



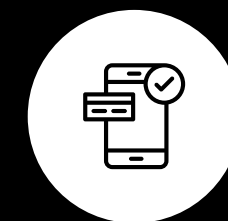
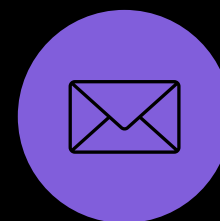
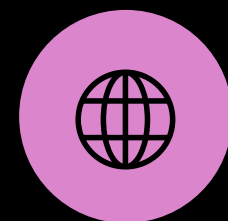
Growth Marketing & Coaching

Boutique Agency

Thefusemethod.com

Growth that Matters Impact that Lasts

Through a wide range of personalised Growth Marketing and Coaching services, FUSE brings together a group of dynamic consultants and freelancers with 20+ years in tech, gaming, luxury, education and fashion, to empower purpose-driven SMEs and individuals to achieve fast, transformative and sustainable growth.

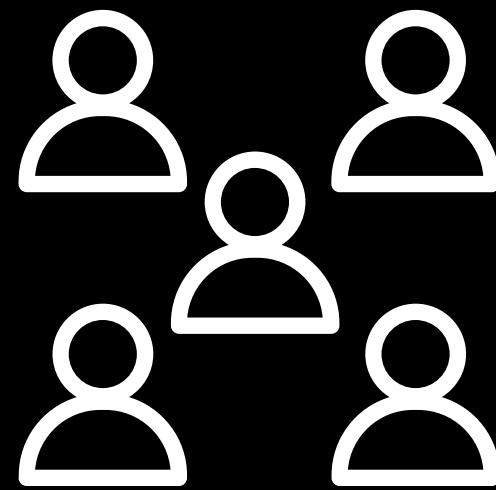


Structure



MARIE UHART

Marketing Consultant & Executive Coach
Founder of FUSE Coaching & Consulting
Find me on [LinkedIn](#)



FREELANCERS & AGENCIES

Events - Paid Media
PR & Influencer Marketing
Consumer Research
Designers - Translators - Video Editors



JCDecaux

∞ Meta

「PLACE
TO BE
MEDIA」



PARTNERS

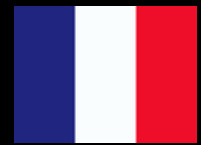
Event & Media Buying Agency
ATL Media Agencies
Ad Platforms
+ More

Supporting brand growth across EMEA, NA and APAC markets

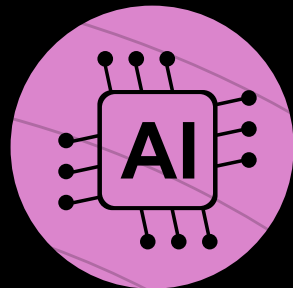
FUSE & Best In Slot Portfolio



Services



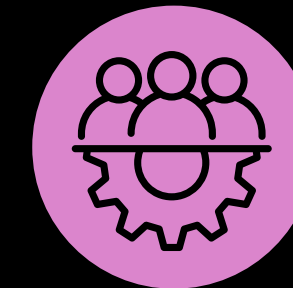
Provided in both English and French



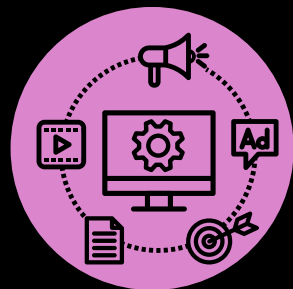
AI Marketing
(Planning, Implementation, Training)



Brand Marketing



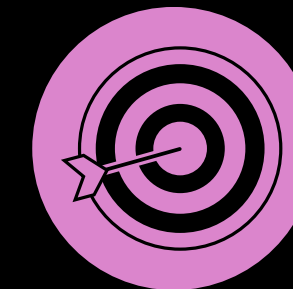
Partnerships
(Brands, Influencers, Affiliates)



Paid Media
(Digital, ATL, Audio, Product placements)



Performance Marketing



Executive & Career coaching



French Market Expansion & Global GTM strategy



Events & Cultural Activations



Agency Management
(PR, Social, Influencers)

Scope

3 Ways we can partner with you:

- **Ongoing Marketing Consultancy:** x days per week/month to support your brand & business growth.
- **Tactical Integrated Campaign Management:** ‘conception to completion’ brand campaign management to support product launches, market launches and awareness campaigns.
- **Workshops & individual coaching:** bespoke professional and self-development solutions to unlock your team’s potential including executive coaching, AI training, and mental fitness techniques.

