



## Accelerating success: 101 Ways and HUT 3 marketing partnership delivers tangible growth



## The challenge

101 Ways is a digital product, technology, delivery, and digital transformation consultancy, helping technology leaders to solve challenging problems and build great digital products. Due to rapid growth, marketing needed more structure despite ambitious plans to expand its client base, and solidify its reputation as an industry leader.

When a new Head of Marketing was hired, he knew he needed to move fast and quickly establish a marketing strategy to deliver measurable results.

## The solution

101 Ways brought on board the services of HUT 3 to tap into established expertise and access a comprehensive portfolio of marketing services without having to wait for an internal hiring process to complete.

HUT 3 was able to act fast and bring a range of skills to support 101 Way's big plans. Acting on a monthly retainer, HUT 3 could provide services as and when they were needed, as well as inspiration and industry knowledge.

As 101 Ways built out their internal team, HUT 3 worked as an extension of their team, giving access to specialists right across the marketing mix. Working in this way gives 101 Ways the ability to start small and scale their activity, and it's a safe way to test different approaches to see what works best.

## From quick wins to long term strategy

### QUICK WINS

- Met short-term marketing requirements
- Creation of editorial calendar
- Created interview-based blogs
- Designed new infographics
- Social media planning and execution

### MEDIUM TERM GOALS

- Positioning, messaging and service definition
- Created and built Employee Value Proposition
- Redesigned and built new website
- Customer story creation
- Refined and improved Google Analytics
- Devised LinkedIn advertising strategy

### LONG TERM STRATEGY

- Theming of new content
- Social media paid-for advertising
- SEO strategy
- Video customer stories

