



The **SUM** Way

From being your market's
best-kept secret to owning a
powerful commercial engine

Trusted by 150+ B2B companies in SaaS,
manufacturing and professional services.



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Why even great **B2B companies** stay their market's **best-kept secret**

You've done the difficult part – you've built a company with real expertise, a solution that genuinely delivers value, and a list of happy customers that prove it every day. By every reasonable measure, your commercial results should reflect that.

So why don't they?

Great work, **invisible results**

The truth is, even the best product or service won't sell itself.

Your company is easily one of the best at what it does – but not enough of your ideal buyers are finding you, and the ones who do aren't experiencing your true value at the speed and scale your business deserves.

You've done the right things. Your offer is strong. Your clients are happy. Yet, your results still fall short of your expectations.



Do you **recognize** any of these?

- “New business still runs through me and my network.”
- “There’s demand out there – I just can’t seem to reach it consistently.”
- “We’re investing in marketing but not seeing results.”
- “The moment I stop pushing, the pipeline dries up.”
- “We’ve tried different agencies and channels. Nothing sticks.”
- “We grow when we’re lucky. A good referral, the right intro. I know I can’t count on that forever.”



It’s not because you and your team aren’t working hard enough. It’s because **your commercial activities aren’t operating as a single, unified system yet.**

Every year that remains true, it costs you:

- in deals lost to weaker competitors,
- in growth years that pass you by unclaimed,
- and in the quiet frustration of working hard and not seeing it reflected in the results.



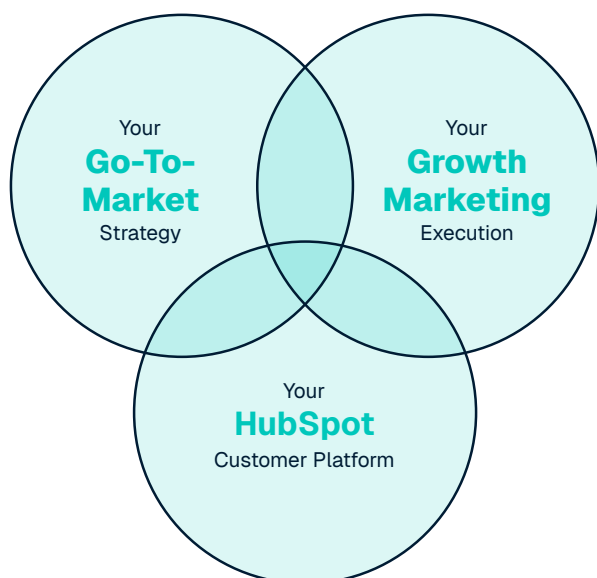
Your commercial engine



That's where we come in. We build the commercial engine you need to attract, retain, and expand your client base – **the SUM Way**.

Your business already has the offer and the value. What you are missing is the commercial engine: the reliable system that ensures results follow naturally from the great work you're already doing.

We build that engine for you across three interconnected pillars, stepping in exactly where your growth is currently stuck:



Why these **three pillars** matter for your business

➤ **Go-To-Market gives you clarity.**

To fully activate your engine, you must know exactly who you are targeting, what they care about, and how to reach them. Clear positioning and sharp messaging will drive healthier, higher-quality pipeline.

➤ **Growth Marketing gives you traction.**

A brilliant strategy without execution means no results. Growth marketing helps you execute campaigns that generate genuine market demand and consistently move your deals forward.

➤ **HubSpot gives you scale.**

Once the traction is there, we automate, measure, and optimize your efforts so your engine can run even faster without adding more manual work and headcount.