To achieve:

01 Brand Awareness Growth

02 New Customer Acquisition

03 Revenue Growth

04 Market Share & Expansion

05 Brand Love & WOM

06 Team Professional Development



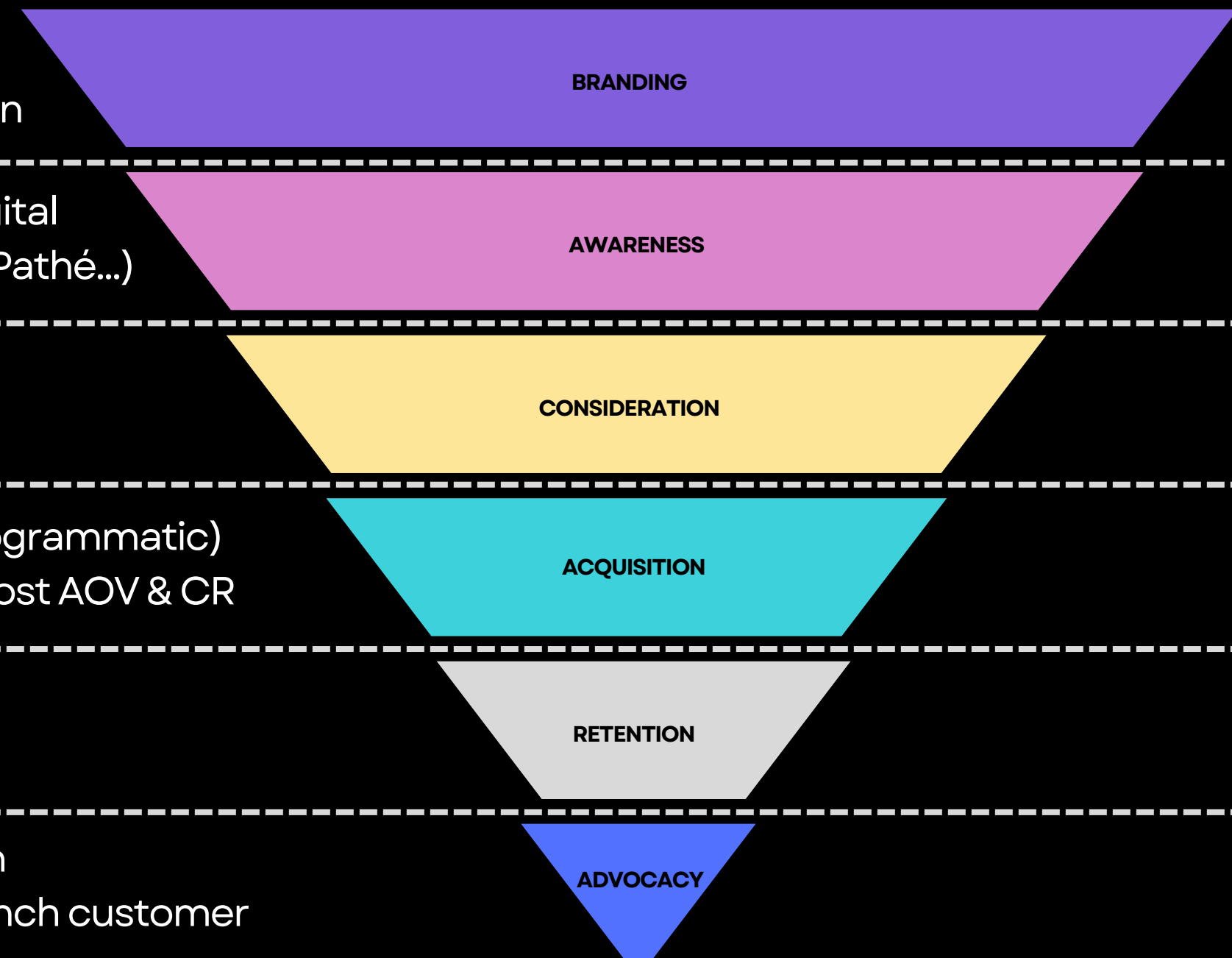
A closer look at

French Market Expansion

Our Approach

We support your expansion into the French market through strategies and capabilities applied successfully with high-profile brands such as **Bumble, Boden, Puig, Bungie and Bethesda Softworks**

