

WIN THE BUDGET BATTLE.



TURN CHANNEL PERFORMANCE INTO A STRATEGIC
GROWTH PLAN B2B CLIENTS WILL DEFEND.

A CONFIDENCE CRISIS AFFECTS ALL B2B BUYERS

Buying groups struggle to reach consensus. True for your clients, true for your agency.

When confidence is low, deals drag and engagement slows.

Brands & agencies need to guide decisions with clear criteria + proof.

In the “show me” economy, ALL buyers need a defensible story for every dollar.

PROMISE

WORKING HARD & SHOWING RESULTS ISN'T ALWAYS ENOUGH. CLIENTS MORE LIKELY TO RENEW AND EXPAND WHEN THEY CAN PROMOTE YOU INTERNALLY, AS A STRATEGIC PARTNER.

STRATEGIC BUSINESS DRIVER, NOT A CHANNEL VENDOR

JUSTIFY SPEND WITH A HYPE-WORTHY ROADMAP

ALIGN AGENCY TACTICS TO DEEPER STRATEGY

DECISION-SAFE QBR

LET'S CANCEL “VENDOR MODE”

THE MOMENT A QBR BECOMES A CHECK-IN, YOU STOP
LEADING STRATEGY AND START DEFENDING ACTIVITY.
NO INTERNAL BUY-IN... NO EXECUTION CLARITY...
NO RENEWAL CONFIDENCE...

WHEN CLIENTS OPERATE IN RISK-MANAGEMENT
MODE, TACTICAL MESSAGING AND CHANNEL
WORK IS NOT ENOUGH. A STRUCTURED
CATEGORY-DEFINING SYSTEM CAN HELP CLOSE
THE CONFIDENCE GAP, CREATING A SAFE SPACE
FOR CLIENTS TO SAY 'YES.'

**IT'S ABOUT
WHAT'S NEXT,
NOT WHAT
HAPPENED.**

TURN INSIGHTS INTO
DECISIONS

BUILD ROI
CONFIDENCE

ELEVATE CHANNEL TACTICS
TO STRATEGY

SURFACE RISK &
OBSTACLES OPENLY

ANCHOR TO CLIENT
BUSINESS OUTCOMES

HOW I CAN HELP

CATEGORY POV & BRAND STRATEGY

A STRATEGIC APPROACH THAT
REDEFINES THE CLIENT'S BRAND AS
A CATEGORY LEADER.

BUYER'S JOURNEY ACTIVATION

A STRATEGIC MESSAGING SYSTEM THAT
DRIVES CONSISTENT CONTENT ACROSS
THE ENTIRE BUYER JOURNEY.

CREATIVE LEADERSHIP

A CREATIVE LEADERSHIP LAYER THAT
SETS THE STANDARD SO EVERY ASSET
FEELS INTENTIONAL, CONSISTENT, AND
PREMIUM.

HOW IT WORKS

PLUG-IN STRATEGY,
CATEGORY DESIGN,
MESSAGING DECKS,
PITCH DECKS,
BRAND LEADERSHIP,
CREATIVE DIRECTION,
& QBR SUPPORT.

CATEGORY POV
& POSITIONING

BUYER'S JOURNEY
BRIEFS & CONTENT

CREATIVE
LEADERSHIP

Define the space the brand can lead.

Most companies compete inside someone else's frame. Category design reframes the problem, defines the shift, and establishes why the old way fails. It articulates what must exist now — and why this brand is built to lead it. Without a defined category, differentiation collapses into feature comparison and channel tactics.

Outputs:

- A clear Category POV deck
- An articulated enemy
- A defined category narrative
- Leadership logic
- Aligns strategy, marketing, and sales

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Make the decision defensible.

Modern buying groups are complex. Consensus is fragile. This lens turns the Category POV into a structured evaluation framework for buyers: what criteria matter, what proof is required, and how objections are neutralized. This removes ambiguity from evaluation.

Outputs:

- A belief system
- A buying journey framework
- ABM strategy & content
- Core message and supporting pillars
- Claims mapped to proof
- Objection handling logic
- Stakeholder talk tracks

HOW IT WORKS

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Operationalize belief across every channel.

A strong POV fails if content doesn't ring true. That's why I help you convert the narrative and decision logic into a messaging and creative. I help you maps content, messages and camapaigns to each buying stage so buyers can self-educate, evaluate, and build consensus before engaging sales.

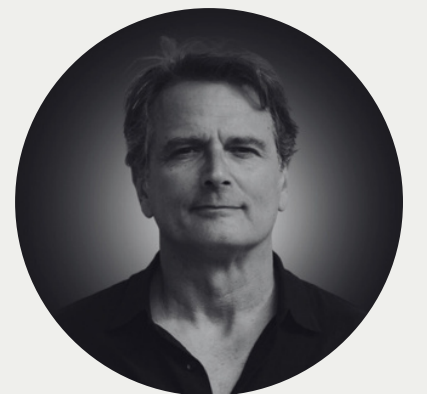
Outputs:

- Creative direction
- Design & copywriting
- Brand & Performance Campaigns
- Branding
- Buyer-journey asset map
- Sales enablement assets

- CLOSE COLLABORATION
- CUSTOM PRESENTATIONS
- AVAILABLE AS NEEDED
- WHITE LABEL OR PARTNERSHIP
- FIRST PROJECT FREE

**BELIEF WINS
CATEGORIES.
LET'S BUILD
BELIEF.**

THANK YOU!
DAVID@GANGBUSTRS.COM



APPENDIX



CATEGORY DESIGN MANIFESTO

We help ambitious B2B companies become the obvious choice in their category.

In a world where tech is booming, expectations are high.

But confidence is low. A great product is no longer your moat.

B2B Buyers are in risk-management mode.

We help close the confidence gap between what product has built and what buyers are ready to trust.

It starts with a point of view that reframes your category.

Then we build a story system that makes it stick across marketing, sales, and fundraising.

So your narrative becomes an internal operating system for growth.

From there, we create the proof in the market: brand and demand assets that remove risk and compound trust.

When buyers understand the problem you solve and trust your perspective, momentum shifts.

Marketing becomes less costly. Demand gen moves the needle. Demos get sharper.

Trust grows. Buyers lean in.