The 6 growth challenges we see every day

What customers tell us	The situation	What you have	What's missing
1. "We know exactly who we're targeting. We just never seem to reach them."	You have a clear plan and the right tools – but nothing is really moving. You stay your market's best-kept secret.	GTM Strategy, HubSpot	Growth Marketing execution
2. "We're generating leads – I just couldn't tell you if they're the right ones."	Campaigns are running, but you're reaching the wrong people with the wrong message. An expensive megaphone pointed in the wrong direction.	Growth Marketing, HubSpot	GTM Strategy
3. "The marketing is working – I think. But I honestly can't prove it, and I can't tell what happens after someone shows interest."	The pipeline is filling up, but nothing is being captured. Leads come in and disappear. You're pouring water into a bucket with holes.	GTM Strategy, Growth Marketing	HubSpot
4. "We did a big positioning exercise last year. It was great. We just never really did anything with it."	You have a sharp plan and a clear picture of your market – but nothing is being activated. Strategy without motion stays theory.	GTM Strategy only	Growth Marketing execution, HubSpot
5. "We keep trying new things, but nothing sticks. Every quarter feels like starting over."	There's activity – campaigns, content, channels – but it isn't grounded in a clear strategy and nothing sticks. Effort without traction.	Growth Marketing only	GTM Strategy, HubSpot
6. "We invested in HubSpot, but I couldn't tell you what it's doing for us."	You have a sophisticated platform with nothing running through it. A powerful engine sitting idle – or filled with data that doesn't tell you anything useful.	HubSpot only	GTM Strategy, Growth Marketing execution

How your **growth** looks by design

When your **go-to-market strategy, growth marketing and HubSpot align**, you stop being your market's best-kept secret.



You attract, retain, and expand your client base by design, not by chance:

- ✓ The right prospects understand why you matter – in seconds, not long sales cycles.
- ✓ Pipeline becomes predictable, not seasonal.
- ✓ Marketing, sales, and systems finally pull in the same direction.
- ✓ Your commercial results compound quarter over quarter.
- ✓ You win better-fit clients, at healthier profit margins, with far less operational friction.
- ✓ Your team finally sees the results their hard work has always deserved.

Why you need **SUM** **Digital** as your growth partner

SUM Digital was founded in 2017 by **Diederik Gerbranda** and **Jurre Blaauw**, two university friends from Nyenrode with a passion for business.

Over the years, we have evolved from a two-person operation into a full-service **growth agency** with a **multidisciplinary team of strategists, marketers, designers, web developers, and HubSpot specialists**.

First, we focused solely on marketing execution. But working closely with B2B teams revealed a bigger truth: marketing, sales, and customer service are inseparable. This inspired us to offer a full-service approach across your entire commercial engine.

HubSpot became our platform of choice as it connects these three seamlessly. As a Platinum HubSpot partner, we've helped dozens of companies not just implement the software, but to configure it in a way it serves their commercial needs and goals.

What makes us different is our refusal to sell isolated tactics. We build commercial engines.

We roll up our sleeves to ensure every part of your business – strategy, marketing, sales, and technology – finally pull in the same direction so you can stop being your market's best-kept secret.

Jurre & Diederik



Our Manifesto

We are SUM Digital, your growth partner.

We're not only an agency you hire; we're an extension of your team. We listen, advise, and execute so the vision you have for your business can start taking shape.

We get st done.** At SUM Digital, we don't just talk growth – we deliver it. Nothing makes us tick more than seeing people and companies grow. Whatever the challenge, we're ready to take it on. Your business deserves to be seen by more people and we have the know-how to make it happen.