- Understand the French customer: focus groups, user testing, online surveys
 - Increase cultural relevancy: positioning, tone of voice, brand identity localisation
-
- Leverage the most impactful media in the FR market: ATL (TV, OOH), Audio, Digital
 - Partner with brands loved by French customers (Disney+, Vestiaire Collective, Pathé...)
-
- Collaborate with top cultural voices & influencers
 - Engage the best market partners for PR and always-on social strategies
-
- Localise UA campaigns to increase conversion (Search, Paid Social, Display, Programmatic)
 - Align website content, product pages & landing pages to local standards to boost AOV & CR
-
- Align CRM strategies with local customer insights and local best practices
 - Enhance UX to reflect cultural nuances and boost retention and CLV
-
- Run high impact cultural activations to increase brand love and word of mouth
 - Create loyalty programs aiming at building emotional connection with the French customer

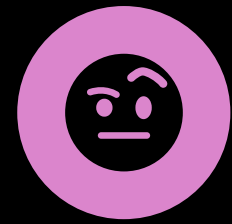


Removing Market Barriers

Key Barriers to Entering the French Market



Cultural relevance: French consumers demand brands that align with local values



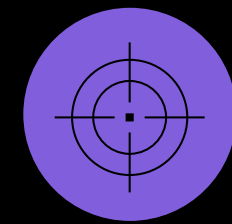
Brand trust: New brands face scepticism from French consumers (lower CR)



Value perception: The French price-conscious consumer expects quality & value



Sustainability expectations: Rising eco-conscious consumers want ethical brands

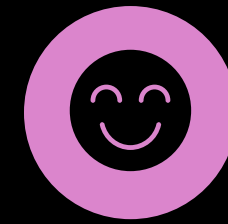


Regional differences: Habits and expectations vary across regions

How We Can Help You



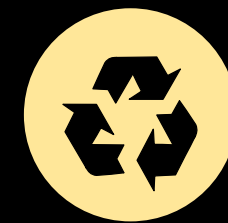
Reposition your brand with culturally adapted visuals, messaging, & local influencer collab



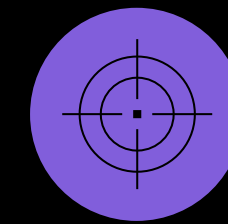
Build credibility with branding campaigns, local partnerships, and targeted paid media



Highlight your unique value through compelling ads, promotions, & loyalty programmes



Showcase sustainability efforts via branding, certifications, and eco-focused partnerships



Tailor campaigns with geo-targeting, regional events, and top-tier customer service

Success Story



Turning Bumble into a market leader in France:
Scaling from #5 to #1 in Dating App Downloads

