

— THE SUMMIT FIELD GUIDE

Build demand. *Grow revenue.*

A practical guide to the marketing, creative, and sales systems behind your next stage of revenue growth.



A CLEARER PATH
TO REVENUE GROWTH.

— YOUR REVENUE GROWTH SHERPA

Your ambition deserves a plan that *gets built*.

Win more customers. Launch with confidence. Give your sales team a process they can rely on. When your people are busy but progress is hard to see, we help connect the work to the growth you want.

Summit connects strategy, creative, and sales systems to your business goals. We develop the campaign, make the offer compelling, build the CRM, and put measurement around the decisions that matter.

Start with the challenge in front of you. Our role is to help you choose where to focus, do the work alongside your team, and build on what the results teach us.

*Put our perspective to
work for your brand.*



— FIND YOUR STARTING POINT

What needs to change?

Follow the challenge that feels familiar.

-
- | | | |
|----|--|------|
| 01 | Our marketing needs to win more customers.
Performance marketing, creative, and partnerships | 06 ↗ |
|----|--|------|
-
- | | | |
|----|---|------|
| 02 | Our offer needs a stronger route to market.
GTM strategy and outreach | 10 ↗ |
|----|---|------|
-
- | | | |
|----|--|------|
| 03 | Our sales process is holding us back.
Revenue systems, growth testing, and measurement | 12 ↗ |
|----|--|------|
-
- | | | |
|----|---|------|
| 04 | We need to reach people making an important decision.
Education, entertainment, and community campaigns | 16 ↗ |
|----|---|------|
-
- | | | |
|----|--|------|
| 05 | Our team needs time for better work.
AI, automation, and search visibility | 20 ↗ |
|----|--|------|
-
- | | | |
|----|---|------|
| 06 | We need a partner who can help us move.
Working together, your project brief, and the next conversation | 22 ↗ |
|----|---|------|
-
- Follow the route from the beginning, or head straight to the challenge in front of you.

— VETERAN INSIDER EXPERTISE

Experience where your audience *already is.*

Meta

TikTok

Pinterest

Hollywood media campaigns

Our agency expertise is shaped by experience inside Meta, TikTok, and Pinterest, and behind Hollywood media campaigns.

That perspective helps us connect the way a platform works with the way your customers make decisions. Creative, targeting, measurement, and the next step after an ad belong in the same conversation.

We bring that thinking to consumer brands, growing businesses, higher education, and nonprofits. A purchase, an application, a partnership conversation, and a donation call for different approaches. Your goal determines the work.

As a veteran-led business, we value preparation, shared responsibility, and the ability to adapt when the conditions change.

Platform knowledge becomes valuable when it helps your business make a better decision.

A USEFUL PLACE TO BEGIN

Find the point where *progress slows*.

Follow a recent customer from first contact to the decision to buy. Where does the next step become harder than it should be? That is often a more useful starting point than choosing a channel or buying another tool.

People are not noticing us.

Examine the audience, the offer, and the opening creative. Can the right person recognize why this matters to them?

**People respond,
then disappear.**

Look at the destination, the form, and the follow-up. Does the promise in the campaign carry through?

Good opportunities stall.

Check ownership, qualification, and the next action in the CRM. Can the team see what each deal needs?

**We are busy, but the
picture is unclear.**

Connect campaign reporting to qualified opportunities and revenue. Decide which unanswered question affects the next investment.