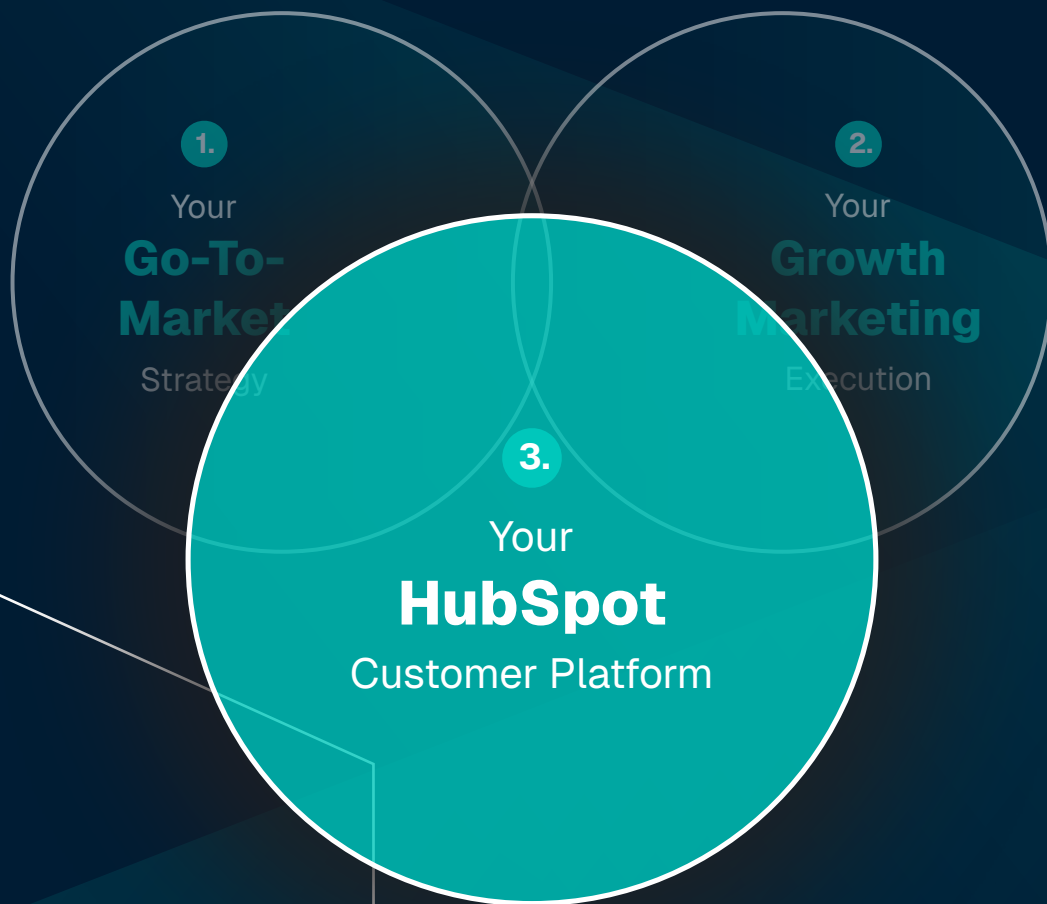
We're streetwise, brave, caring, committed to mastery, and accountable for everything we deliver.

At SUM Digital, we build trust and deliver value. We are your **growth partner** – standing with you, challenging you, and learning from each other along the way.



How we build your commercial engine

Depending on where your commercial engine is stuck today, we step in to strengthen the exact areas that matter most to your business goals:



GO-TO-MARKET STRATEGY

Do you feel like your market positioning and strategic focus are unclear?

Your starting point: A **Go-To-Market Strategy** to align your vision.

GROWTH MARKETING EXECUTION

Do you already have both strategy and systems in place, but need help generating consistent demand and pipeline?

Your starting point: **Growth Marketing Execution** to build continuous momentum.

HUBSPOT CUSTOMER PLATFORM

Do you have a great strategy, but feel held back by a clear disconnect between your marketing and sales data?

Your starting point: A **HubSpot Customer Platform** setup to synchronize your business.

Let's look at exactly what each of these options brings to your business.



Your Go-To-Market Strategy



A lot of great B2B companies underestimate what it takes to go to market well.

They have the best product or service in their field – and still go to market with **vague messaging, generic campaigns, and disconnected efforts** across sales, marketing, and service.

A **strong go-to-market** gives you clarity on three questions:

1. Who exactly are we selling to?
2. What are we saying to them – and why should they care?
3. Where do we focus our limited resources for maximum impact?

