

# Innovation and Growth in the Climate, Agri and Food Tech sectors

## Reaping the benefits of the marketing tech stack!

The development of new and innovative marketing technologies help to drive growth. It's a simple fact. However, in recent times, this has never been more true or indeed, more necessary.

The event of COVID 19, the increased global impact caused by war and the very real possibility of worldwide recession have only served to highlight the importance of mindful and efficient growth, to counter these destructive impacts.



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The event of COVID 19, the increased global impact caused by war and the very real possibility of worldwide recession have only served to highlight the importance of mindful and efficient growth, to counter these destructive impacts.

With a growing population to feed and house, and with increasing negative environmental impacts, the need for regenerative growth has never been more pressing.

The tech industry has always been fast moving, and this agile community of innovators now drive a multi billion pound industry. And now, there is a growing breed of innovators in the climate, agri and food tech space that are tackling some very real global problems, head on.

### **The future of climate tech**

The climate tech market currently accounts for around 10% of the global environmental technology platform market but like all businesses, those in the climate tech sector need to grow. And the buck stops here!

As we all continue to experience growing global challenges we not only need to maintain business as usual, but we have to prioritize those that drive positive social and environmental impacts. But this surely becomes even more critical when their growth is the very thing that could help save our planet.

# Almost half of UK offshore wind is owned by foreign governments

A mere **0.03 percent** of offshore wind is owned by British public entities.

[Source]: New Statesman UK Version -  
Article 12 Nov 2022

## So how can we support this sector to grow and to grow sustainably?

Well, marketing has a critical role to play here. By supporting growth within those businesses that develop products and services, with a low carbon footprint for example, we can help to drive positive climate impact (by reducing carbon emissions, in this case).

Any business that aims to grow should have a carefully considered marketing strategy and more than ever before, this should leverage a suite of tools that will support that strategy. And keep up with the competition. This is what is known as **the marketing technology stack**.

## What Is a Marketing Tech stack?

This is the collection of tools, software and technologies that marketers use to optimize and augment their marketing processes with the principal aim of driving growth as quickly and efficiently as possible.

Using this methodology, marketing technologies are 'stacked' to create an integrated series of tools that allows you to build and connect processes. Marketers and businesses use tech to optimize their marketing activities, but in order to take an agile and dynamic approach, it is necessary to consider how you can integrate tools and tech rather than using them independently.

Layering tools and technologies in this way allows for specific automations, giving businesses a much clearer understanding of how to reach and engage with their customers. It is this layering of technologies that led to the term 'marketing tech stack'.

The tech stack represents one of our primary tools that we use here at Zebra Growth and typically forms a key part of our growth strategies. Yet we know, from experience, that tech and tool integration can quickly become a very complex task.

The key question here is not whether to incorporate a certain technology, but how **to select the right technology or tool** that will integrate effectively? Integration is the 'north star' here.

There are many potential options when considering tools, software and tech but with options comes complexity. So let's strip this right back to the bare foundations.



## Define required outcomes, then strategy and triage your existing tech stack!

A marketing tech stack is not a strategy, it forms a part of one. In order to deploy these tools effectively, it must be strategy first, tools second approach. Both are critical to your organization's success but each has to be considered in the right order and at the right time

So, before you start building (or updating) your marketing technology stack, it's crucial to define your marketing strategy.

This should be informed by your product, your desired audience, and how you intend to reach them. A good starting point is to carefully analyze your current marketing activities and to identify where they match the strategy and where they block it.

Once gaps in process have been identified, then you can go on to evaluate where additional tools and activities might fit into the overarching plan.

## And just a quick word about channel selection

Whether you reach the right audience, or not, starts with one thing - the channels you chose to communicate your message. So how do you select the right channels; which ones should you be using?

The best place to start is by asking yourself a few key questions.

- What are you hoping to achieve - e.g are you hoping to drive leads, extend your brand reach.
- Are you communicating B2B or B2C? - The channels may well be different for each
- Do you know where your audience is sitting - what channels are they using?

Typically, one of the most important decisions is what mix of channels to use. As digital technologies evolve so do the potential media channel options.

In today's digital landscape, there are multiple channels that could be used to engage with your audience. In the top five used by marketers, according to [Ruler Analytics](#) are websites, (used by over 90%), blog content (over 89%), email marketing (over 69%), organic social (over 65%) and Pay per Click ( over 53%).