+109%
MAU

38% Women

+213%
Monthly Net Rev

+60% YoY Total

+28%
Brand Awareness

Total unprompted

+56%
Brand Awareness

Amongst Gen Z

+35%
Engagement

Organic Social

+18%
UA Payers

+17% CTR
+12% ARPU

Integrated Campaign - 2021



Integrated Campaign - 2021



Integrated Campaign - 2022



Partnership - Disney+



Top Voices - CAC & Nina Metayer



Influencers - Lena Situations



Dating Parties - Cultural Activation



Movie Nights - Cultural Activation



Partnership - VC

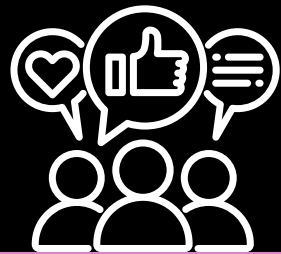




A closer look at

Global Marketing Services

Brand & Organic Marketing



Brand Love



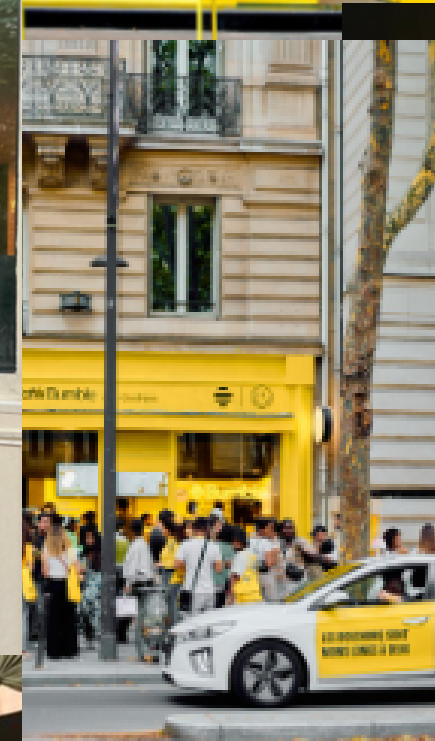
Sustainable Growth



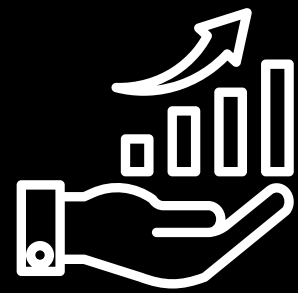
Differentiation

- ✓ Branding strategy: Positioning, Mission & Values, Content Pillars, Tone of voice...
- ✓ Influencer campaigns: Sourcing, production, amplification through paid media
- ✓ Brand partnerships & cultural activations to drive brand love & WOM
- ✓ Localisation strategy to increase CR and acquisition in local markets
- ✓ Go To Market strategies for international expansion - France in-depth expertise
- ✓ Affiliate marketing: platform integration, onboarding, campaign management

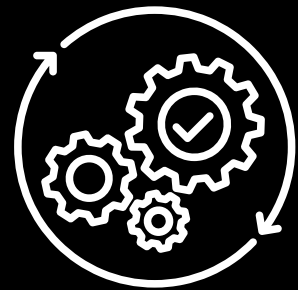
Brand & Organic Marketing



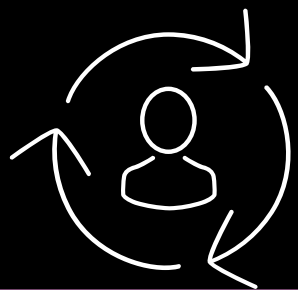
AI Marketing



Business Growth



Efficiency



Personalisation

TRAINING • IMPLEMENTATION • PLANNING

SEO and content automation: Leverage AI to generate SEO-optimised content, increasing search visibility and driving organic acquisition.

IROI improvement: Use AI-powered analytics to optimise campaigns and boost return on investment through smarter budget allocation.

Conversion rate optimisation: Implement AI-driven personalisation and predictive tools to refine UX and maximise conversion rates.

Customer acquisition: Harness AI to identify high-value audience segments and automate acquisition funnels for revenue growth.

Awareness campaigns: Automate AI-enhanced ad creatives to improve brand awareness and audience engagement efficiently.

Revenue maximisation: Optimise the entire customer journey with AI, from lead nurturing to upselling strategies, ensuring revenue growth.

34% of companies are already using AI in their operations, and an additional 42% are exploring AI applications..it's time to join the movement or taking the risk of being left behind.

Companies actively using AI in their marketing strategies include:



