

The 95-5 Framework

How to Market With Purpose, Not Just Pressure



Introduction

At Disruptors Co, we help leaders make bold ideas real. But bold doesn't mean loud.

When you apply this to marketing strategy, you immediately move from strategy as a series of decks and documents to strategy as execution.

This is more important than ever - with changing marketing conditions, landscapes and expectations. The only way to understand disruptive markets is to rigorously test and learn by engaging with them.



In recent years, we have seen a shift in the balance of marketing spend – from performance to brand.

This is not happening in isolation. It is happening because audiences, technologies and expectations are shifting. And brands are following.

But how to do this strategically?

This handbook dives into the 95-5 framework and provides practical suggestions for executing your marketing strategy. Not just for performance but for long term growth.



EXECUTING YOUR MARKETING STRATEGY

What is the 95-5 framework?

01

EXECUTING YOUR MARKETING STRATEGY

Understanding 95-5

At its core, the 95-5 Framework is a strategic reframe of how most organisations approach marketing — and a powerful alternative to the tired, product-pushing playbook.

Originating from research by the Ehrenberg-Bass Institute, it's grounded in behavioural science and has reshaped how forward-thinking marketers build relevance, reputation, and results.

The insight:

At any given moment, only 5% of your total addressable market is actively looking to buy.

The other 95% are not in-market — yet.



Most brands obsess over the 5%. They chase short-term wins, targeting “ready-to-buy” audiences with sales-heavy messaging.

But in reality, the 95% — the ones not currently buying — represent your future revenue. Ignoring them means you're invisible when they do become active.

Why it matters (especially now)

In a world where attention is fragmented, ad costs are rising, and buyers have more control than ever, the 95–5 Framework gives you a long-term advantage:

- You're remembered before you're needed
- You build brand equity, not just leads
- You create demand — rather than chasing it

This is especially critical for:

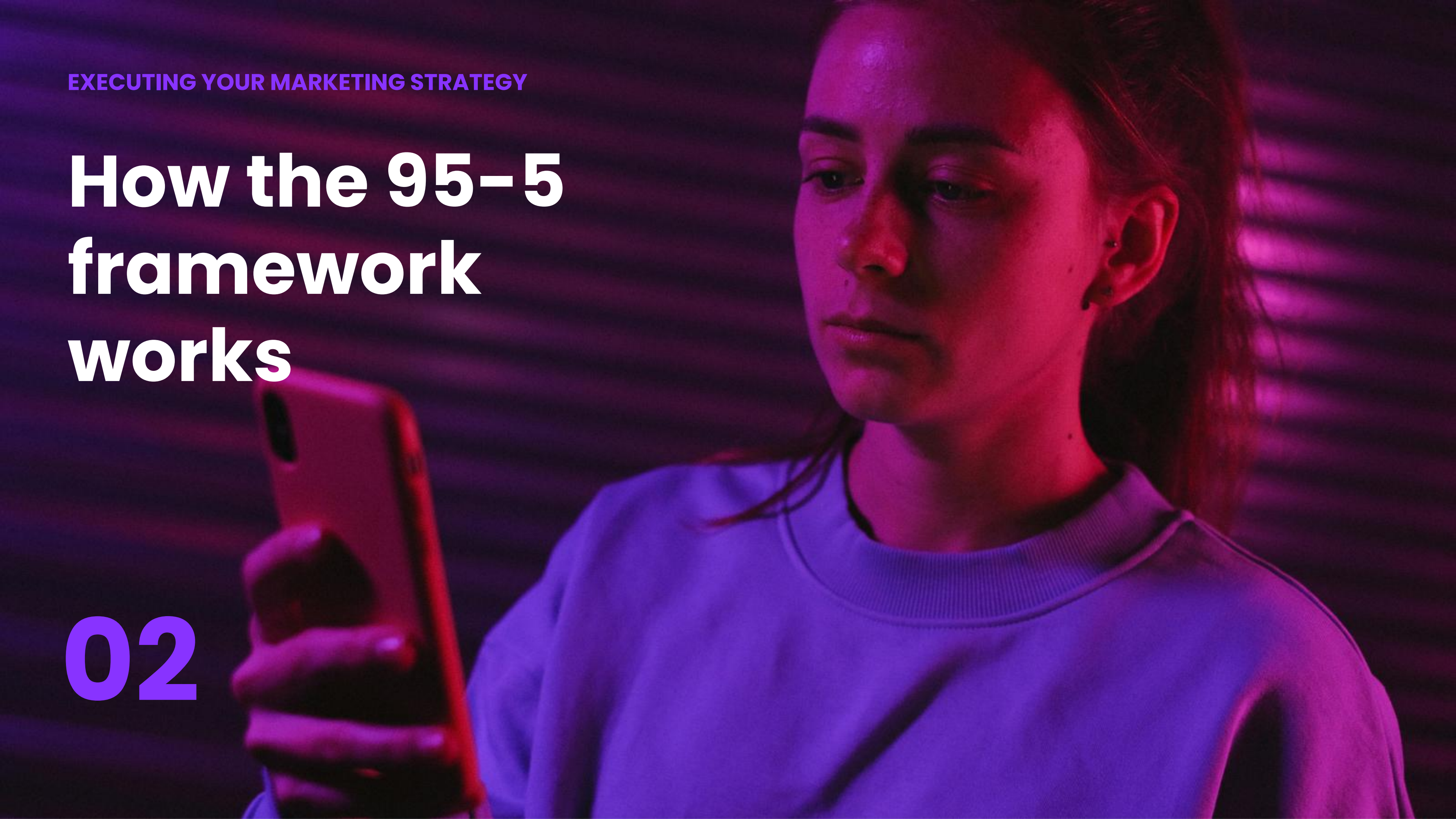
- Startups building credibility from scratch
- Scaleups facing category competition
- Government and enterprise teams who must communicate complex value over long decision cycles.