Explore your growth priorities 

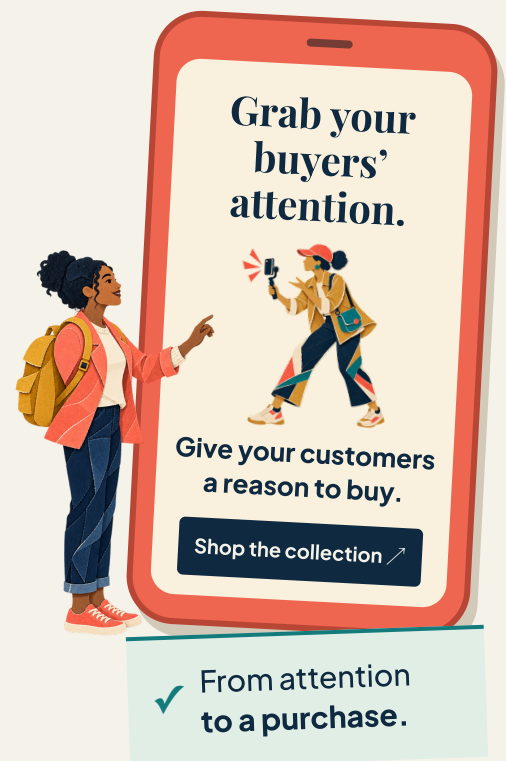
— PERFORMANCE MARKETING

Get your offer in front of the right customers.

We plan, produce, and manage paid campaigns that give your business a stronger chance to win the next customer. The work connects audience strategy and creative with the place people go after they respond.

Campaign structure, channel selection, and the measurement plan follow your business goal. Our work spans e-commerce purchases, app installs, lead generation, and higher education enrollment.

For an e-commerce campaign, the product message and shopping experience need to work together. For a service business, the offer needs to carry through to a qualified inquiry and a follow-up the customer recognizes.



A campaign the team can act on

We develop the creative, build the targeting and campaign setup, and manage the launch. Reviews show which messages and audiences are earning a response and where the campaign needs attention.

Keep the sale in view

Connect the campaign report to the purchases or qualified opportunities the business is trying to generate.

CREATIVE PRODUCTION & BRAND MARKETING

Grab your buyers' attention.

**DID YOU KNOW?****Your video shares the screen.**

TikTok's buttons and caption can cover parts of your video. Keep the product and key message inside the safe zone so the audience can see what matters.

A campaign starts with what your customer should notice: a recognizable problem, a clear benefit, or a product demonstration. For video, our starting rule is to make your brand visible in the first 3–5 seconds.

We turn those ideas into campaign concepts, creator briefs, and content shaped for the platform. Brand storytelling and performance creative work together so the message people remember is connected to the action you want them to take.

Testing helps us see which ideas deserve development. We compare meaningful creative differences, study the response, and use what we learn to shape the next production round.

A stronger creative brief asks

- What does the audience already believe about this problem?
- What can we show that makes the offer credible?
- What should the viewer understand before we ask them to act?

The strongest creative idea makes the customer's next step feel worth taking.

INFLUENCER CAMPAIGNS & BRAND PARTNERSHIPS

Turn a good fit into a commercial opportunity.

A strong creator partnership connects your brand to an audience with a reason to care. Finding that fit is the beginning of the work.

We connect partnership research and outreach with campaign planning and a usable deal process. Your team can see who is worth approaching, why the match makes sense, and what needs to happen next.

For a talent agency, that may mean a GTM outreach engine built around its creator roster. For a brand, it may mean a creator brief and campaign approach that connect audience attention to the business goal.

How do I work with influencers to promote my brand?

We'll connect you with creators who fit your brand and audience.



Keep the opportunity moving

Bring relationship details, outreach, follow-up, and commercial reporting into the same working process. The idea can then progress from a promising introduction to an opportunity the team can manage.

BRAND PARTNERSHIPS · TALENT AGENCY

A custom outreach engine for brand partnerships.

GTM outreach and revenue development for a multimillion-dollar talent agency.

The agency needed to connect its creators with commercial opportunities and give the team a shared view of every deal. Relationship research and sales activity had to work as part of the same revenue process.

Connect the research to the opportunity

We built a custom CRM around creator research, brand partnership outreach, deal tracking, and executive reporting. The system supported the team's GTM strategy, from finding a relevant match to developing the conversation.

Make the next action visible

Creator profiles supported partnership research. The pipeline and dashboards helped the team see where conversations stood, which opportunities needed attention, and how the work contributed to the revenue pipeline.