NETFLIX



Coca-Cola

L'ORÉAL



Etsy

H&M

allbirds

ebay

SAMSUNG

Vinted

 bumble

Unilever



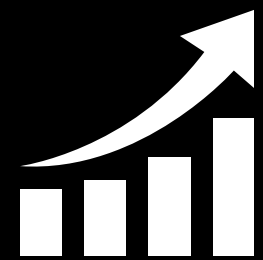
SEPHORA



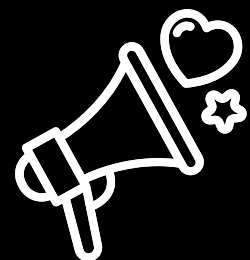
WARBY PARKER
eyewear



Paid Media



Market Share



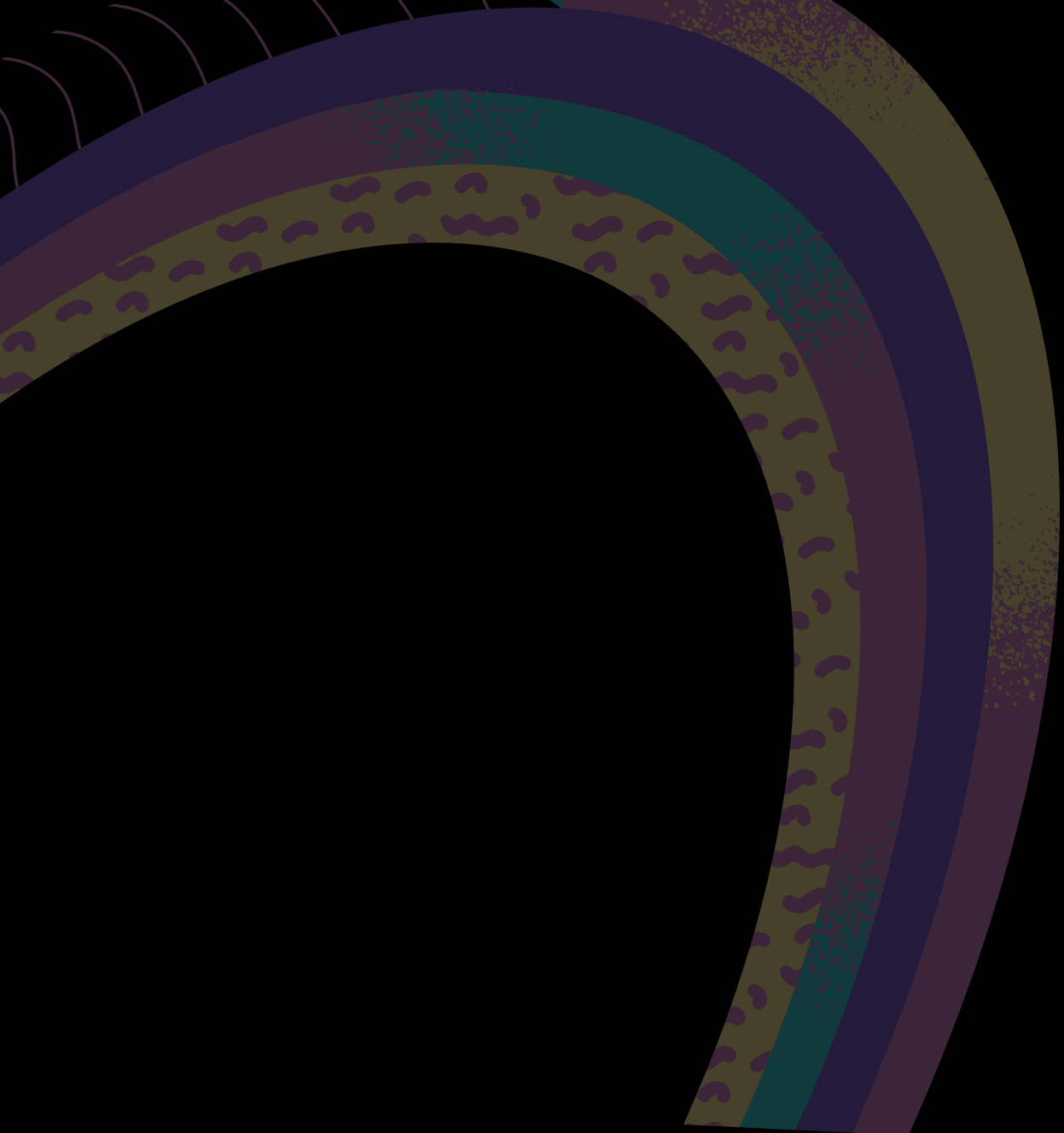
Awareness



Revenue

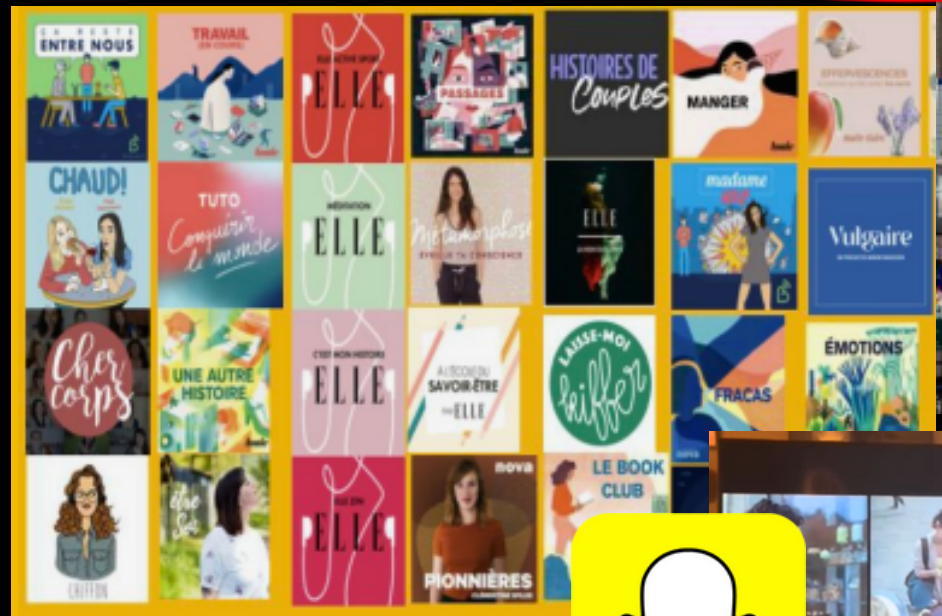
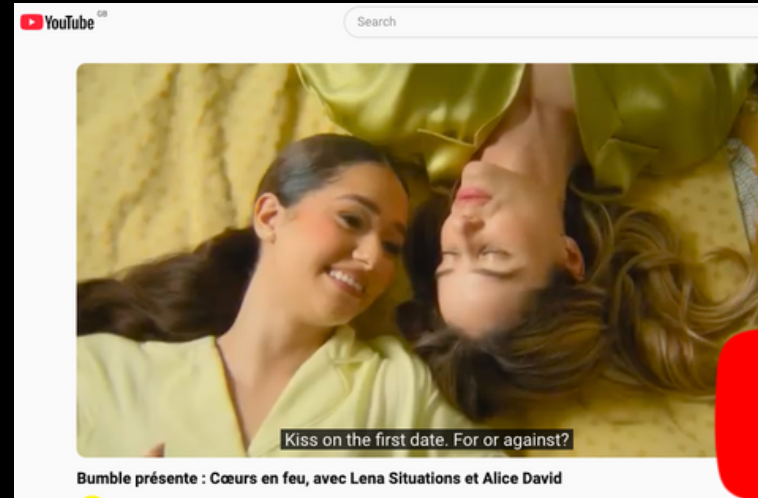
- ✓ ATL Media: Linear TV, OOH, Radio, Press, Audio & Podcasts (Spotify), DOOH Programmatic (Displayce), Product placements (series, movies, music)
- ✓ Customer acquisition & retargeting on all self-service platforms: Google, Meta, TikTok, X, SnapChat, DV360
- ✓ Connected TV Awareness campaigns: Netflix, Prime, Roku, Youtube, NBC, DV360, mntn, Peacock
- ✓ Gen Z focused gaming channels: Gamespot, Consoles (Playstation, Xbox), Discord, Reddit + more
- ✓ Content amplification (UGC & Influencers): Youtube, Meta, X, TikTok, SnapChat, IGN, Gamespot

[Partnership with Best In Slot agency based on media mix]



Paid Media

∞ Meta



NETFLIX



Embarquement immédiat pour ta prochaine histoire d'amour.



JCDecaux

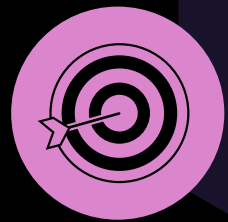


prime



Workshops & 1:1 Coaching

(Bespoke)



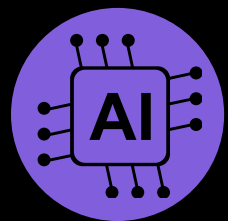
Executive & Career Coaching: accelerate career growth and leadership effectiveness with tailored strategic coaching.



Core Energy Coaching: overcome limiting beliefs, unlocking their potential for greater performance and motivation.



