SHOWLABS

GUIDE

IF YOU AIN'T FIRST YOU'RE LAST

How to go-to-market 3X faster — plus four extra insights from big screen movies — to turbocharge your GTM

INTRODUCTION

Orchestrating a flawless GTM has been shelved as a golden unicorn — always spoken of but rarely seen. We were believers in that too, until we built a company designed to deliver direct value into a brand's sell-in and sell-through stages. We became immersed in it every day and have now seen it for brands both big and small. With years of exposure, we've learned how to turn insight into action and in the interest of helping brands do the same, we've rounded up our Top Five "how-tos" for going-to-market like never before — with a little help from a few of our favorite big screen characters to illustrate the point.

1 How-to gain GTM advantage over the competition — Embrace speed

In the immortal words of Reese Bobby, "If you ain't first, you're last." (From the movie *Talladega Nights: The Ballad of Ricky Bobby* for the uninitiated.) Despite the comedic context, there's a valuable lesson in these words. How important is speed? As noted in a recent Capgemini report, "speed to market is the 'first profit driver.' By optimizing speed to market and becoming a 'first mover' you can present and deliver your product to end-customers before competitors, gaining an important market advantage. The faster you get products to market, the less likely it is you'll face competition early on." Bottom line — want to take the first step towards dominating your competition? Be fast.

How to take action: One of the easiest ways to introduce speed into your GTM timeline is to implement a digital transformation strategy. **In other words, integrate digital technology or digital partners into key phases of your go-to-market workflow to fundamentally reduce the time it takes for you to get through sell-in and on to sell-through.** As an example, at ShowLabs, we provide outdoor brands with a range of transformative digital solutions designed to dramatically expedite the GTM process. Workflows built to reduce runway, shoot-to-site solutions allowing you to create and deliver directly into your B2B ecomm platform, and assets that are shot once and used in any channel — B2B or DTC, are just a few examples of how we speed things up and shift into high gear.

"IF YOU AIN'T FIRST, YOU'RE LAST."

Reese Bobby
Talladega Nights: The Ballad of Ricky Bobby

"READY? I WAS BORN READY!"

Jack Burton
Big Trouble in Little China

2 How-to build a team that can get it done, FAST — Let heroes shine

In the cult classic *Big Trouble in Little China,* hero Jack Burton (played by Kurt Russell) is asked if he's ready to take on death defying mystical kung-fu odds to save the world. His response? "Ready? I was BORN ready." We all appreciate his confidence, but more importantly, we come to learn that the team assembled around him was equally ready to contribute their areas of expertise to notch the win. The "how-to" GTM lesson here? **If you want to build a team that can get things done FAST, assemble a team that's ready to deliver essential areas of expertise. Let them be heroes in their respective space — regardless of whether they're assigned internally or hired externally. Let the right people do what they were born to do and make you look amazing.**

How to take action: Head into GTM with a plan to strike a balance between internal staff and outsourcing. Base the split on an honest assessment of who's natural talent is most capable of delivering success at high-speed and equally at an elevated quality for each phase of your GTM. Whoever is the best fit, wins. Period. As an example, our expertise with visual content creation and omnichannel distribution means that we are often brought in to accelerate and elevate (speed and quality) within that critical window of sample arrival up to sales meetings and deployment into ecommerce. We are experts at helping our clients get to market faster while creating product content at a quality they've never seen before. For those reasons, we often are a great fit for a very specific stage of their broader GTM. Leaning in with determining factors based on best-fit also tends to save brands on labor costs and most importantly on time. External resources can often strip away time-sucking tasks such as workflow and project management, quality control, cross-functional communication, and production coordination.

3 — How-to jump into the enhanced asset game for your GTM — Get a move on

Andy Dufresne, a falsely convicted prisoner from the iconic movie *The Shawshank Redemption,* gives the world one of the best life (and business) lessons in history. After spending two months in solitary confinement, Andy strikes up a conversation with his friend Red, telling him about his dream of escaping. Red scoffs at the idea, telling him that it's impossible to break out and that's just the way it is. Andy responds with, "Yeah, right. That's the way it is…I guess it comes down to a simple choice." And then finishes with his now-famous maxim, "Get busy living or get busy dying." These are words worth thinking about when it comes to evaluating the visual content assets needed to improve your GTM. The new "consumer," be it B2B or DTC, needs assets that better familiarize themselves with the product. Visuals that help them explore, understand, and "experience" products more intimately, more functionally, and in a manner that builds confidence so that they might buy without the product ever being in their hands. **All that said, most brands are still spending a majority of their time on the sidelines analyzing how to elevate their product content. While the ones finding success have opted to start getting it done.** Like Dufresne said, "Get busy living or get busy dying."

How to take action: It's understandable why brands hesitate. The enhanced asset game is overwhelming. Before the anxiety kicks in though, try this to get things moving: Start by auditing current assets and creating a priority list that directly links high-performing or most-opportunistic SKUs (new releases, volume sellers, high-margin leaders, etc.) to projected profitability and/or sales. Use this data to formulate a content strategy that assigns the creation of a limited number of enhanced assets (e.g. on-model video, 360° spins, or 3D images) for each of the high-ranking performers. Finish by auditing the remainder of the SKUs outside this list and establishing how products still using basic static photography can be up-leveled (e.g. focus on showcasing product features or close-ups on a garment's fabric and/or textures, etc.) Said differently, it's not an all-or-nothing game. Start slow if you must. The key is to start somewhere now! If not, you'll be sitting idle accepting circumstances and letting them define your brand.