What the business gained

A shared revenue system for managing brand partnerships from research through deal tracking, with the relationship context and follow-up in one place.

Identify the opportunity



Start the conversation



Build the partnership

— GO-TO-MARKET

Give the right buyer a *reason to respond*.

A strong offer needs a specific audience and a message that reaches them at the right moment. GTM brings those choices into a sales approach your team can use.

We research the market, define the customer, and sharpen the positioning. Prospect criteria help the team focus on companies and contacts with a reason to care. Outreach then connects their situation to what your business can do for them.

The operation matters as much as the opening message. We build sending workflows, response handling, qualification, and follow-up so interest has a clear path into the pipeline.



A message that earns a response

Show that you understand the buyer's situation. Explain the relevant benefit. Make the next ask easy to answer. Each response teaches us something about the audience, the offer, or the timing.

GO-TO-MARKET · GROWING BUSINESSES

Give the sales team a place to start.

For an early-stage business taking an offer to market, the immediate challenge is focus. Which buyers have a reason to care, and how can the team turn that relevance into a conversation?

The planning work translated customer research into prospect criteria the team could apply when choosing companies and contacts to pursue. Positioning then shaped outreach messages around the value of the offer for those buyers.

Qualification workflows connected interest to the next action. The team gained a shared way to assess a response and choose the follow-up, with the research and messaging brought together in an operating guide.

A usable starting point for sales

The business had a defined audience to pursue, outreach it could start from, and guidance for handling interest. The founder could take that plan into execution and use the response to refine the acquisition approach.



REVENUE OPERATIONS

Build the *revenue system* your team needs.

BRAND PARTNERSHIP

Your next partnership

Owner	Your partnerships lead
Next action	Share the campaign brief
Follow-up	Confirm the next conversation

FIELD NOTE

Make follow-up visible.

Give active opportunities an owner, a next action, and a follow-up date. Your team can then see what each deal needs without reconstructing the conversation.

A promising lead needs an owner, relevant context, and a next action. A healthy pipeline depends on those basics working reliably across the team.

We build custom CRMs and sales workflows around the way your business wins customers. Pipeline stages, lead routing, reporting, and forecasts reflect the commercial process your team needs to manage.

The work connects marketing, sales, and leadership. Campaign context follows the opportunity. Sales activity becomes visible. Reporting helps people decide where attention and investment belong.

Designed for the people using it

We involve the team in the workflow, document how it works, and train the people responsible for operating it. Your CRM should make daily sales work easier.

A question worth asking

If your best opportunity stalled today, could everyone involved see why and know who should act?

— GROWTH MARKETING

Find what is stopping the next sale.

When people notice the business but hesitate to act, we investigate where the customer journey loses them. The offer, the creative, the destination, or the follow-up may need a different approach.

A campaign may attract clicks while the landing page leaves buyers unsure what happens next. A useful test can ask whether a clearer offer and next step produce more qualified inquiries. That question gives the creative and conversion work a specific job.

We examine the funnel and tracking, choose the most useful question, and run tests around it. Attribution analysis and, where appropriate, brand or conversion lift studies help the team understand the response.

Know what to change

A good readout helps the team decide whether to revise the message, improve the customer experience, or investigate a different obstacle. Carry that finding into the next campaign so the same uncertainty does not keep consuming time and budget.



— READ THE RIGHT SIGNAL

Make the metric answer the question.

A metric is useful when the team knows which decision it supports. Follow the customer journey far enough to connect campaign activity with the result the business needs.

Did people see the message?

Reach describes the audience reached. Cost per thousand impressions (CPM) describes the cost of delivery. Read both alongside the audience and campaign objective.

Did the message prompt interest?

Click-through rate and the quality of the visit help explain response. The destination should continue the promise made in the ad.

Did interest become an opportunity?

Review cost per inquiry alongside qualification and follow-up. For education, continue through application and enrollment wherever the data is available.

Did the business win a customer?

Customer acquisition cost requires customer acquisition data and a defined cost basis. Connect the campaign, CRM, and revenue records before making that judgment.