However it is widely believed that digital channels should not be used in isolation. Recent studies have shown that customers gain the best experience when a mix of digital and physical channels are used, creating a multi faceted customer experience.

## Here is a list of some of the most used digital and physical channels

- Email Marketing
- Organic Social Media
- Apps
- Websites
- Amazon Storefronts
- Video
- TV Commercials
- Events
- Blogs
- QR Codes
- Press Releases
- Chatbots
- Webinars
- Direct Sales
- In-Store signage
- Contests
- SMS Marketing
- Print Ads
- Mobile Ads
- Search Engine Optimization (SEO)



## Quite a few to consider!

Here's our quick guide to channel selection

1. Use data and insights to guide you - more than ever before, marketers are able to leverage the power of data to inform channel selection strategy.
2. 'Humanize' your channel content - augment digital insights with human interactions e.g calls and workshops, to ensure that you have a well rounded view of your audience and their needs
3. Cost/ benefit analysis - consider digital versus traditional marketing channels - the former can reach a wide audience at low cost whereas the latter is expansive but can deliver significant insights
4. Test, measure, iterate and adjust - channel selection is not a goal it's a journey and the roadmap will change - frequently!
5. Relevance and authenticity - these have a significant role to play in the customer experience. A customer's experience is the sum of all the interactions they have with your brand, both digitally and physically, so keep it real!

## So back to the tech stack.

One size does not fit all so to select the right tools you need to first establish your key aims. Is your focus on brand reach, or do you want to effectively coordinate and execute campaigns, leverage existing content, and/or attract and convert customers. These decisions matter.

A comprehensive marketing strategy guides a well informed tech stack selection and will add a valuable structure to support complex marketing activities 'in the background'. Once your tech stack is in place, we would suggest you schedule regular review and assessment points, as tech and software updates are known to cause integration issues even if none were present when your stack was first deployed.

In addition, it is always helpful to ensure that you have the relevant team support resources in place, like for example, playbooks, which offer a step by step use protocol for each piece of tech or software. Only full and effective use of the tech stack will deliver the right outcomes.



Now as we said, things move very quickly in tech and new tools are emerging all the time. You may, for example, want to consider relatively new technologies such as blockchain. Blockchain is a way that digital information can be stored and distributed technically. It is ideal when applied to digital marketing as it provides transparency, security, and accessibility of monetary and data flows. It is changing digital marketing by removing companies' abilities to pull data from customers whilst offering no transactional benefit to the customer. But like everything else in your tech stack, it needs careful and critical evaluation.



# Climate Change Tech Companies are using Blockchain technology



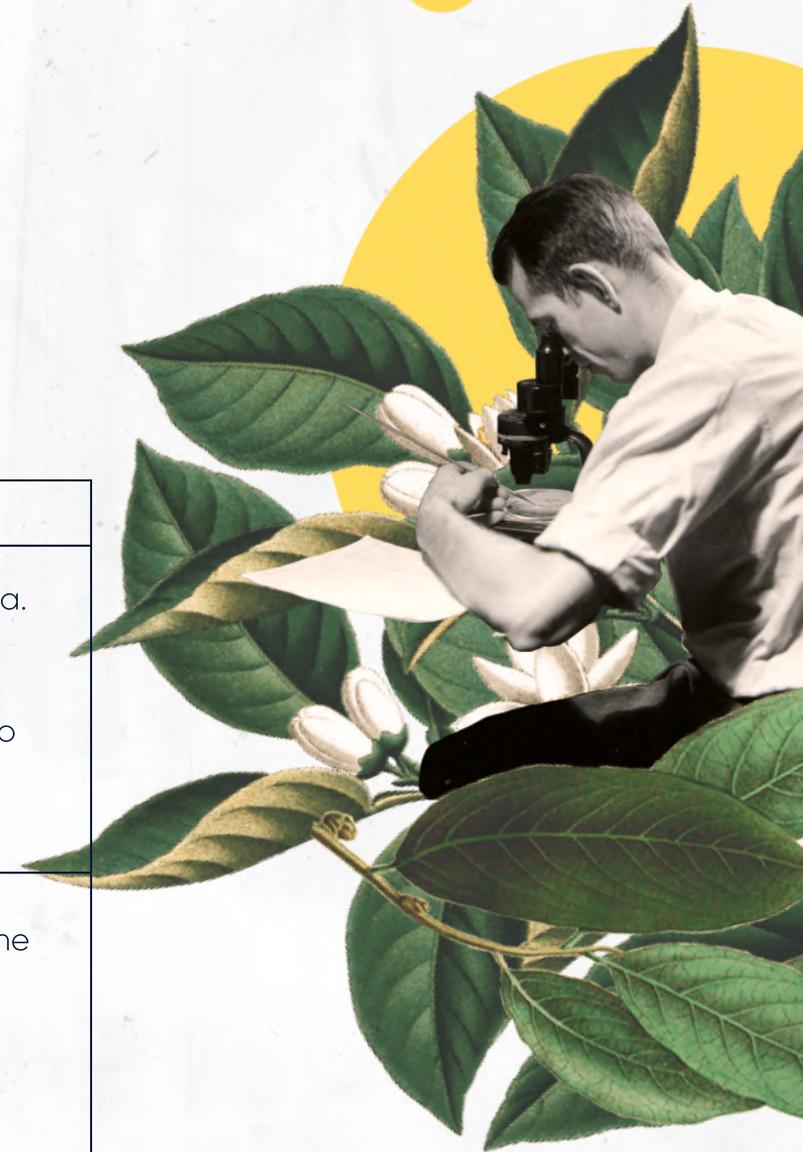
[[SOURCE:](#)] Blockchain and Climate  
Institute - Accessed online 12 Nov 2022

