
TOMAHAWK:

ALWAYS AHEAD OF THE CURVE

Text: Cecile Collin // Photos: Ted van Aanbolt

In the heart of Nijmegen, the Netherlands, where January temperatures dip to -5, Tomahawk Digital Marketing's office radiates warmth amid a diligent atmosphere. Roel, the director and founder, engages in a reflective conversation with his colleague, Cecile, exploring Tomahawk's journey and its strategies for cross-border e-commerce success in 2024.

Knowledge fuels growth

Roel: "Sometimes an oversaturated domestic market is a reason for expansion, sometimes it's the opposite: a webshop thrives in the domestic market and going cross-border is the only way to avoid stagnation and foster innovation." In that case, they are stuck in a revolving door at the top position with competitors: the path of that webshop is circular, not upwards, not backwards. The only way to change direction is to take the solid base, built by the domestic success, to a new market. Roel: "The German market might increase your profit fivefold, but piercing through such a big market also requires more investments and time. You need the resources and patience to sustain that growth process. Belgium might be easier to expand to, but might offer less in return as well." Tomahawk balances the desired results for a webshop and

the individual circumstances that are in place to develop a suitable cross-border growth strategy.

Creating success in unfavourable online environments

Tomahawk excels in uncovering online growth potential, utilising expertise to identify new opportunities. Roel explains why webshop owners approach Tomahawk in the first place. "Fresh clients have previously worked with other marketing agencies, experiencing challenges due to the limited expertise of those agencies in online marketing or online strategies. When webshop owners arrive at Tomahawk, we focus first on what kind of possibilities are hidden within the webshop. To follow-up, we use a combination of best practices, optimization and professionalisation. An example



is broadening the product array or bringing products with high profit margins to the front page. These small changes are profitable very quickly.”

Celebrate responsibility

Cecile highlights Tomahawk’s accessible, playful, and social workplace culture. Roel attributes the surprisingly high productivity to a deliberate lack of a rigid hierarchy, encouraging direct responsibility. “Successes and challenges are shared between the client and our consultant. We toast to what we achieve but sometimes we also grieve together with the client. The humble celebrations and close connection to our clients are dear to me and make me proud of our results.”

Future Developments and Challenges

Tomahawk’s recent introduction of server-side tracking is an answer to the challenging, ever-changing online landscape. For example, tracking is subject to a lot of changes due to the implementation of Google Analytics 4 (GA4) and increasing privacy concerns. “Only a handful of agencies adapted to that change on time, while it was announced quite early. We already transferred our clients to GA4 a year ago to ensure reliable data collection and make year to year comparisons possible.” Tomahawk’s proactive approach to online developments stands out. “We see this as an opportunity to distinguish ourselves,” says Roel. He attributes the approach to the team’s intrinsic motivation and curiosity, fostering continuous learning. Employees actively engage with relevant blogs and training courses to enhance their skills. “We like a good challenge!”

Telling the story of Tomahawk

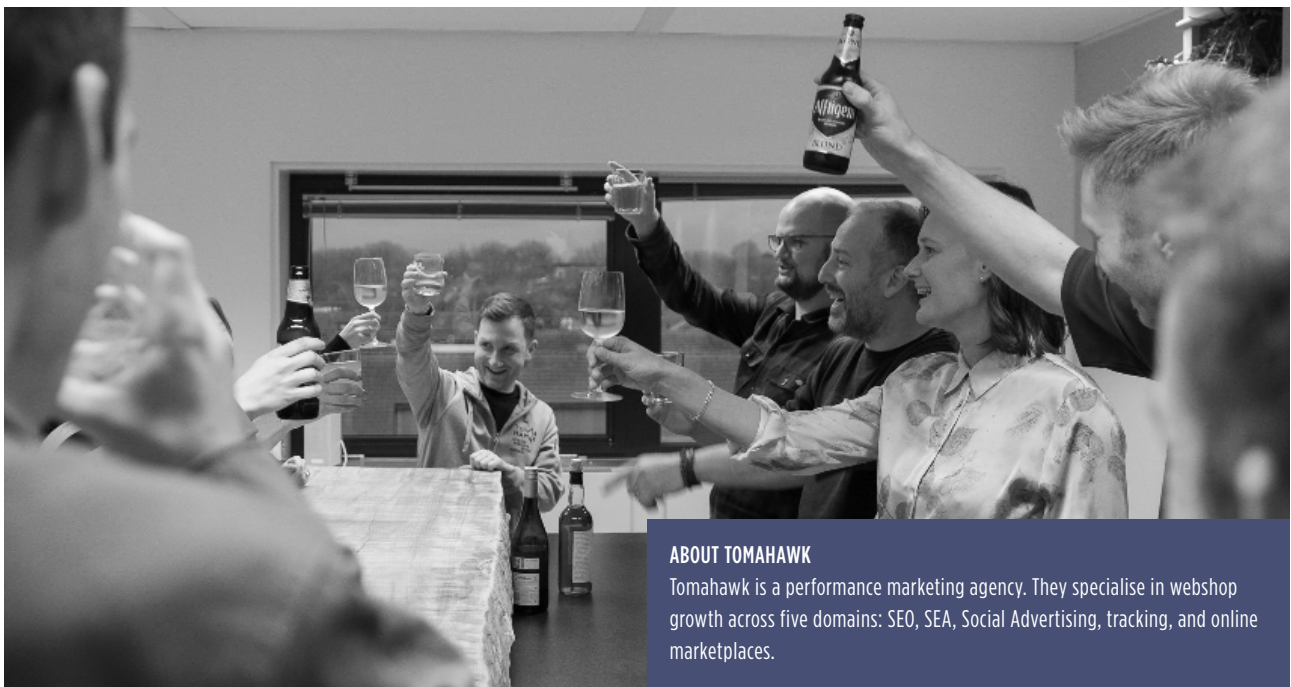
Roel acknowledges the need for better articulation of Tomahawk’s effectiveness after being a judge for marketing awards in 2023. “The quality of the award cases made me think that we could easily surpass that standard and that we should have submitted a few cases. We see our own high standard as self-evident instead of unique. For that reason, we prefer to let our accomplishments speak for themselves rather than actively sharing them with everyone. The result of that mindset is that I considered our work not valuable enough for submission. We need to be better at articulating our capabilities and successes.”

Always ready for the future

Roel: “Our future plans involve continuous growth, enhancing the skills that we already have, and offering server-side tracking. Tomahawk aims to expand its cross-border services and team by recruiting specialists from different nationalities.” ••

NEW AT TOMAHAWK: SERVER-SIDE TRACKING

In response to dynamic data collection and privacy laws, Tomahawk introduces server-side tracking. This solution aids webshop owners in adapting to changing regulations. Server-side tracking complements Tomahawk’s existing services seamlessly, as it is a new application of their expertise.



ABOUT TOMAHAWK

Tomahawk is a performance marketing agency. They specialise in webshop growth across five domains: SEO, SEA, Social Advertising, tracking, and online marketplaces.