



GetResponse

Brand Operating System

This document outlines the full strategic repositioning of GetResponse, detailing the insight, strategy, messaging, creative, GTM, and measurement systems I designed and led, end to end.

It represents the complete operating model behind the company's transition from an 'all in one' marketing tool, to an email and automation platform built for performance and owned channel growth.

Overview

GetResponse is one of the longest-standing players in email marketing: a 25-year-old SaaS platform with global recognition but increasing competitive pressure.

By 2024, the market had shifted: customers were overwhelmed by “all-in-one” tools, martech stacks had become bloated, and newer competitors were winning attention with simple, focused positioning.

Internally, messaging had become inconsistent across regions and teams. Externally, the brand risked being perceived as dated or unfocused. The product itself had evolved significantly, but the brand narrative had not kept pace.

The company needed a strategic repositioning grounded in insight, sharpened by competitive reality, and capable of aligning the entire GTM engine around a single, compelling story.

I led that repositioning end-to-end.

Phase one: Insight & Research

The project began by interrogating the root causes of misalignment and underperformance.

Research Inputs

I brought together multiple sources of insight:

- Customer interviews with both active users and churned cohorts
- Quantitative surveys across priority geographies
- Competitive teardown covering category positioning, messaging, value props, pricing, and GTM motions
- Review site analysis (G2, Capterra) to understand friction points and product perception
- Search trend analysis to uncover shifting demand patterns
- Internal performance data from SEO, growth, sales, and product usage

Tools used

- GA4 & Looker (behaviour analysis)
- Survicate (qual insights)
- Competitor teardown frameworks
- G2/Capterra sentiment mining

Phase two: Strategic Positioning

I created a new brand positioning built on clarity, authority, and distinctiveness.

Previous positioning challenges:

- Too broad and undefined
- Category label was outdated and undifferentiated
- Product strengths not articulated in the narrative
- No clear category to “own”

New Positioning Direction:

GetResponse becomes the Email-Led Growth Platform - built for automation, performance, and owned-channel success.

It moved the brand from:

“A tool that does many things”

to...

“A specialist you trust with your most valuable channel - owned communication.”

Phase three: Messaging Architecture

The company had no unified messaging framework - so I built one from scratch. **Deliverables I created:**

- ✓ Brand Promise
- ✓ Messaging House
- ✓ Five Value Pillars
- ✓ Persona-based narrative variations
- ✓ Objection-handling messaging for Sales
- ✓ Region-specific adaptations

The Five Value Pillars Explained

1. Built for Email-Led Growth
Establishing GR as the engine behind a company's most profitable channel
2. A Platform That Scales with You, Not Against You
Tackling pricing anxiety, feature bloat, and unnecessary complexity.
3. Made to Move Ecommerce
Connecting automation + ecommerce outcomes (AOV, retention, repeat purchase).
4. Your Owned-Channel Platform
A philosophical stance: build equity in channels you own, not ones you rent
5. AI That Actually Works
Pragmatic, accessible AI - not vaporware.

Phase four: Creative Platform

I translated the new strategy into conceptual directions and creative platforms that could scale across markets and channels.

Creative Themes Developed

Owned vs. Rented – highlighting the value of building customer relationships on channels you control

Frankenstack / simplicity contrast – bringing humour and tension to

martech bloat Loyalty & Lifecycle – focusing on retention as the true growth

engine

Clear, modern tone of voice – removing jargon, increasing clarity, and elevating confidence

Influence on Assets

- Global homepage redesign
- New product pages and solution messaging
- Multi-market brand campaigns
- Paid performance messaging ladders
- Video storytelling
- Social-first expressions
- Decks, demos, webinars, thought leadership

Phase five: GTM Execution

A repositioning only works when it is operationalised. I ensured the new strategy permeated every GTM touchpoint.

Workstreams I led or influenced

- Homepage + web redesign process
- Copy + creative for global brand campaigns
- Paid media messaging frameworks
- SEO content pivot to reflect new narrative
- Sales deck rebuild
- Lifecycle flows and onboarding messaging alignment
- Internal rollout across 6+ markets

Methods Used to Align the Organisation

- Cross-functional workshops
- Messaging playbooks for each GTM team
- Recorded training sessions
- Shared templates and brand kits
- Feedback cycles with leadership, PMM, and Product

Phase six: Measurement & Impact

Early Indicators

- ✓ Stronger homepage performance (clarity ↑, engagement ↑)
- ✓ Higher campaign conversion rates and resonance
- ✓ Sales teams reporting “clearer articulation” and “better differentiation”
- ✓ Improved ICP alignment across GTM functions
- ✓ Notable cohesion in global campaigns

Long-Term Expected Outcomes

- Improved BoF efficiency
- Reduced CAC
- Higher-quality inbound pipeline
- Increased sales velocity
- Stronger competitive positioning
- Sustainable revenue impact due to narrative clarity

Summary

This repositioning established GetResponse as a modern, credible, differentiated SaaS platform built for email-led automation and owned-channel growth.

It clarified the brand's competitive lane, unified all GTM teams, influenced product narrative and creative direction, and created a long-term platform for revenue impact.

It is one of the most holistic brand transformations I've led, spanning research, positioning, messaging, creative, GTM, measurement, and organisational alignment.