## So let's look a little deeper - what should a tech stack look like?

So we have taken a look at what the phrase 'marketing tech stack' means. Let's take a look at what it delivers and why it's beneficial. Components of a marketing tech stack can vary greatly depending on whether the business is B2B or B2c, for example.

We should note here that it is vitally important not to over complicate your tech stack - keep things simple . The table below represents some tools that form the **basis of a foundational tech tool stack**.

Data management	<p>With any growth strategy the trick is to use the right data. And to be able to manage and interrogate data effectively, you need a data management platform.</p> <p>CRM - track customer engagements and relationships to inform marketing strategy.</p>
Content Marketing	<p>Content marketing has become the 'go to' method for the delivery of structured and well executed client engagement communications.</p> <p>CMS - a content management system is a piece of technology that powers your website, blog, landing pages, content and scheduling etc</p>



Data management	Cross-channel marketing technology is a pillar of the overall B2C ecosystem because it represents the execution methodology to deliver your marketing strategy.
Testing and optimization	Testing and Optimization helps companies learn about their audience through iteration, allowing pivot or deep dives into strategy. It uses the power of data to directly inform and then directly segment and maximizes conversion
(SEO)	SEO stands for Search Engine Optimization. It's the practice of optimizing your web pages to make them rank higher in search engines. In practice this means that web searches will be more likely to come across your website when searching online. This is an organic strategy meaning that it is not a paid strategy
Marketing Automations	Carefully planned and considered marketing automations drive the client engagement funnel supporting lead management processes that hinge on the delivery of content closely aligned with buyer needs and expectations.

Social Media marketing	Marketers need to be able to identify specific phrases or conversations that lead to engagement. This is essential for supporting agile, real-time marketing strategy. Social media technologies help you to monitor, track and critically evaluate your social media content and its performance
Analytics and Reporting	The technologies you choose to integrate within your tech stack could be anything from basic reporting to a full data warehouse. A data warehouse is a system that collects and collates data from different sources into a single, central, consistent data store to support data analysis, data mining, artificial intelligence (AI), and machine learning. This methodology enables businesses to run powerful analytics on huge volumes of historical data in ways that a standard database is unable to do.
Team Collaboration Software	In any marketing process there tends to be multi players and complex teams. Collaboration software such as Jira, Monday, Pipedrive, Figma and Miro, help to drive marketing projects by keeping teams fully informed, aligned and on track



## So, what are the benefits?

Fundamentally, a marketing technology stack has one key purpose and that is to make sure you get the right message, to the right audience in as cost effective and efficient way possible. It allows you to focus on opportunities, leveraging data and insights to achieve key outcomes whether that be building customer loyalty, boosting brand awareness, or driving impact and growth. Plus it improves efficiency, reduces wastage and makes the most out of the budget. And who wouldn't want that!

The tech stack sits at the very heart of Growth Hacking which is a proven and agile methodology that we use here at Zebra Growth. But growth hacking is much more than just a methodology. It's a mindset.