EXECUTING YOUR MARKETING STRATEGY

How the 95-5 framework works

02



How the 95-5 framework works

There are five key principles that help bring focus within the framework:

1. Prioritise mental availability (what we usually call “top of mind”)
2. Design for the 95%
3. Earn the attention of your audience by being useful
4. Be everywhere (on purpose)
5. Rethink how you measure success.



1. Prioritising mental availability

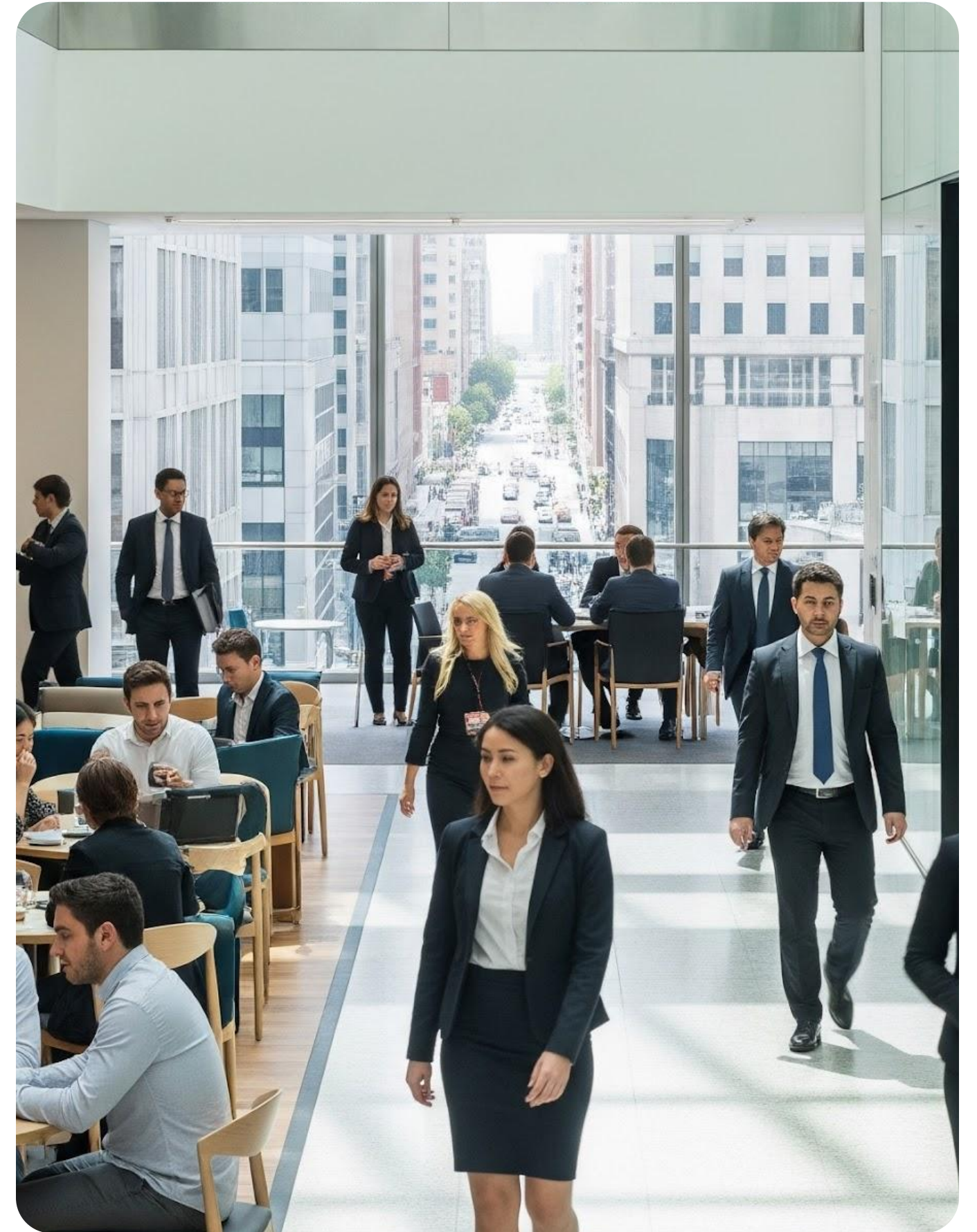
Your goal is to become a brand or organisation that comes to mind easily in a future buying situation.