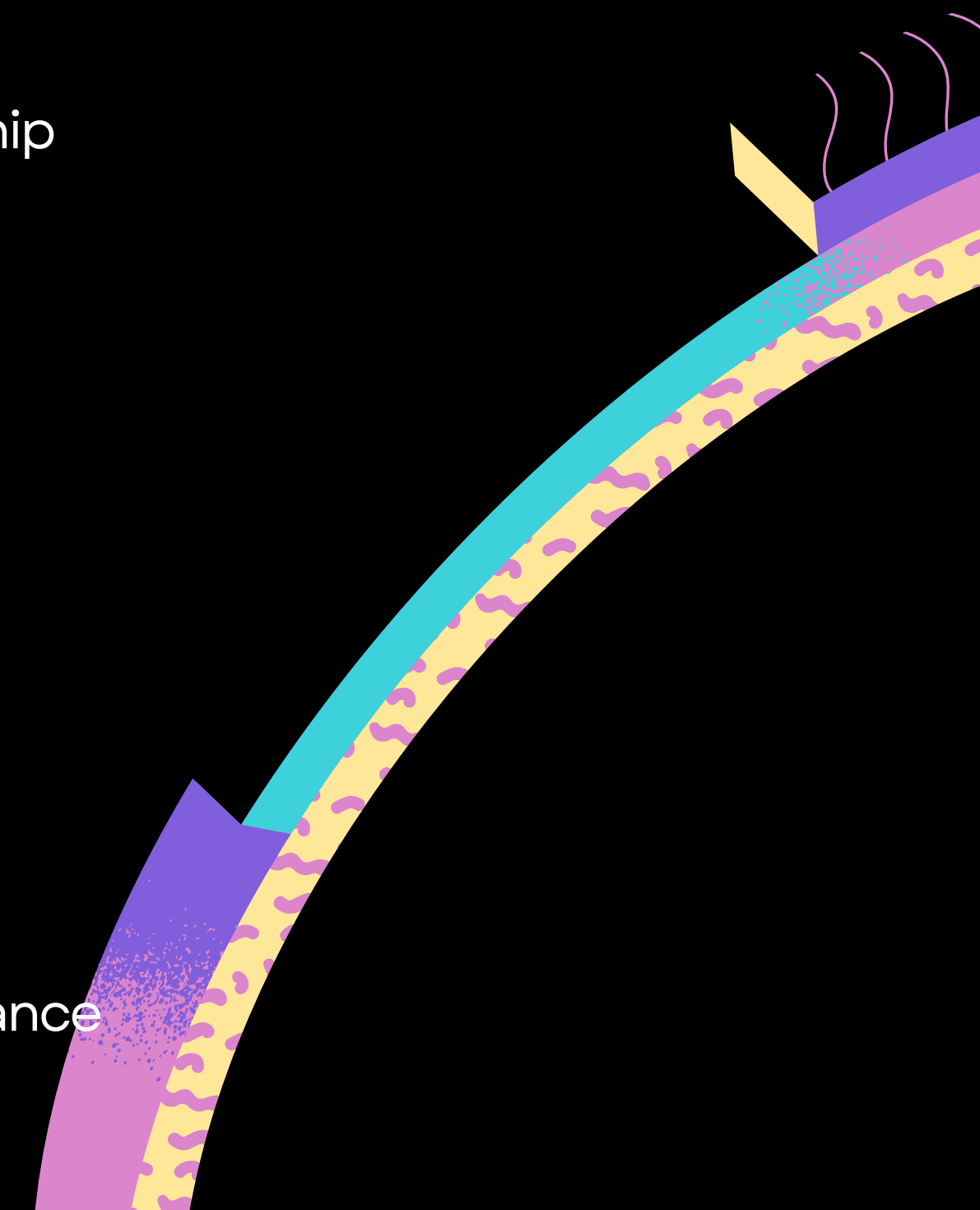
Mental Imagery & Visualisation: enhance focus, reduce stress, and achieve success.



AI Integration in Career Development: integrating AI to optimise performance, improve strategies, and drive career development.



Well-being & Mental Resilience: maintain balance and peak performance in high-pressure environments.