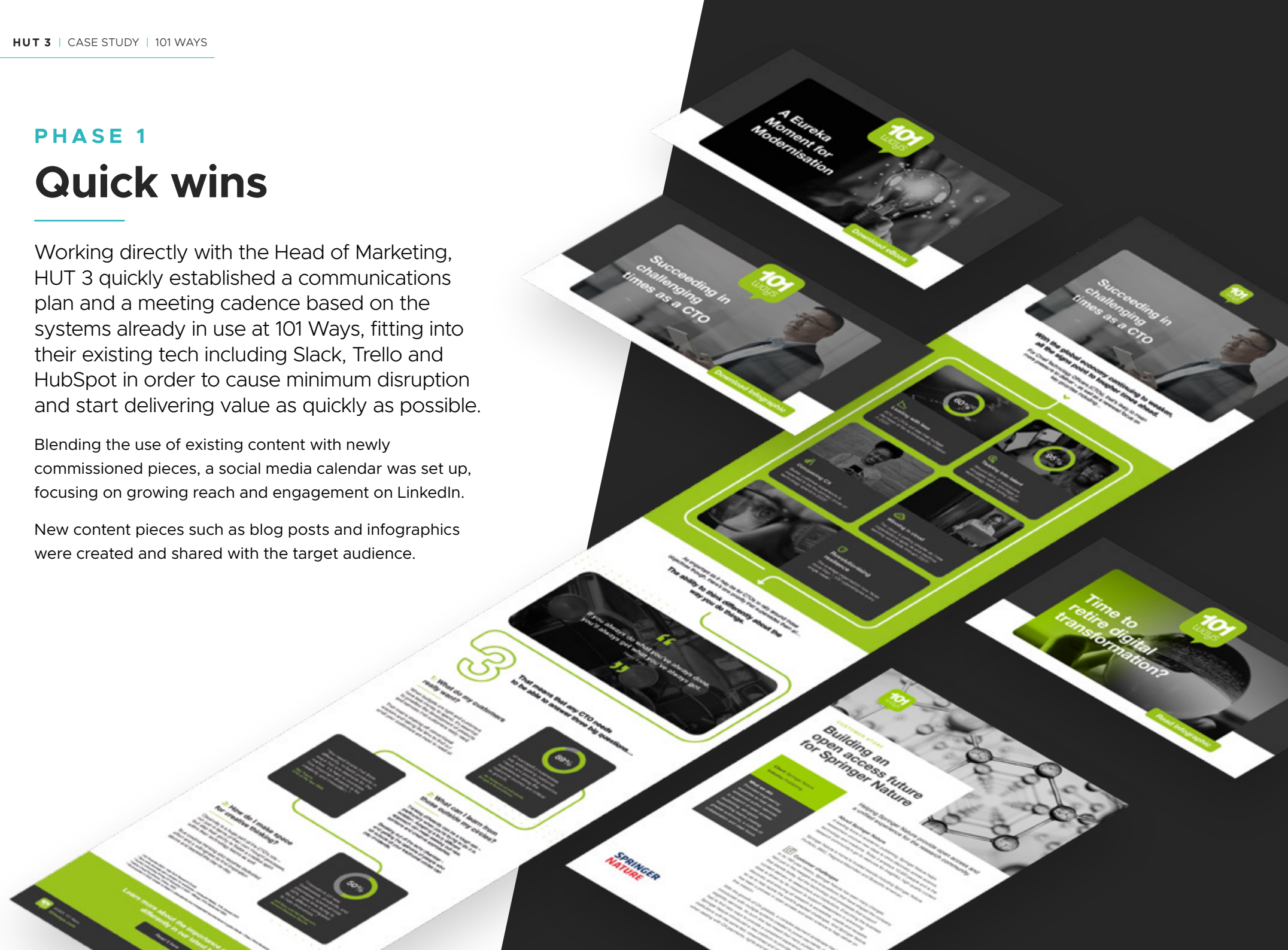
## PHASE 1

# Quick wins

Working directly with the Head of Marketing, HUT 3 quickly established a communications plan and a meeting cadence based on the systems already in use at 101 Ways, fitting into their existing tech including Slack, Trello and HubSpot in order to cause minimum disruption and start delivering value as quickly as possible.

Blending the use of existing content with newly commissioned pieces, a social media calendar was set up, focusing on growing reach and engagement on LinkedIn.

New content pieces such as blog posts and infographics were created and shared with the target audience.



## PHASE 2

# Medium targets

The HUT 3 team became involved in creating more in-depth marketing content in the form of eBooks and white papers, working closely with wider members of 101 Ways to create interview-based thought leadership content. As 101 Ways have large hiring targets, HUT 3 led the work on an Employee Value Proposition to enable more effective recruiting and targeting of top candidates in a competitive market.

From initial concepts, through to full messaging and the design of final assets, HUT 3 continue to provide flexible expertise that draws on key skills across the agency functions.

The growing 101 Ways team has firmly established HUT 3 as a critical extension of the core team. HUT 3 has also provided valuable guidance on the future direction of marketing for the senior leadership team.




## PHASE 3

# Long term strategy


Looking to the future, as HUT 3 and 101 Ways enter year two of the retainer, there is time to plan out longer-term projects that will make an impact over the next year or more.

Having initially refreshed the 101 Way's website, there is work to be done on the site's SEO strategy which has been kicked off with an audit. Social media advertising has begun in earnest, and improvements to Google Analytics will provide more visibility and guidance for future activities.

The holistic approach to digital marketing, rebranding, messaging, and competitive positioning is proving to be successful for 101 Ways. The collaboration has raised the organisation's online presence and has positioned it as a competitive force in the consultancy sector, showcasing the effectiveness of a well-executed, full-service marketing strategy.



**Delivering greater customer value through product-led transformation**



**Becoming product-led**

A product-led transformation is a big undertaking, but it's essential for the future of the business. It's important that the organisation understands what the change means and how to implement it. It's generally easier to learn to swim in the ocean than to learn to swim in a pool. The ocean must be set from the top. Teams need to be given the autonomy to make decisions within the strategic vision and objectives. Changes may need to be made to the organisation's structure, systems, and processes to enable successful transformation. Investment will be needed in new capabilities and training of all staff.