This is called mental availability — and it's built over time with consistent, problem-led content, not sales messaging.

Instead of “Here's our product,” say:

“Here's what you're probably struggling with right now — and a better way to think about it.”

As you can see immediately, the tone is focused on the user and builds in an emotional resonance to the message.



2. Design for the 95%

It's interesting – just a few years ago, we'd largely focus our efforts on the 1%. The one percenters are the early innovators that spot trends, amplify ideas and create the trends that others follow.

Now, it's not that we don't want to engage those folks. In fact, understanding the [diffusion of innovations](#) is essential for growth. But as you start to think less about transactional engagement and switch to longer term brand building, your execution must shift.

Structure your content around people who are not yet buying. That means:

- Focusing on their everyday frictions, not your features
- Creating emotionally resonant stories, not just use cases
- Becoming a trusted educator or peer, not a pitch machine

These audiences are early in the awareness stage — but they're storing up who they'll trust when the time is right.



3. Earn attention with usefulness

The brands that win the 95% are the ones who show up to help, not sell.

That means:

- Creating resources that challenge assumptions
- Using insider language to show you understand your audience - and are “one of them”
- Offering frameworks, tools, insights, or inspiration they can apply today.

This isn't content for content's sake — it's strategic visibility.



EXECUTING YOUR MARKETING STRATEGY

4. Be everywhere on purpose

Echoing our own mission statement – innovation on purpose – because the 95% are not actively searching, they won't “find you.” You need to show up where they already spend time. That means:

- LinkedIn
- Industry newsletters
- YouTube, podcasts
- Events and workshops

Consistency builds familiarity. Familiarity builds trust. Trust builds future pipeline.