Events



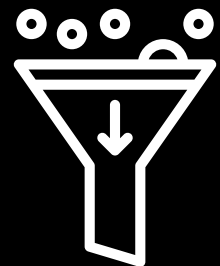
[Partnership with Best In Slot agency]

Supporting your brand awareness growth through targeted **BtoB and BtoC events** to enhance your customer experience, create an emotional connexion with your audience and drive brand love. Our service includes strategy development, project management and operations & onsite support.

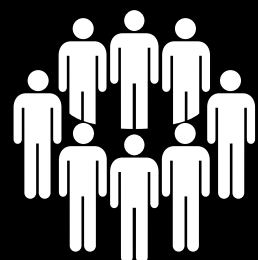
EXHIBITION | BOOTH | ESPORT EVENTS | COMMUNITY & PR EVENTS | SIDE EVENTS & PARTIES | POP UP STORES



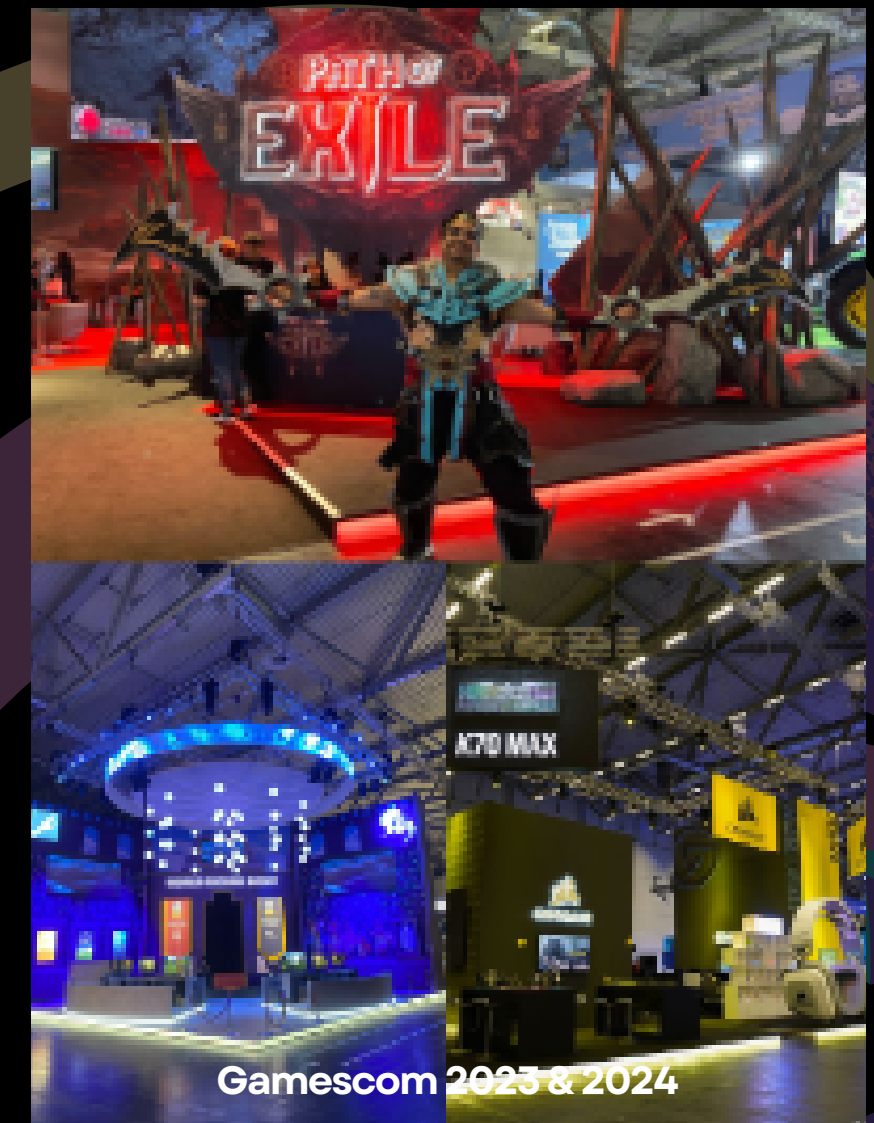
Awareness



Leads & engagement



Community Building





Thank You

Contact

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 Thefusemethod.com