> # "GET BUSY LIVING, OR GET BUSY DYING"

Andy Dufresne
The Shawshank Redemption

95%
TRAFFIC SURGE
INCREASE ON
IMAGE-ENHANCED
PRODUCT PAGES

50%
360º IMAGERY
CAN INCREASE
PAGE ENGAGEMENT
AS HIGH AS 50%

86%
PERCENT INCREASE
FOR PRODUCT
PAGES THAT
INCLUDE VIDEO

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> ## "THE MOST POWERFUL PERSON IN THE WORLD IS THE STORYTELLER."

Steve Jobs
Jobs

How-to make products more interesting in your GTM — Learn to story tell

In one of the original trailers for the movie *Jobs* — although cut from the actual movie — we hear Ashton Kutcher (who plays Apple icon Steve Jobs) deliver one of Jobs' most famous quotes, "The most powerful person in the world is the storyteller." Jobs continued to say, "The storyteller sets the vision, values, and agenda." Storytelling has a unique ability to evoke emotions and engage your audience. Any buyer, B2B or DTC, is not solely driven by logical decision-making; they are humans with desires, aspirations, and challenges. When brands craft compelling narratives that resonate with their customers' experiences and emotions, they can capture their attention, maintain interest, and create a lasting impact. Think about these:

- **Storytelling increases the value of products by up to 2,706% (No, that's not a typo)**
- **92% of customers want brands to make ads that feel like a story**
- **55% of customers are more likely to remember a story than a list of facts**
- **68% of customers say that brand stories influence their buying decisions**
- **Companies with compelling brand stories have a 20% increase in customer loyalty**

How to take action: Take a cue from Steve Jobs and move away from trying to "logic" your customer into a sale. Marching a line of product in front of a buyer and rattling off an endless list of product features is quantitative, robotic, and impersonal. **Instead, seek to tell compelling stories about your products that demonstrate why a particular feature was added or dive into a product's origin story. Think of your retail buyers and the end consumers as an audience you must captivate and entertain, instead of a "customer you need to convert into a sale."** This means going beyond traditional Powerpoint presentations and embracing creative storytelling techniques across all channels. Whether through video content or immersive experiences, brands must consistently use story arcs and compelling visuals to fascinate audiences and differentiate their brands from the competition all while increasing overall lifetime value.

5 How-to continue to improve your GTM — Push boundaries

In the wise words of Ferris Bueller, "The question isn't what we are going to do. The question is what aren't we going to do." For Ferris it was as simple as exploring everything downtown Chicago had to offer. For us in the outdoor industry, there's a bigger business takeaway — Go above and beyond and be open to exploring new possibilities as they may very well lead to a total transformation and improvement of your GTM.

How to take action: Make it a habit to push boundaries and explore various new avenues in at least two areas of your GTMs each season. This will leave you open to discovering groundbreaking ways to improve. Whether it's unexpected opportunities using new technologies, new partners, or even as simple as adding a limited amount of enhanced visual assets (videos, 360 spins, 3D imagery, etc.) for more SKUs each subsequent year, this approach will help you continue the path of improvement. The key to success here is found by shifting mindsets so you're thinking more like Ferris. **Be open to discovery and excited by the sheer volume of opportunity at your disposal once you've made the shift.**

> According to a recent study, only 3% of Americans are risk embracers, while 31% of Americans are risk avoiders.

"THE QUESTION ISN'T WHAT ARE WE GOING TO DO.

THE QUESTION IS WHAT AREN'T WE GOING TO DO."

Ferris Bueller
Ferris Bueller's Day Off

"DO, OR DO NOT. THERE IS NO TRY."

Master Yoda
Star Wars: The Empire Strikes Back

The last word: Go for it!

Learn from the master, Yoda of course — "Do, or do not. There is no try." In other words, go all in or don't even bother to compete. Be intentional with a focus on achieving results and a commitment towards improving your process. In the GTM game, half-hearted efforts will not generate exceptional results. Leverage the five how-to's you've just read and let them manifest into a better GTM strategy and improvements at every stage of sell-in and sell-through.

Get ahead with ShowLabs

Unlocking a world of visual content proven to drive sell-in and sell-through sales starts by working with the right partner. One that can help you realize the full sales potential behind your visual content the way we do here at ShowLabs. We are rooted in "digital asset performance" that is on-budget and designed to elevate and enhance the quality of your visual content — improving time-to-market and impacting sales across every channel. To learn more about how ShowLabs can work for you, request a Discovery Meeting today!

About ShowLabs

Founded in April 2021, ShowLabs is a revolutionary visual commerce solution, providing brands with both an innovative visual content studio, capable of producing high-quality visual assets at neck-breaking speeds, and an AI-powered software platform, capable of manipulating, managing, and distributing those assets across the entire digital and virtual ecommerce ecosystem. ShowLabs' solutions solve the content production bottlenecks most brands face within their digital asset supply chains. Customers benefit from increased productivity, high volume asset creation, a full spectrum of innovative content types, and deployment productivity and insights. Based in Denver, Colorado, ShowLabs supports customers worldwide. Visit showlabs.com to learn more.