Growth hacking has changed the way in which we approach marketing. It challenges the traditional marketing model. Traditional marketing generally involves committing a large budget to activities such as advertising, direct mail campaigns, or other types of paid media with the aim of attracting new customers..

On the other hand, growth hackers do not operate large budgets so their focus is on how they can 'move the needle' the most with the leanest of resources.

The process is driven by innovative, creative, and usually low-cost strategies that businesses can utilize to grow their customer base. Growth hackers keep up with the always-changing market, identify potential investors, and understand where their product or service is the most valuable.

## So what kind of businesses use growth hacking techniques? Here are a few examples...

**Dropbox** – deployed a simple tactic of rewarding existing users (with additional storage) for inviting new ones to join.

**Hotmail** – appended a line to each outgoing email encouraging people to sign up for a new account.

**AirBnB** – used Craigslist to find and market to people looking for affordable accommodation

**Seems simple doesn't it? But these strategies are based on hard data.**

## Let's dig into this in a little more detail. How are climate tech businesses leveraging marketing tech and growth hacking techniques

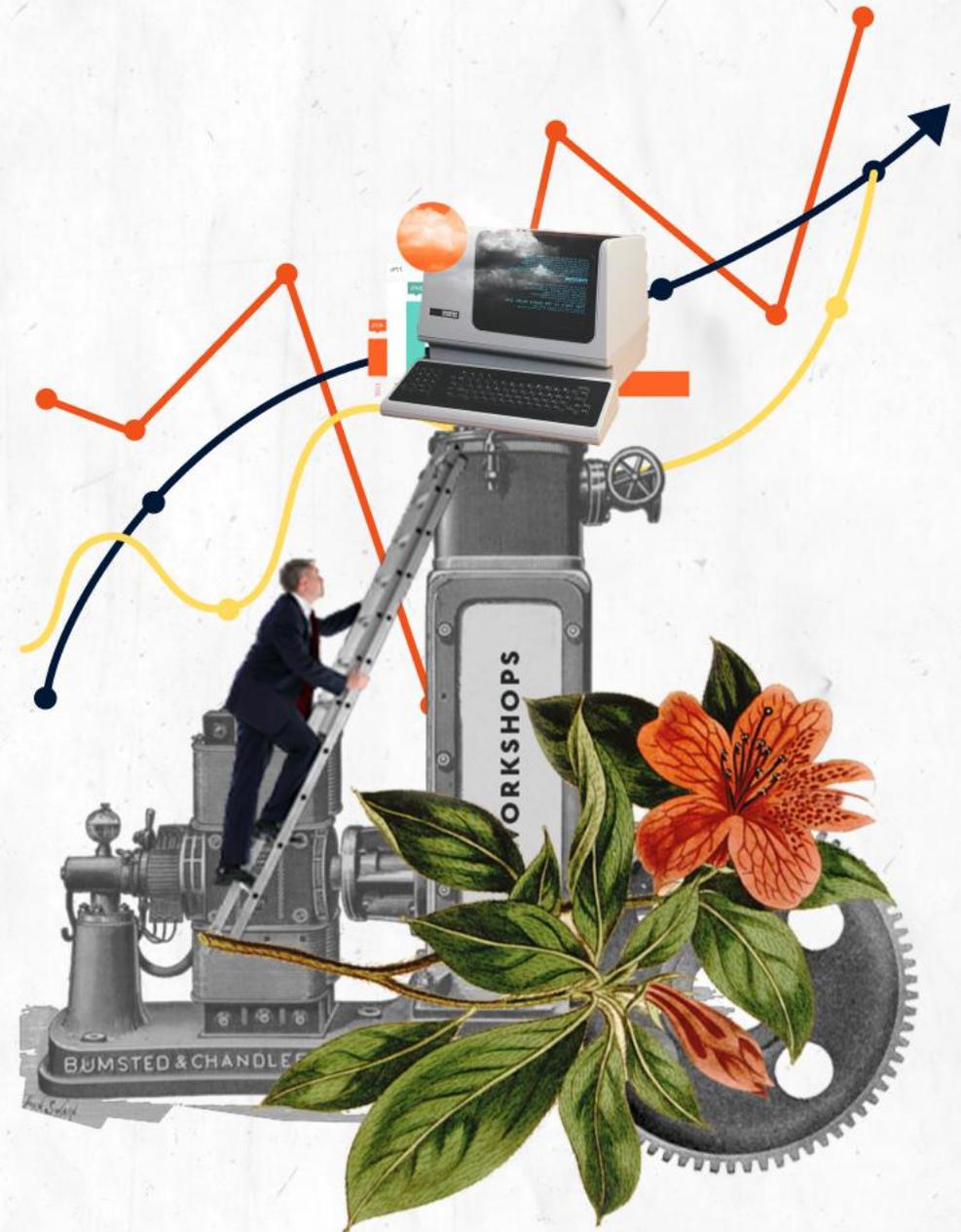
The growth in the climate tech sector is not only super exciting but absolutely necessary. As the world and its problems grow ever more complex we need to tackle this ongoing challenge from every possible angle.