Before the next report, agree on the decision it should help the team make.

DID YOU KNOW?

One screen can reach a room.

Google Ads accounts for people watching connected-TV ads together in its reach estimates. A shared screen can represent a larger audience than the device count suggests.

E-COMMERCE · SOCIAL COMMERCE

Test the path from discovering a product to buying it.

An e-commerce brand wanted to explore a shopping experience that connected product discovery with purchase inside the platform. The question was whether campaign attention could carry through into transaction activity.

Campaign planning and TikTok Shop testing came together in a commerce feature pilot. The brand could examine the transition from discovering the product to the opportunity to buy it within the same platform experience.

Reviews brought transaction data into the campaign conversation. Alongside audience response, the team could look at activity closer to the sale and assess the shopping experience the pilot was testing.

Judge the channel through the shopping journey

The pilot gave the team a defined campaign and a purchase experience to evaluate together. That connected discussion of the next test to both the advertising response and the transaction activity available.

Discovery → Product interest → Purchase

DID YOU KNOW?

A creator post can become an ad.

TikTok Spark Ads let brands promote a creator's existing post with their authorization. Likes and comments earned during the promotion stay with the original post.

ENROLLMENT MARKETING

Help the right students see their future with you.

Choosing a program is a decision about a person's future. Recruitment campaigns need to answer the questions that make that decision possible: why this program, why this institution, and why now?

We build audience research, program-level creative, paid social, and search around the enrollment journey. Bilingual and multicultural creative helps the message connect with the students you want to reach.

Our work spans higher education, online programs, EdTech, and workforce education. We coordinate the handoff to admissions and bring available inquiry, application, and enrollment data into the same view.



Make the next step feel possible

Present the program's value clearly. Answer the questions prospective students are carrying. Give admissions the context to continue the conversation with care.

HIGHER EDUCATION · PERFORMANCE MARKETING

More efficient user acquisition.

A higher education institution wanted to connect with Spanish-speaking prospective students and generate inquiries more efficiently. The campaign centered audience-specific creative and measurement on that goal.

Spanish-language creative helped make the offer relevant. Prospecting and lead-generation strategy connected the message to a path from discovering the institution to expressing interest. Brand-lift reporting added a view of audience response.

The campaign lowered cost per conversion by 71%, with prospective-student inquiries as the conversion event. Stronger click-through performance gave the enrollment team a clearer basis for improving the next creative and media decisions.

71%

lower cost per
conversion

22%

higher click-through
rate

17%

lower cost per
thousand impressions
(CPM)

Prospective-student inquiry conversions. October 1–8, 2024, compared with the September 23–30, 2024 baseline.

HOLLYWOOD MEDIA CAMPAIGNS

Make every release inform the next.

A major release gives an entertainment brand a concentrated window to build audience interest. Creative needs to fit the release, media needs a direction, and teams need useful feedback while the campaign is running.

Work across more than 20 major theatrical and streaming campaigns brought campaign planning, creative recommendations, measurement, and business reviews together. Each launch had immediate goals and questions that could improve the next release.

An ongoing lift approach developed with Marketing Science shortened the feedback window during a campaign. Teams gained earlier insight into audience response and a stronger basis for campaign discussions.

Carry the learning across the slate

Reusable playbooks and measurement learning agendas helped studio teams retain what they learned. That created a repeatable approach to planning and reviewing the next campaign.



VETERAN OUTREACH & COMMUNITY BUILDING

Help people connect with a mission that matters.

For a nonprofit, the next meaningful action may be a donation, a volunteer commitment, or a connection with the people it serves. The campaign needs to make that action understandable and worth taking.

Our experience includes helping veteran-serving nonprofits use advertising, content, and platform tools to reach veterans and military families. Campaign planning and team training helped organizations communicate with those communities.

Community work has included fundraising through Facebook's tools and a volunteer initiative that mobilized more than 450 volunteers with 13 nonprofit partners to assemble and distribute 2,000 backpacks.

