



DEMAND GENERATION MASTERY

Your Partner Playbook for 2025

THE OLD WAY IS DEAD

Strategy Is Left In Slides

THE OLD WAY:

- Lead volume
- Gate everything
- Spray and pray
- MQL chasing
- Product pitching

THE NEW WAY:

- LPipeline quality
- Strategic value delivery
- Account-based precision
- Revenue attribution
- Problem education

THREE PILLARS

THE THREE PILLARS OF MODERN DEMAND GEN

Problem Awareness

Help prospects understand they have a strategy execution challenge before talking solutions

Solution Education

Bridge the gap between problem recognition and solution evaluation

Proof & Trust

Provide case studies, frameworks, and expertise that build credibility

YOUR MARKETING ARSENAL

Cascade Assets at Your Fingertips

 Blog Content
cascade.app/blog OKR guides, frameworks, best practices

 Resources & Templates
Strategy templates, implementation guides, worksheets

 Case Studies
Real results from organizations like yours

 Product Materials
Product and solution pages

Never just share links– always add context for YOUR prospect



YOUR SECRET WEAPON

Co-branded Maturity Assessment

5–7 minute diagnostic tool

- Evaluates strategy execution maturity
- Personalized results for each prospect
- Creates natural follow-up conversation
- Your unique partner link tracks all leads

This is self-qualifying – anyone who completes it is actively thinking about their challenges

Cascade x Meerkat Consulting Assets

-  Cobranded Assets
-  Online Directory Listing
-  Custom Maturity Assessment

You can find your URL within the Partner Portal

Link Exchange Program

What It Is:

A reciprocal content marketing initiative where you and Cascade reference each other's blog content

Why It Works:

- ✓ SEO benefits for both parties
- ✓ Audience cross-pollination
- ✓ Enhanced credibility through association
- ✓ Extended content reach

Pre-Requisite: Active blog with original articles

Link Exchange How-To

1. Audit Your Content

Find posts where Cascade content adds value (OKRs, strategy, KPIs, alignment)

2. Find Relevant Cascade Content

Browse cascade.app/blog for complementary articles

3. Add Contextual Links

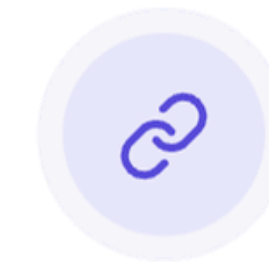
Insert naturally – not in footers or random lists

4. Submit in Partner Portal

Submit article URL + suggested Cascade articles for reciprocal linking in the Portal

5. Track & Amplify

Promote both articles on social media once live



Link Exchange Request

Boost visibility for both of our audiences by exchanging links in our blog content.

Good vs. Bad Linking

BAD EXAMPLE

"Click here for more information about OKRs"
→ Generic, no context, not helpful

GOOD EXAMPLE

When implementing OKRs for the first time, starting with a pilot team can reduce risk and build momentum" [linked text]
→ Natural, contextual, adds value

Linkedin Article Exchange

What You Get:

Access to Cascade's 18k+ LinkedIn followers

LinkedIn followers

- C-suite executives
- Strategy leaders
- Decision makers

What We Publish:

Original thought leadership on: Strategy | Planning | Execution | Leadership | Operations | Performance

Length: 800–1,500 words

Tone: Educational, insight-driven, practical NOT Allowed: Promotional content, product pitches

Winning Article Types

1. Framework Articles

"The 3-Phase Framework for Successful Strategy Rollouts"

2. Lessons Learned

"What 10 Years of Strategy Consulting Taught Me About Execution"

3. Contrarian Takes

"Why Your Strategic Plan Is Failing (And It's Not Lack of Buy-In)"

4. Case Study Narratives

"How We Helped a \$500M Organization Achieve 89% Execution Rate"

5. Practical How-To Guides

"The 30-60-90 Day Playbook for New Strategy Leaders"

From Draft to Published

1. Develop Your Article

Following content guidelines

2. Submit in Partner Portal

Submit draft in the Portal

3. Cascade Review & Editing

Light edits for quality and audience fit

4. Publication & Tagging

Published with tags to your organization and author

5. Amplification (CRITICAL!)

Reshare from author profile + company page within 24 hours



LinkedIn Article Request

Share original thought-leadership pieces
with Cascade's audience.