The requirement is to do it all. Understanding of how the organisation operates, what other organisations could do better, and identifying gaps between what we do and what others do is a must. These gaps will be the areas for development and innovation. It's important to have a clear vision of the end state of change. This also allows staff to have a clear picture of what they need to do to get there.

**101 Ways approach - understanding the need for change**

The most product-led transformations with an investment of time, both in terms of resources and effort, are those that are driven by the customer. By focusing on the customer's needs and expectations, we can ensure that our products and services are designed to meet their needs. We will give the organisation's product and service a competitive edge.

We will also identify the quick wins that can be achieved that will show immediate performance improvements. These wins will be used to shape the roadmap for transformation, identifying clear goals and objectives for the business.

*"People at 101 Ways have made us the leader and have helped us learn from our mistakes. By working with them, we've gone from a 10/100 to now getting a 10/10."*

Head of Software Development, Nasa



**101 Ways approach - creating buy-in for change**

Creating buy-in for change is essential for the success of any transformation. It's important that the organisation understands what the change means and how to implement it. It's generally easier to learn to swim in the ocean than to learn to swim in a pool. The ocean must be set from the top. Teams need to be given the autonomy to make decisions within the strategic vision and objectives. Changes may need to be made to the organisation's structure, systems, and processes to enable successful transformation. Investment will be needed in new capabilities and training of all staff.

**101 approach - delivering sustainable change**

Delivering a successful transformation is essential for the future of the business. It's important that the organisation understands what the change means and how to implement it. It's generally easier to learn to swim in the ocean than to learn to swim in a pool. The ocean must be set from the top. Teams need to be given the autonomy to make decisions within the strategic vision and objectives. Changes may need to be made to the organisation's structure, systems, and processes to enable successful transformation. Investment will be needed in new capabilities and training of all staff.

- Provide support for effective use and implementation of digital and other tools
- Create teams with leadership on product development, agile, and engineering best practices
- Guide the implementation of best practice in product and delivery including working practices and training
- Help create data-driven decision making through regular data reporting and analysis
- Support changing and implementing changes to work, product and delivery structures

*"If you're in a position with a need for change and innovation, it's crucial that you have a strong understanding of what you need. I would absolutely go back to 101 Ways. We have a strong understanding of what you need."*

Off of Engineering, Nasa



## What is product-led and why does it matter?

Product-led transformation seeks to align all areas of the organisation on the thing that really matters, customer value. Understanding customer needs and focusing efforts on creating products and services which meet them creates value for the organisation. Doing that requires breaking down functional silos to ensure that all teams have a common understanding of what value means to customers and the strategic objectives of the organisation, and enabling cross-functional collaboration and decision making.

The value of other transformation initiatives is also unlocked by becoming product-led. Agile transformation may speed up the process of creating software, but that's only valuable if the right products are being created and teams are pulling in the same direction. Data and digital transformation are important enabling transformations, but their value lies in delivering better products and services to customers.

*"They are my no. 1 consultancy, before anyone else, they've set a higher bar than anyone I've worked with... I would give them a 10/10, strongly recommend."*

CTO, MindGym

### Becoming product-led offers a number of benefits:



Delivering increased value to customers and the organisation



Improving the quality of the products and services the organisation creates



Creating a more responsive organisation with faster feedback loops



Creating alignment across teams and functions



Improving decision making by enabling data-driven decisions and improving prioritisation



Moving IT closer to the business as a creator of business value



# Results


101 Ways is a small company growing fast, with a growing roster of big-name clients including Hargreaves Lansdown, DAZN, LexisNexis, Genomics, Gousto and Zoopla.

The most positive result and the main value for HUT 3 and 101 Ways is the strength of the trust-based partnership, established to ideate, plan, and deliver together.

As the marketing department at 101 Ways becomes more established, the pace of activity is expected to grow, working alongside HUT 3, internal teams or other external agencies.