Climate tech businesses are at the forefront of driving innovation but more importantly, they have huge potential to scale back negative environmental impacts. And this is not going unnoticed. Climate tech businesses are attracting an ever increasing level of investment because they are scaling quickly.

Innovative industries, by their very nature, are covering new ground and doing so at pace. This often means that when it comes to things like marketing strategy and tactics, it may not necessarily be seen as a priority and if it is, they are not sure how to approach it with confidence. It simply is not the primary focus.

Having said that, any business that has experienced exponential growth will tell you that one of the primary challenges is how to get large and expanding teams to communicate and collaborate effectively. A critically evaluated tech stack can help deliver on this necessity.

So, by employing a growth hacking mindset, an experimental approach and a carefully constructed tech stack, climate tech businesses really can achieve channel/market fit much earlier than if they were to put all of their budget into siloed channels and traditional marketing strategies.



## Looking to the future

A recent IPCC report offered a bleak assessment of the impacts of climate change now and in the future, stating that we had an ever reducing window to turn the tide of destruction.

But there is hope and climate tech is a part of the solution. Here are just some of the fastest growing fastest changemakers:



ZeroAvia	Volta Charging	Pachama	Rad Power Bikes	AMP Robotics
<b>What they do</b>				
Developed zero-emission hydrogen powertrain for airplanes	A marketing and advertising company, Volta Charging installs brand-sponsored EV charging stations	A cleantech company, offering a marketplace where organizations can purchase carbon credits	manufactures and sells e-bikes and related accessories. Hoping to revolutionize travel	A tech startup that's created an AI-powered robotic system that can recycle waste
<b>Achievements</b>				
100,000+ unit demand for their powertrain is expected over the next 10 years.	Volta has helped offset around 66 million pounds of CO2 so far with their charging stations	More than 1,000 companies currently purchase carbon credits	Between 2019 and 2020, Rad Power Bike almost tripled its sales revenue.	Can identify recyclable materials with an accuracy rate of 99%. Made it to the CNBC Disruptor 50 list.

[SOURCE] [Exploding Topics/Climate tech](#) Article Accessed online Aug 29th 2022

And these are just a few of the innovators driving a positive impact in the climate tech space Here are a few more stats from the same article, around agritech

- By 2025, the market value of the global agritech industry is expected to surpass the \$22.5 billion mark
- Due to its potential, total investments in the agritech sector for 2021 reached \$10.5 billion.
- By 2023, total investment in the climate and cleantech sectors is expected to reach \$6.4 trillion.

### **Truly impressive.**

So how can growth hacking and the use of tech stacks help businesses in the climate, agri and food tech sector?

Simply put, it is the number one, proven 'go to' methodology to drive sustainable and regenerative growth, whilst scaling positive social and environmental impact. So yes, it can.



### **So what are the benefits of taking a growth hacking approach?**

- Particularly powerful in helping startups achieve accelerated growth
- Drives efficiencies and maximizes ROI
- Utilizing a set of tools that support the free-flow of data between, systems, and channels
- Define your processes and drive the impact of your marketing activities
- Improving data pipelines to trigger powerful, real-time experiences and communications
- Cost savings – marketing spending is more efficient
- Higher customer responsiveness, loyalty and engagement
- Instant consumer analysis
- Collection of highly targeted sales data

**“There are no downsides to deploying a strategically considered bullet-proof stack. It will improve activity at every stage of the funnel and help you efficiently scale revenue”**

Patrick Cumming, Senior Growth Marketer, Zebra Growth

## But there are challenges!

Setting up a fully integrated marketing tech stack that supports your marketing strategy is not a task for the fainthearted.