We turn those answers into a Commercial Motion that aligns your marketing, sales, and service around a unified plan to attract, retain, and expand your client base –

- **and build the predictable roadmap between your offer and consistent revenue.**



Here is how that process looks for your business, step by step:

Step	What we do for you	What your business gets
1. Ideal Customer Design	We define who you should be winning, and who to walk away from: a sharp beachhead segment, best-fit account conditions, and a clear primary buyer.	Your team stops chasing everyone and will focus on the opportunities that matter most.
2. Customer Insights	Using Jobs-to-Be-Done, we surface the real pains, triggers, and hesitations behind how your buyers decide, mapping them onto a timeline.	You know the exact moment to show up, and what to say when you do.
3. Value Proposition Development	We pin down what you actually sell and why you beat the alternatives: a clear positioning statement and the choices that set you apart.	A clear reason you win, tied to what your buyers already care about.
4. Messaging Framework	We turn your positioning into a StoryBrand script per buyer persona, so your messaging instantly lands with the right people.	Consistent, repeatable messaging across sales, marketing, and every touchpoint.
5. Commercial Motion Plan	We identify the motion type, prioritized plays, triggers, first offer and proof points, activated through a 90-day execution plan with weekly cadence.	A working commercial engine, not a strategy document.



Go-To-Market, done right

“I didn’t read anything that didn’t resonate.”

Rolf Zipf,
Founder & CEO, rindus



For **Sifr**, the first halal financial platform in the Netherlands and Belgium, we designed a full launch from scratch. **Exotek**, a mobility solutions provider, needed sharper messaging to expand into foreign markets – we helped them get there. **TankTerminals** needed a clear strategy to scale globally in a niche data industry. The result: over 12,000 leads and 8,800+ trial requests.



★ Trustpilot

4.6 on Trustpilot

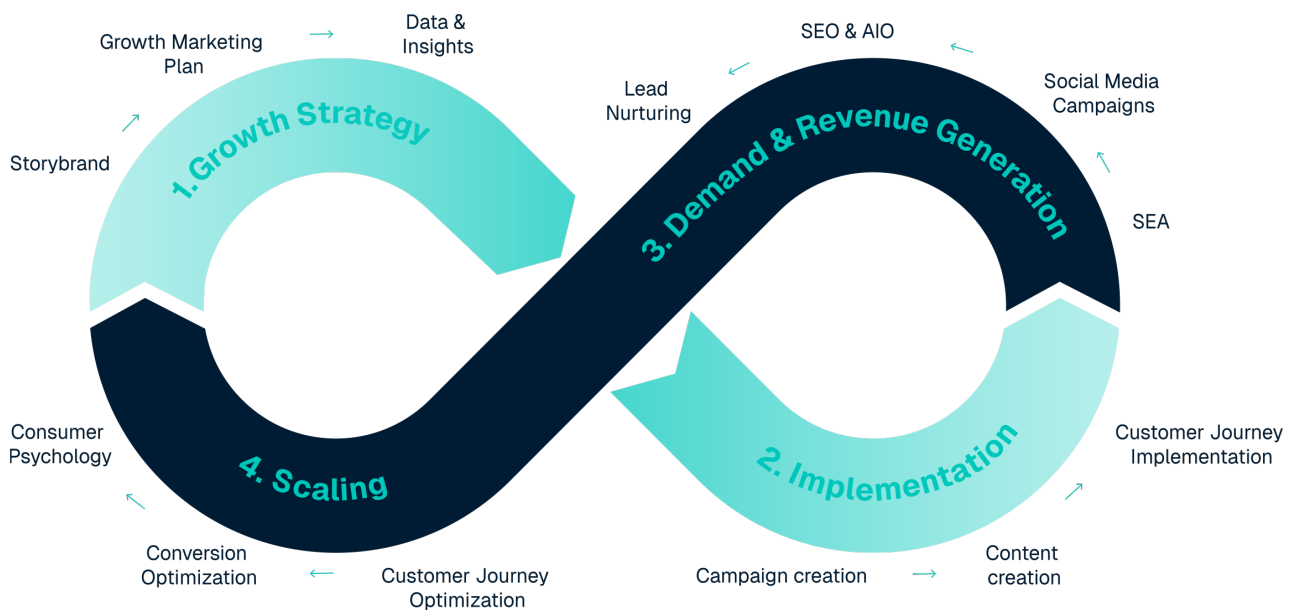
Your Growth Marketing Execution

Your go-to-market strategy is in place.

