Audit of funnel, channels and conversion
- ✓ Clear growth priorities
- ✓ Action plan for the next 30–90 days

Ideal for SaaS, DTC, e-commerce and international brands.



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