## Assets created

- Brand new website designed and built
- 30+ blogs written over the past 12 months
- 15 customer stories written and created in the last year
- 10+ videos produced in 2023
- 5 infographics created
- 150+ LinkedIn posts delivered



### A eureka moment for modernisation

Today's tools and frameworks mean modernisation won't be as expensive, painful or drawn-out as you're expecting.



### 1. The modernisation imperative: recognising the pain points

Rethinking core software infrastructure tools and development practices isn't a decision that tech or product leaders undertake lightly. But there comes a point in time when the warning signs can no longer be ignored.

The issues that indicate it's time for a change will be familiar to many. Software development is taking longer – and costing more – than it should. Releases need multiple reworks and debugs. And current architectures make it difficult to stay on top of a growing volume of requests.

Today's fast-paced market dynamics mean DevOps and product teams are under relentless pressure to deliver more, quicker. Yet the fear of disrupting core business processes, coupled with outdated perceptions about what modernisation entails, mean many decision-makers continue to stick with legacy systems for a bit longer – and a bit longer again. All of which puts future capabilities, capacity and performance at risk.

So what's the solution? Often, it's 'just get started'. With a few caveats.



“ Today's fast-paced market dynamics mean DevOps and product teams are under relentless pressure to deliver more, quicker. ”




### 2. Let go of old thinking

Don't let old perceptions hold your modernisation programme back. Today's tools, platforms and architectures make it fast and easy to evolve your systems and achieve your delivery – and productivity – goals.

Legacy modernisation is often viewed as an intractable challenge. One that incurs significant cost, effort and disruption.

Take reengineering or refactoring as an example. In decades or so ago, when today's CEOs and product leaders were still working on the front line, modernising a web or back-end programme involved tearing everything down and rebuilding from scratch. A process that could take up to two years to complete.

The good news is that today it's much faster and easier to evolve systems or to architect entirely fresh stacks component by component, one capability or area of working. There's no need to rip and replace.



Making use of these readily available tools and off-the-shelf frameworks increases the need for custom coding work or code reviews. All of which makes it possible to make a lot of progress fast. Plus, these tools are popular and widely used by many of today's full stack and front-end engineers. Which means recruiting new talent will be less of a struggle and everyone will have the skills and know-how needed to fit the ground fast.




### 5. Metrics and outcomes

If you're using modern tools in the right way, what outcomes can you expect?

Whatever your goal – building a website, managing data or creating a cloud infrastructure – you'll want to know if you're getting there. That's because today's metrics make it easier to achieve repeatable outcomes that are predictable and proven.

More importantly, modernising your tech stack will significantly speed up your production and delivery environments. Plus, it'll increase the skills of teams on the pursuit of outcome-focused projects. After all, today's companies are not just competing on the basis of what they do, but on the quality of the way they do it – and not at low market rates.

In our experience, organisations that undergo modernisation projects achieve a variety of outcomes.

These include:

- Reducing time to onboard new engineers – from weeks to hours.
- Optimised test environments – accelerating testing, reducing risk and improving time to market.
- Accelerating build and change time – to hours in a matter of days.
- Optimising build and deployment pipelines – from hours to minutes.
- Increased the number of deployments per developer – from one or two a week to five or more.
- Increased the size of deployments.
- Improving productivity and reducing risk of outcomes.