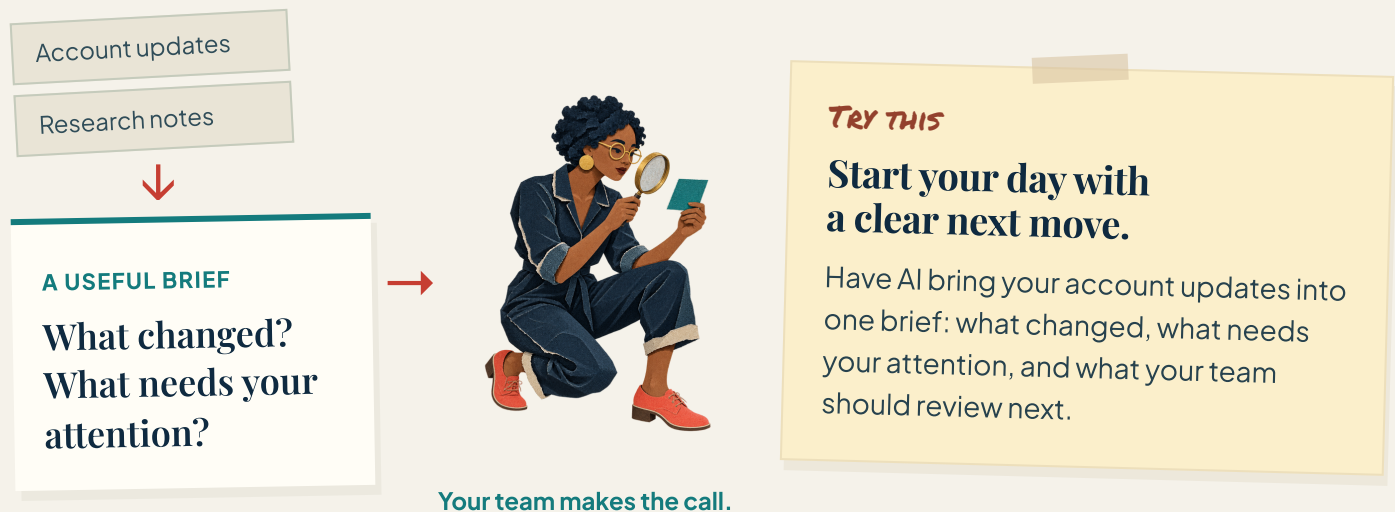
Bring the mission into the marketing

We connect audience understanding, campaign creative, and the action behind the message. For nonprofit teams, that means keeping the people served and the practical next step at the center of the work.



— AI & AUTOMATION

Put the recurring work in better hands.



Research, reporting, campaign checks, and outreach preparation can consume the time your team needs for customers. We build AI and automation into those workflows so people can focus on decisions and relationships.

The starting point is the job that needs doing. We review the inputs, the people involved, and the decisions that require human judgment. Then we build and test the workflow around that reality.

We build daily briefs that highlight account changes, prospect-research workflows, and campaign checks that flag where your attention belongs. Training and review controls help your team use the system with confidence.

Start with work that slows your team down

Look for recurring work with clear inputs and a result someone knows how to review. Agree on what good looks like and who will own the workflow before introducing automation.

SEARCH & AI VISIBILITY

Help the next customer find and understand you.

Your business needs to be understandable wherever a prospective customer is researching. That includes search engines and the AI answers people use to explore a question.

We connect research, content planning, and site checks across search engine optimization and AI visibility. The work gives your team a way to identify useful questions, explain the offer clearly, and improve the information available about your business.

Automation can support the recurring research and review. The content still needs to answer the customer's question with something specific and useful.

Start with a real customer question

Choose a question your sales team hears repeatedly. Make sure the answer explains the problem, the relevant offer, and the next step. Then review how that information appears across your website and the channels where people find you.

A customer question



A useful answer.

Clear content · Relevant offer · A next step

STRATEGY THROUGH IMPLEMENTATION

Build the plan around the work that matters.

We begin with the business goal and the obstacles in its way. Your campaign results, customer behavior, and team's experience help us decide where the work should start.