The foundation is ready. The next step isn't just "doing some marketing" – together, we'll activate what will become your commercial engine.

At SUM Digital, we don't believe in one-off campaigns that disappear after a month.

Over 10 years and more than 150 B2B projects, we've built, tested, and refined our own operating system for growth: the **Growth Loop**. It's how we make sure your commercial efforts work together to consistently capture the right leads and protect your ROI.



Here is how that process looks for your business, step by step:

Step	What we do for you	What your business gets
1. Growth Strategy	We turn your commercial strategy into quarterly marketing plans with clear priorities, making sure your time and budget go to the right campaigns, in the right order.	Clarity, direction, and a plan your team can execute on.
2. Implementation	We create full-funnel campaigns that attract your ideal customers and move them through the journey, from paid media to content strategy and marketing automation.	Higher engagement, stronger brand presence, and content that fuels pipeline growth.
3. Demand & Revenue Generation	We get your name in front of the right people, wherever they're already looking – Google, LinkedIn, or AI search. We make sure you're visible, credible and first.	A predictable pipeline of qualified leads ready for your sales team.
4. Scaling	By this step, you know what works. Now we make it work harder. As a Mindworx-certified agency, we apply consumer psychology to optimize every touchpoint so more of the right people convert, and keep coming back.	Better conversion rates and stronger ROI without increasing ad spend.

Growth Marketing, done right

“Our trusted online marketing partner for > 6 years.”

Marcel Lensvelt,
Founder & CEO, Feltest



For **Feltest**, we built a targeted international campaign strategy that made a highly niche global market reachable. For **BuurtKadoos**, we restructured their acquisition approach, lowering CAC and building a system to attract new customers predictably. For **Revicoat**, we built their brand and full marketing system from the ground up, delivering a strong inbound pipeline and a successful product launch.



★ Trustpilot

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Your HubSpot Customer Platform

At some point, every growing company hits a wall: teams and systems are not synchronized and customer data is all over the place. That's the moment when you usually think:

➤ **"There has to be a better way."**

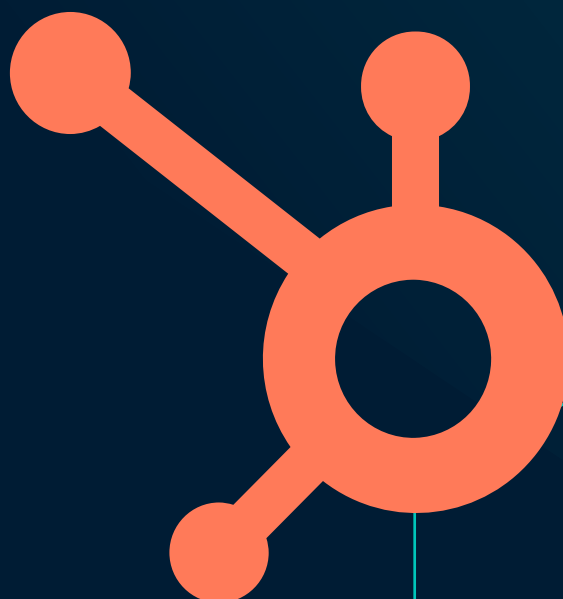
There is.

HubSpot's customer platform helps you connect your people, processes, and data so your growth becomes faster and more predictable.

We start with how your business actually operates, mapping key processes and building the right workflows. Then, we configure HubSpot to support and scale that system, with clean data, automation, and AI built in.

With a complete, 360° view of every customer interaction, your HubSpot setup connects marketing, sales, and customer service so you can track everything from a single source of truth.