Back in 2020 it was estimated that there were over 8,000 solutions in the marketing landscape whereas there were only 150, 10 years previously. Things move very quickly indeed in the tech space.

So with thousands of solutions to choose from, businesses must first understand what they are hoping to achieve, how the tech stack will impact their business and whether each individual piece of technology will help them to reach a business goal.

So you have done the groundwork, and the decision has been made: Where do you go from here?

Zebra Growth have worked with companies of all sizes in the climate, agri and food tech space. So we have learnt a thing or two about how to align strategy and technology.

## Here are Zebra Growth's top tips for deploying a marketing tech stack.

- It's a complex task - be prepared! - huge amount of tools and tech available
- Keep it simple - the more tools and integration, the more complex your tech stack becomes
- Choose tools that align with your strategy, budget, your team's capabilities

- Research all the options - don't rush to buy until you have the full picture
- Triage existing tools and IT infrastructure to inform acquisition of new technologies.
- Tools need to contain features that can allow marketers to personalize content
- Consider your team set up - tools need to support efficient working practices for onsite teams and remote workers
- Don't be tempted into reinventing the wheel - choose a solution that will help you reach your goals without too much effort.
- Thinks integration - not all tech works seamlessly
- Be prepared to iterate - technology changes frequently!
- Switching tech stacks and tools takes time investment - make sure teams and clients
- Consider your team's capability and skill set when choosing tech

And most importantly, if you are not sure how to build the right tech stack, seek advice.

Now we know that many reading this whitepaper won't necessarily be interested in a list of tools but they do play a very big part in what we do as branding and growth marketers.

**So for all of you techies out there, check out some of our favorite tools [here!](#)**

We hope you enjoy browsing....

So on we go, and let's bring things up to date!

It will come as no surprise that Millennials and Generation Z are all about their mobile devices so it is no wonder that an essential part of any marketing tech stack is the necessity to design for mobile technologies. It is a highly interactive and 'fast twitch' engagement channel that is a clear priority and one that is likely to be here to stay.

But did you know there is also a growing move towards the use of voice technology and music, to engage with an audience. According to [Campaign Monitor](#),



**“Voice technology seems poised to become the next great disruptor, but there’s still a lot of speculation around how voice tech will actually affect the various digital marketing platforms and to what extent”**

## Conclusion

So we now have a good idea of what a marketing tech stack is and what it can do. Where do we go from here?

Whilst new advances in marketing tools and technologies could open the door to new and exciting opportunities to engage, it also comes with challenges. The marketing tech stack undoubtedly has a key role to play in our customer engagement journey and offers huge potential. But it is not an easy or quick fix.

In line with growth hacking methodology, all decisions should be made based on knowledge and data. Integrating technologies can be super complex so if you are not clear on how to build your own tech stack, seek advice

The key driver of any marketing strategy should still be engaging, relevant, credible, interactive, and authentic content.

**A well informed, carefully constructed tech stack can simply get you there faster!**



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## MarketingTools - Appendix

And we haven't forgotten our techie friends out there. As promised, here is a (long) list of our favorite tools. **Enjoy!**

### Research tools

<b>Google Trends</b>	Google Trends is a useful search trends feature that shows frequency of keyword search and and to discover event-triggered spikes in keyword search volume	<a href="#">[LINK]</a>
<b>Hotjar</b>	Hotjar is a product experience insights tool that gives you behavior analytics and feedback data to help you empathize with and understand your customers	<a href="#">[LINK]</a>
<b>Brandwatch</b>	Understand and engage with your customers at the speed of social with Brandwatch, the social suite built for our fast-moving world.	<a href="#">[LINK]</a>
<b>Typeform (research)</b>	Forms that perform: get feedback and leads with ease, using stylish forms that make data collection a walk in the park	<a href="#">[LINK]</a>

### Business Intelligence

<b>Canddi</b>	Turns your website visitors into customers. Find out who is visiting your website, and which of them are ready to buy	<a href="#">[LINK]</a>
<b>Dun and Bradstreet</b>	Business insights on over 40 million companies to manage risk and increase supply chain resiliency	<a href="#">[LINK]</a>

## Analytics tools

<b>Oribi</b>	Stunning AI to automatically track all your key conversions, discover what actions sites like yours should focus on, and increase results	<a href="#">[LINK]</a>
<b>Google Analytics</b>	Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purpose	<a href="#">[LINK]</a>