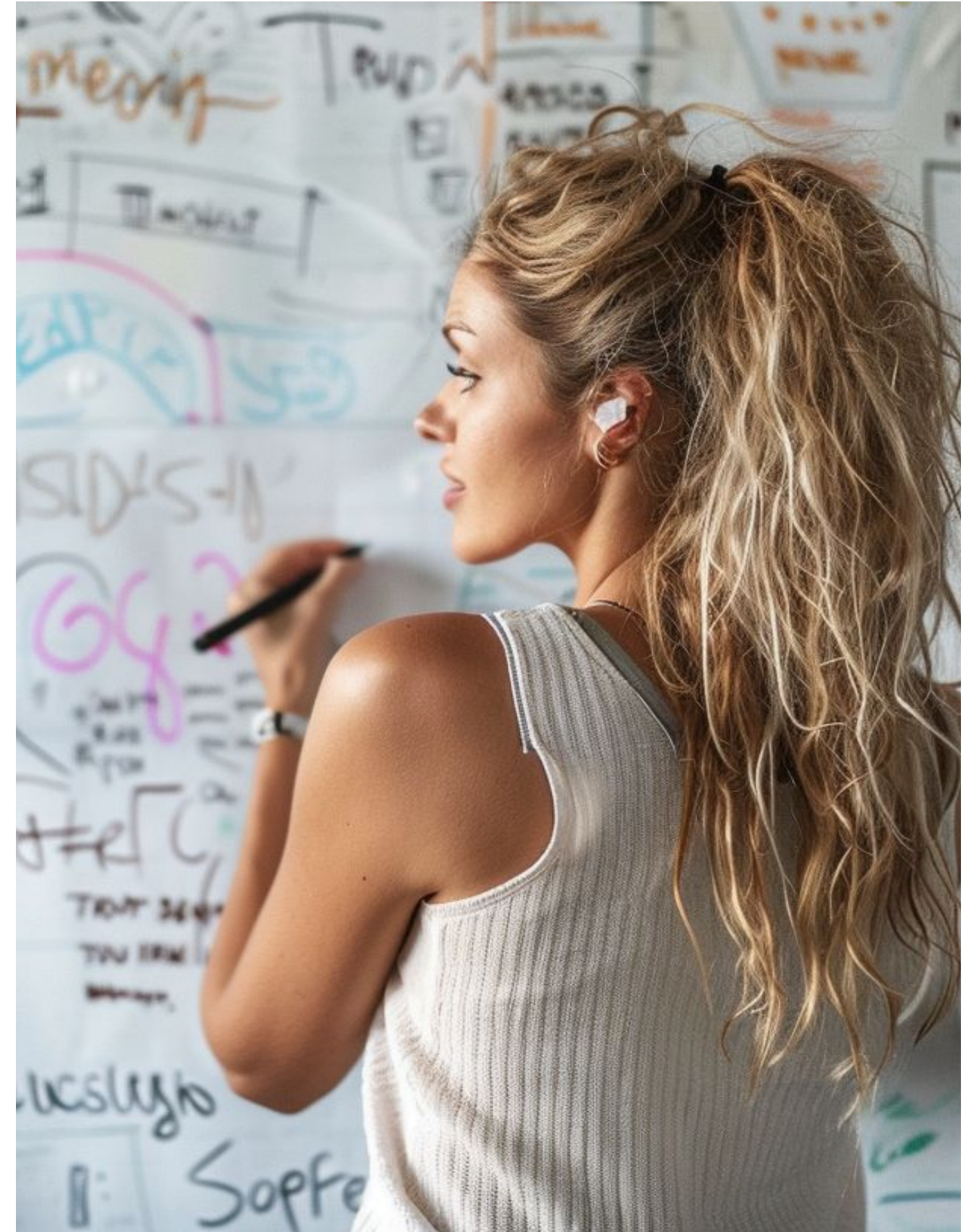


5. Rethink success measures

This is a hard one. When you've lived performance marketing for years, you'll have baked in metrics and expectations. But now, you're going to have to forget last-click attribution. If you're doing this right, you'll often influence a buyer long before they enter a form or demo.

Start measuring (and reporting on):

- Brand search volume
- Inbound referrals
- Pipeline influenced by content
- Share of voice in your category
- Community engagement and follower growth.



EXECUTING YOUR MARKETING STRATEGY

Tips to make the framework work for your brand

03



Go deep

Visionary CMOs aren't just chasing clicks — they're navigating fast-changing martech, proving ROI to the board, and coaching teams through chaos.

Show them you get it

[Download our Buyer Personas handbook](#)

Know your audience better than they know themselves

Deep understanding is the difference between “personalised” and “personal.” You're not just targeting demographics — you're decoding the real friction that “people like you” face every day.

Your goal:

Map the emotional, operational, and strategic pain points of your ideal customers — then create content that speaks to those micro-frustrations.

Ask:

- What's wasting their time?
- What assumptions have they stopped questioning?
- Where is the pressure coming from?