➤ **It's more than just a CRM – it's a powerful system that ensures your commercial engine runs smoothly.**



Your platform transformation

Step	What we do for you	What your business gets
1. Discovery & Blueprint	We map your sales, marketing, and service processes and build a clear plan for HubSpot to drive growth, not confusion.	Clarity, focus, and a roadmap that connects HubSpot to real business goals.
2. Platform Setup & Implementation	We configure your CRM, Hubs, and workflows to reflect how your team actually sells and services customers.	A HubSpot portal that works like your team thinks. Fast, flexible, and ready to grow.
3. Data Migration & Integrations	We connect HubSpot to the rest of your tech stack and migrate your legacy data the right way.	One central platform for marketing, sales, and service, powered by clean, reliable data.
4. Training & User Adoption	We coach your team with real-world use cases. They learn how to use HubSpot inside their actual workflow so the tool becomes a habit.	Confident users, better data, and faster ROI.
5. Optimisation & Growth	We turn HubSpot into a growth system, making sure your setup evolves alongside your strategy.	Continuous improvements that compound over time.
6. HubSpot AI	We turn on HubSpot's built-in AI tools. From auto-enriched records to smart suggestions and AI agents, everything works seamlessly inside your CRM.	Faster execution, cleaner data and better decisions, without more headcount.



HubSpot, done right

“A partner we can trust.”

Francesco Redolfi,
COO, OKR Mentors



OKR Mentors needed a system that could turn traffic into pipeline. By implementing lead scoring and streamlining their full-funnel marketing, we helped them increase SQLs by 2,600%. **Speakersbase** came away with a HubSpot environment that genuinely supports their sales process: clean, clear, and built around how their team actually works.



★ Trustpilot

4.6 on Trustpilot

How it works

Your Growth Team

Instead of managing separate freelancers or hiring an expensive internal team, we offer you your own Growth Team:

- **a 5-9 skill team for the price of one in-house marketer.**

You gain the execution power of a full team immediately – without the headcount liability. Cancel anytime.

Why not just hire in-house?

Because by the time you've found, hired, and onboarded one specialist, you could have had a full team running for months.

With a Growth Team, you get:

- ✓ One monthly invoice. No more hiring and managing freelancers.
- ✓ 5-9 skills at a blended €100/hr, including specialists who bill €110-150/hr elsewhere.
- ✓ The option to adjust capacity as your goals change. No lock-in, no exit fees.



Our way of working:

OKRs & Agile/Scrum

We believe your growth requires two things: strategic clarity and execution flexibility. To give you both, we couple the objective-driven focus of OKRs (Objectives & Key Results) with the speed and discipline of the Scrum framework.

1. We start with your business OKRs.

Your personal commercial objectives define the “why” behind every task. Together, we turn your goals into prioritized initiatives.

2. You get a dedicated team with fixed sprint capacity.

You get a consistent, high-performing team that acts as a true extension of your in-house team – with a clear monthly capacity so you always know what’s being delivered and why.

3. We plan work sprint by sprint.

Every month, we pull from the backlog based on priority and the team’s available capacity. This ensures we stay focused on what matters most, while adapting quickly to new insights or changes.

4. Transparent pricing based on capacity.

You only pay for the team’s sprint capacity, no vague estimates or hidden fees. Just consistent delivery towards your goals.

Our collaboration rhythm

At the start of each quarter, we define clear OKRs to keep the team focused and aligned with your goals.

➤ Monthly Sprints

Each month, we follow a structured sprint process to ensure effective execution and clear results.

➤ Mid-sprint huddles

Halfway through the month, we hold a 45-minute check-in to ensure everything stays on track.

Month 1

Month 2

Month 3

Yearly Goals

Quarterly OKRs

Monthly Sprints

Mid-sprint huddles

Meet the team

A multidisciplinary team of experts who will make your growth happen.