The Assessment-First Approach

WEEKS 1-2: Awareness

- LinkedIn posts about execution challenges (3-4 posts)
- Blog: "5 Signs Your Strategy Execution Is Broken"
- Email to contact list introducing assessment

WEEKS 3-4: Engagement

- LinkedIn outreach sequence (using assessment)
- Webinar: "Benchmarking Your Strategy Execution Maturity"
- Retargeting ads offering assessment

WEEKS 5-6: Conversion

- Personalized follow-up with completers
- Case study sharing based on gaps identified
- Demo offers for high-score prospects



Account-Based Content Syndication

Target: 20–50 priority accounts

PHASE 1: Research & Personalization

- Identify key stakeholders
- Research strategic initiatives
- Match Cascade content to needs

PHASE 2: Multi-Channel Orchestration

- LinkedIn: Share content + tag decision-makers
- Email: Curated content packages
- Direct mail: Printed articles with handwritten notes
- Assessment: Follow-up offer

PHASE 3: Conversation Triggering

- Monitor engagement signals
- Personalized video follow-ups
- "Content debrief" meeting offers

Thought Leadership → Demand Capture

- Submit LinkedIn Article to Cascade
- Publish complementary article on your blog
- Create supporting social content

- Weekly LinkedIn posts referencing insights
- Guest podcast appearances
- Webinar based on article framework
- Assessment as "next step" after content

- Compile engaged audience list
- Targeted outreach to engaged prospects
- Retargeting campaigns
- Sales enablement with content

**MONTH 1:
PUBLISH**

**MONTH 2:
AMPLIFY**

**MONTH 3:
CONVERT**

SELECTING YOUR TARGET ACCOUNTS

Who to Go After: The Cascade ICP

Your Ideal Target Has:

✓ **Central Strategy Personas (GOLD)**

- Chief Strategy Officer
- VP Strategy / Strategy Director
- Head of Strategic Planning
- Strategy Manager / Strategic Planning Manager

✓ **Adjacent High-Value Personas**

- Transformation Leaders (CTO, Head of Transformation)
- Business Effectiveness (Corporate Performance, Corp Dev)
- PMO Leaders (Head of PMO, Program Management)
- General Leadership (CEO, COO, CFO with strategy focus)

SELECTING YOUR TARGET ACCOUNTS

When to Strike: Active Buying Signals

HOT/HIGH PRIORITY

- New C-suite hire in last 60 days
- M&A activity in last 6 months
- Major transformation just launched
- PE investment in last 90 days
- Multiple triggers present

WARM

- 20%+ headcount growth
- Geographic expansion underway
- Operating model changes
- 2-3 medium triggers

NURTURE

- Single weak trigger
- Industry pressure without action
- Thought leadership only

6 Trigger Categories That Signal Readiness

1. Leadership Changes

New CEO/COO/CFO/Chief Strategy Officer in last 6 months → New leaders = new operating models

2. Growth & Scaling

20%+ YoY headcount, new facilities, M&A, market expansion → Growth = alignment challenges

3. Funding & Financial Pressure

PE investment, missed guidance, restructuring mandates → Pressure = need for execution visibility

4. Transformation Initiatives

Digital transformation, ERP implementations, operating model changes → Big changes = strategy execution gaps

5. Market & Operational Pressure

Regulatory shifts, new competitors, supply chain redesign → External threats = strategic response needed

6. Strategic Infrastructure Gaps

Hiring surge in business analysts, FP&A, strategic planning roles → Building capacity = system need

SELECTING YOUR TARGET ACCOUNTS

Finding the Signals: Your Research Playbook

Sources to Check:

Company Website

- ✓ Newsroom/press releases (leadership changes, expansions)
- ✓ Investor relations (earnings, strategic initiatives)

LinkedIn

- ✓ Company page posts (announcements, thought leadership)
- ✓ Executive profiles (new hires, job changes)
- ✓ Job postings (keywords: alignment, strategic planning, execution)
- ✓ Headcount trends (20%+ growth = scaling)

Business News

- ✓ Bloomberg, Reuters, WSJ, industry publications
- ✓ M&A trackers and funding announcements

Public Filings

- ✓ SEC filings (if public)
- ✓ Earnings transcripts (transformation mentions)

Your 4-Week Action Plan

Week by Week:

WEEK 1

- ☐ Set up co-branded assessment tracking
- ☐ Audit blog for link exchange opportunities
- ☐ Identify 1-2 LinkedIn Article topics
- ☐ Bookmark 10 Cascade articles

WEEK 2

- ☐ Launch first assessment campaign
- ☐ Submit link exchange request
- ☐ Draft first LinkedIn Article
- ☐ Create content calendar

WEEK 3

- ☐ Follow up with assessment completers
- ☐ Promote link-exchanged content
- ☐ Submit LinkedIn Article for review
- ☐ Plan Q1 webinar

WEEK 4

- ☐ Analyze results and optimize
- ☐ Amplify published article
- ☐ Engage assessment leads
- ☐ Document what's working

Reality Check

Let's be honest...

Big Truth:

These tools don't work unless YOU work them

Your Choices:

OPTION 1:

File this away, forget about it, keep doing what you've always done

OPTION 2:

Pick ONE initiative this week, execute it, learn from it, scale it

The most successful partners take imperfect action today, not perfect action someday