## Data management

<b>Supermetrics</b>	Picks up all the marketing data you need and brings it to your go-to reporting, analytics, or storage platform – whether that’s a BI tool, a spreadsheet, a data visualization tool, a data lake, or a data warehouse.	<a href="#">[LINK]</a>
<b>Google Data Studio</b>	Google Data Studio (GDS) is a great, free data visualization tool (note my use of the phrase data visualization tool, as opposed to business intelligence tool here) that lets you build interactive dashboards, and customized, beautiful reporting.	<a href="#">[LINK]</a>

## Project Management

<b>Monday.com</b>	Monday.com offers 5 end-to-end products to choose from to run the core of your business. Our products are dedicated solutions built on top of our Work OS and designed to answer the needs of specific industries and verticals	<a href="#">[LINK]</a>
<b>Clickup</b>	All of your work in one place. Tasks, chat, docs, goals and more - Plan, track, and manage any type of work with project management that flexes to your team's needs.	<a href="#">[LINK]</a>

## Company Wiki

<b>Notion</b>	Your single source of truth for documentation, access to all the information relevant to a project including links, files and strategies.	<a href="#">[LINK]</a>
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## Email marketing and automation

<b>Mailchimp</b>	Marketing and sales tool - No matter the size of your business, these tools are here to help you launch, build, and grow.	<a href="#">[LINK]</a>
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## Reporting Tools

<b>Dash this</b>	An automated marketing reporting tool created to help marketers save hours of work and create their reports in the blink of an eye.	<a href="#">[LINK]</a>
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## SEO, content and referral tools

<b>SEM Rush</b>	An all in one SEO swiss army knife helping you to grow organic traffic with a complete and easy bank of search tools and workflow	<a href="#">[LINK]</a>
<b>MOZ</b>	Search engine optimization at its best!	<a href="#">[LINK]</a>

## Design System tools

<b>Miro</b>	Visual collaboration tool that takes physical ideation, brainstorming and workshop sessions and marketing strategy and gathers insights into powerful visual boards	<a href="#">[LINK]</a>
<b>Figma</b>	Online design tool with features that make feedback, and collaboration super easy, resulting in better cross functional working with designers, and faster turnaround times.	<a href="#">[LINK]</a>

## Advertising and paid media

<b>Meta Ads</b>	Meta Ads Manager is the control room for all advertisements across all Meta platforms. It's a tool used by top marketers to create, manage, change, and analyze all aspects of their digital advertising on Facebook and Instagram	<a href="#">[LINK]</a>
<b>Linkedin Ads</b>	An ad platform has ad types to meet all your marketing objectives with a reach of over 750 million professionals on the world's largest professional network.	<a href="#">[LINK]</a>

## Landing Page and CMS

<b>Unbounce</b>	Capture way more leads with high-converting landing pages that you can optimize on the fly, all without a developer.	<a href="#">[LINK]</a>
<b>Clickfunnels</b>	Generate New LEADS That You Can Connect With... Create simple funnels that quickly capture your visitors' contact information, so you can generate new leads to follow-up	<a href="#">[LINK]</a>

## CRM systems

<b>Hubspot</b>	HubSpot's CRM platform has all the tools and integrations you need for marketing, sales, content management, and customer service. Each product in the platform is powerful alone, but the real magic happens when you use them together.	<a href="#">[LINK]</a>
<b>Salesforce</b>	Salesforce is a customer relationship management solution that brings companies and customers together. It's one integrated CRM platform that gives all your departments – including marketing, sales, commerce, and service – a single, shared view of every customer.	<a href="#">[LINK]</a>

## Social Media management

<b>Hootsuite</b>	Meta Ads Manager is the control room for all advertisements across all Meta platforms. It's a tool used by top marketers to create, manage, change, and analyze all aspects of their digital advertising on Facebook and Instagram	<a href="#">[LINK]</a>
<b>Loom.ly</b>	Loom.ly is the built-in URL shortener of Loomly, your simple social media calendar tool!	<a href="#">[LINK]</a>
<b>Buffer</b>	Buffer helps you build an audience organically. We're a values-driven company that provides affordable, intuitive, marketing tools for ambitious people and teams.	<a href="#">[LINK]</a>

I hope you enjoyed reading this Whitepaper – we would love your feedback and comments!

Or if you are a little stuck implementing your own marketing tech stack, or dont know how to integrate any of these powerful tools into your marketing strategy, just give us a shout!

Happy to help!



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