Diederik Gerbranda
CEO, Growth Strategist



Jurre Blaauw CCO, Growth
Strategist



Haley Jansen Creative &
Visual Design Lead



Boudewijn Dekker HubSpot
Lead, Growth Marketer



Coleen Yuson
Growth Engineer, UX/UI Lead



Emma Urbanová
Marketing Lead



Val Bonite
Senior Growth Engineer



Nick Dejalle
Growth Lead



Harriette Haw
Growth Designer, UX/UI



Arjen Schipper
Business Developer



Paul Luceño
HubSpot CMS Developer



Hans van der Jagt
Organizational Developer



Gabriel Siccion
HubSpot CMS Developer



Sanne Radsma
Finance & HR



James Ga-as
Growth Engineer & Data
Analyst



Liam Mendoza
Growth Engineer

Real proof from leaders like you

Don't just take our word for it. Here is what other business leaders had to say about building their commercial engines with us:

★★★★★ ★ Trustpilot

"SUM Digital is a truly 360 degree marketing agency! It sounds cliché to say, but they can basically do it all and do it well, which is super impressive and very rare. I highly recommend them."

-Rasam Moghimi, Sit & Heat



★★★★★ ★ Trustpilot

"SUM Digital is not just a service provider; they've been a true growth partner for us at RevelX. Their commitment to our success is clear in every project they undertake."

-Rob Nouwens, RevelX



★★★★★ ★ Trustpilot

"Looking for a (online) marketing partner was a process of continuous disappointment. Until we met SUM Digital back in 2018. Since then we more than doubled our sales to 90 countries on 5 continents with their spot-on marketing. Thanks guys!"

-Marcel Lensvelt, Feltest



★★★★★ ★ Trustpilot

"SUM Digital brought the clarity and structure we needed to scale. They helped us align sales and marketing, generate high-quality leads and grow into the leading platform in our industry."

-Patrick Kulsén, TankTerminals



★★★★★ ★ Trustpilot

“SUM Digital takes strong ownership of the processes that we have agreed, and delivers according to plan. They also dare to challenge us when we get stuck in our own ideas.”

-Einar Boije, Exotek



★★★★★ ★ Trustpilot

“We truly operate as partners. They work like real colleagues, side by side with us. They challenge us when needed, support us, move fast and go the extra mile, all fully online! We’re very happy with this collaboration.”

-Robbert van Waart, Rainmen



★★★★★ ★ Trustpilot

“From the start, the onboarding process with SUM Digital for HubSpot Sales Professional Edition was marked by a high level of flexibility and a genuine willingness to think along with our specific needs. Throughout the collaboration, it felt like they were an extension of our own team. The end result? A well-functioning HubSpot environment that supports our sales processes with clarity and ease. We’d recommend SUM Digital to any company looking to get real value from their HubSpot investment.”

-Anja Cappelle, Speakersbase



★★★★★ ★ Trustpilot

“We had a great experience working with SUM, first to implement HubSpot and now to scale up our marketing. It’s rare to find partners that can advise you strategically and, at the same time, get the work done. SUM provided us with a very good combination of both and made us feel we have a partner we can trust on our side!”

-Francesco Redolfi, OKR Mentors



★★★★★ ★ Trustpilot

“Not often do you find a business-growth partner that DOES deliver results and that you enjoy working with.”

-Ricardo Pérez Fernández de Castro,
Business Accelerator



★★★★★ ★ Trustpilot

“I’ve been part of several major projects, but the one led by SUM Digital was by far the smoothest. They make sure everyone is included and take the time to fully understand the company they’re working with. The combination of marketing expertise, creativity and excellent communication makes this a five-star experience... they truly deliver the complete package.”

-Yorben Debevère, Senska



Ready to stop being your market's **best-kept secret?**

You've seen how we work. Now, let's see how it applies to your business. Join the **150+ B2B companies** that stopped being their market's best-kept secret.

READY TO START? ➤

Build your commercial engine

Your roadmap shows where to start. We build from there – **Go-To-Market, Growth Marketing, HubSpot**, or a combination. Exactly what you need, nothing more.

[Book a call](#)



NOT SURE WHERE TO START? ➤

Start with a free Go-To-Market Assessment

Do you feel like something's off in your growth, but you can't pinpoint it yet? Find out in 5 minutes.

[Take the assessment](#)