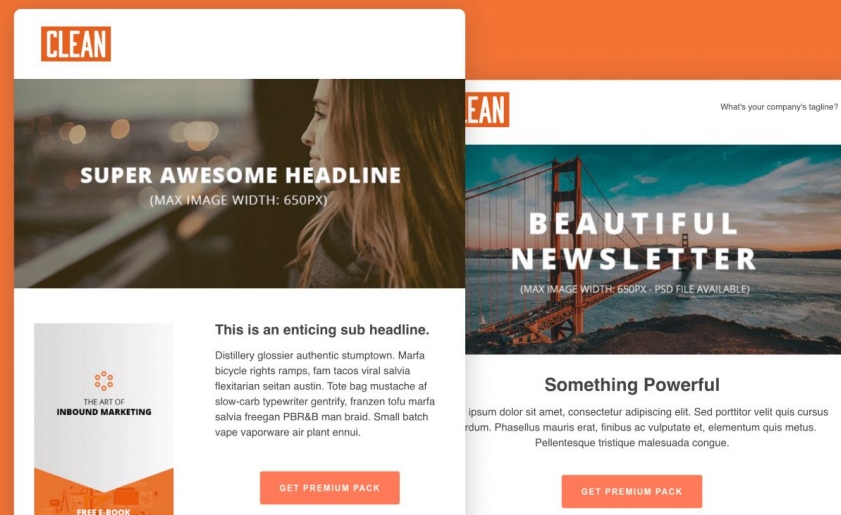
Be a practitioner, not a product pusher

Don't sell. Teach. Challenge. Lead.

Every piece of content should offer practical, immediate value — no strings attached.

When you show up consistently with substance, you become part of your audience's decision-making journey before they know they're on it.

Turn the “pain points” section of your customer personas into actual content. Show how you solve the pain points. Provide examples. Be exceptional.



Hubspot

Hubspot are the masters of this approach. The content that they produce for their audience of marketing buyers has become the industry standard for how the work of marketing gets done.



Aldeh > Aldi

When Oasis kicked off their reunion tour in home town, Manchester, local Aldi store rebranded to reflect the Mancunian pronunciation.

Lead with story, not stats

You're not selling a feature. You're positioning a future.

Use storytelling to demonstrate what it feels like to solve the problem — not just the data that proves it.

Emotion unlocks action. Don't start your next article with an overview of the topic. Try something dramatically different:

"You're five minutes into a demo. The CFO just asked, 'What's the ROI?' Your stomach drops."

Now you've got their attention.



Disruptors Co pods

We have developed our own range of podcasts that explain trends, interview experts or just provide snapshot analysis of data, products and services.

We continue to innovate these to bring insight to our audiences.

Show up (nearly) everywhere, consistently

Your audience is diverse – so your delivery and distribution should also reflect the patterns of your audience's media consumption.

- Blog – Strategic readers
- Video – Time-poor executives
- Podcast – Commuting operators
- LinkedIn – Peer-to-peer trust building

Don't say it once and hope for traction. Say it ten different ways, on ten different platforms – always grounded in the same value.

Of course, this is going to require some automation, AI and content strategy. So measurement is going to be essential – we'll talk about this next.



Going deeper

There are plenty of tools, dashboards and platforms that can help you. But these won't replace the hard work of data mapping and analysis – this is the essential work that you will need to do on your own brand. Once you know what's important to you, build the platform around that.

Measure like a brand, not just a funnel

Vanity metrics won't build long-term growth. Your metrics should answer:

- Are we remembered?
- Are we respected?
- Are we being referred?

Track:

- Share of voice
- Inbound mentions
- Pipeline influenced (not just converted)
- Community engagement

Last-click attribution will lie to you. Brand is the invisible engine that moves decisions forward.