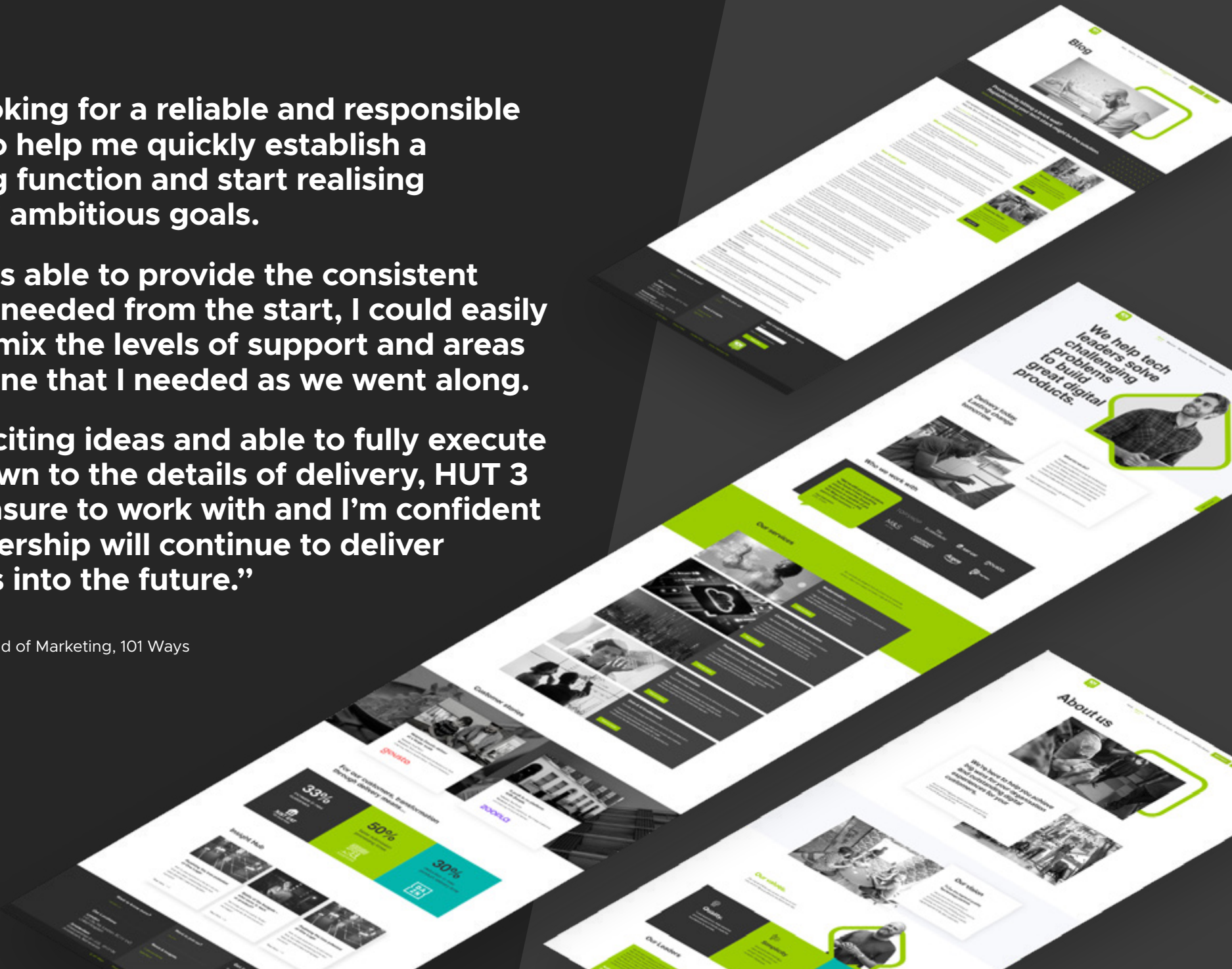


**“I was looking for a reliable and responsible partner to help me quickly establish a marketing function and start realising 101 Ways’ ambitious goals.**

**HUT 3 was able to provide the consistent support I needed from the start, I could easily pick and mix the levels of support and areas of discipline that I needed as we went along.**

**Full of exciting ideas and able to fully execute a plan down to the details of delivery, HUT 3 are a pleasure to work with and I’m confident our partnership will continue to deliver successes into the future.”**

**Oliver Wright**, Head of Marketing, 101 Ways



**If you are interested in working with  
HUT 3 or just want to find out more  
about the work we do, get in touch.**

**Tel: +44 (0)1604 340012**

**Email: [info@HUT-3.com](mailto:info@HUT-3.com)**

**HUT-3.COM**

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