Choose the opportunity

Define the problem, the desired outcome, and what we need to learn. Agree on a scope the team can understand and act on.

Put it to work

Develop the creative, launch the campaigns, build the systems, and connect the measurement. Keep responsibilities and progress visible.

Improve through the results

Use the response to sharpen the message, improve conversion, or change the next investment. The work should create learning the business can use.

Help the team carry it forward

Document the system, train the people using it, and agree on the support the business needs next.

THE RIGHT WAY TO WORK TOGETHER

Start where your business needs support.

Some teams arrive with a specific project. Others know the business goal but need help deciding which work will move it forward. We shape the engagement around the problem, the people already involved, and the support needed to deliver.

A focused project

Build a campaign, develop a GTM approach, or replace a sales process the team has outgrown. Define the scope and the decisions it should support.

Implementation alongside your team

Bring additional strategy, creative, or systems capability into work already underway. Give the project the attention and expertise it needs to move.

Ongoing support

Keep campaigns, creative testing, reporting, or revenue operations improving as the business grows. Review priorities together as the needs change.

The starting point is your business goal and the work it will take to get there.

THE PEOPLE BEHIND THE WORK

A company you can work closely with.

Summit brings strategy, creative, and operational work into the same engagement. You work with the people responsible for the decisions and the build.

Founder and principal Tom Nwachuku is a U.S. Army combat veteran and UCLA Anderson MBA. His advertising, measurement, and operations experience includes Meta and TikTok. He also earned the TikTok Certified Media Buying Professional credential.

Tom builds companies, backs new ventures, and puts AI to work. His latest AI venture earned a place in NVIDIA Inception. That founder-and-investor perspective helps Summit spot opportunities and turn them into a business advantage for clients.

Tom also serves on the Board of Directors of USA Olympic Taekwondo.

Veteran-led. Built to deliver.

Summit X Digital is SBA-certified SDVOSB/VOSB and Texas VetHUB certified. Based in Austin, we work with businesses and organizations on the marketing and revenue challenges in front of them.

Meet Summit 



BRING A REAL CHALLENGE

Bring your growth challenge into focus.

A few notes about the business will give us a good place to start. Write what you know. Leave room for the questions we should work through together.

The change we want

What would make this work valuable to the business?

The customer or community we need to reach

Who needs to notice, respond, buy, apply, or take part?

Where progress slows

What is happening today, and what have we already tried?

What we can build on

Which campaigns, creative, systems, and people are already in place?

What the timing depends on

What is coming up, and which decisions or resources will shape the work?

Share your starting point 

USEFUL BEFORE THE NEXT CAMPAIGN

Turn a promising idea into a better first test.

Our campaign resources help you work through the decisions before you launch: the business goal, the offer, the creative, and the measurement that shows what to improve next.

Give the campaign a direction

The First Test Blueprint helps you connect the objective, audience, offer, budget, and review plan. Put the assumptions on paper before they become spending decisions.

Find a stronger opening

The Hook Sheet helps you develop distinct creative ideas for the same offer. Explore what the audience needs to recognize and what each idea should teach you.

Work through the campaign as a team

Mastering the Algorithm connects the business goal to the choices behind a paid ad campaign. Use the workshop and workbook to develop a plan and practice the decisions together.

Explore the resources



— LET'S PUT THE PLAN TO WORK

What would growth change for your business?

More customers. A stronger launch. A sales process the team trusts. Whatever the goal, tell us where you want the business to go and what is making progress difficult.

We will help you find the starting point and shape the work around it. Bring the campaign, the idea, or the process you have outgrown. You can begin with the part you already understand.

Your revenue growth sherpa.

Tell us about your business ↗

team@summitxdigital.com

Start a conversation ↗





— SUMMIT X DIGITAL

Put our perspective to work for *your brand.*

Strategy, creative, and revenue systems. Built around
your business goals.

team@summitxdigital.com

summitxdigital.com

© 2025 Summit X Digital LLC