EXECUTING YOUR MARKETING STRATEGY

Playing the long game

04



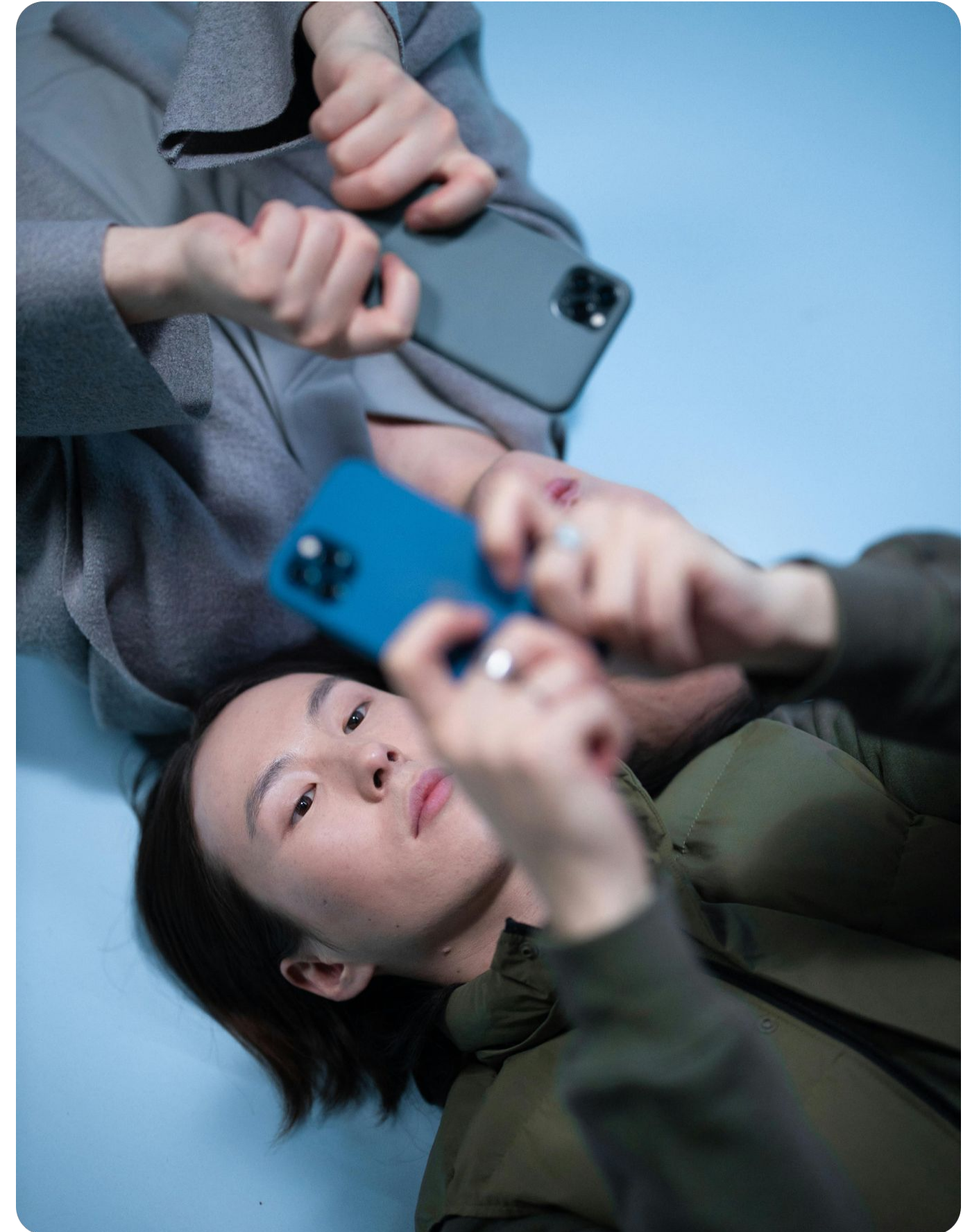
Play the game to win

Anyone can capture demand. The bold ones create it. This framework isn't about chasing short-term wins — it's about building an ecosystem of trust that pays off tomorrow, next quarter, and next year.

Don't forget about the 5% of buyers. You certainly need to funnel them through to your sales teams.

But by focusing on the 95%, you're not being passive. You're being strategic. You're building the momentum that future revenue depends on.

And in a world where attention is currency, showing up with clarity and consistency is your greatest competitive edge.





Innovation on purpose.

Since 2015, we have been on a mission to dramatically improve the success rates of innovation programs, growth projects and startups.

We believe organisations and the humans that power them can create wicked success. This means combining an innovation mindset, making the right choices and deliberately generating the impact you imagined.

We call this innovation on purpose.



Learn more at DisruptorsCo.com



Disruptors Co
The Quantum Terminal, 1 Eddy Ave
Haymarket NSW 2000