

Outbound GTM Deep Dive

An Exclusive Workshop for founders looking to
Scale Outbound GTM



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Agenda

1. Types of GTM motion
2. Building efficient Outbound B2B GTM motion
3. Inbound channels complexities
4. Frameworks: ICP and Intent
5. Learning from my experience
6. Q&A



Types of GTM motion

Sales Led

Outbound

Inbound

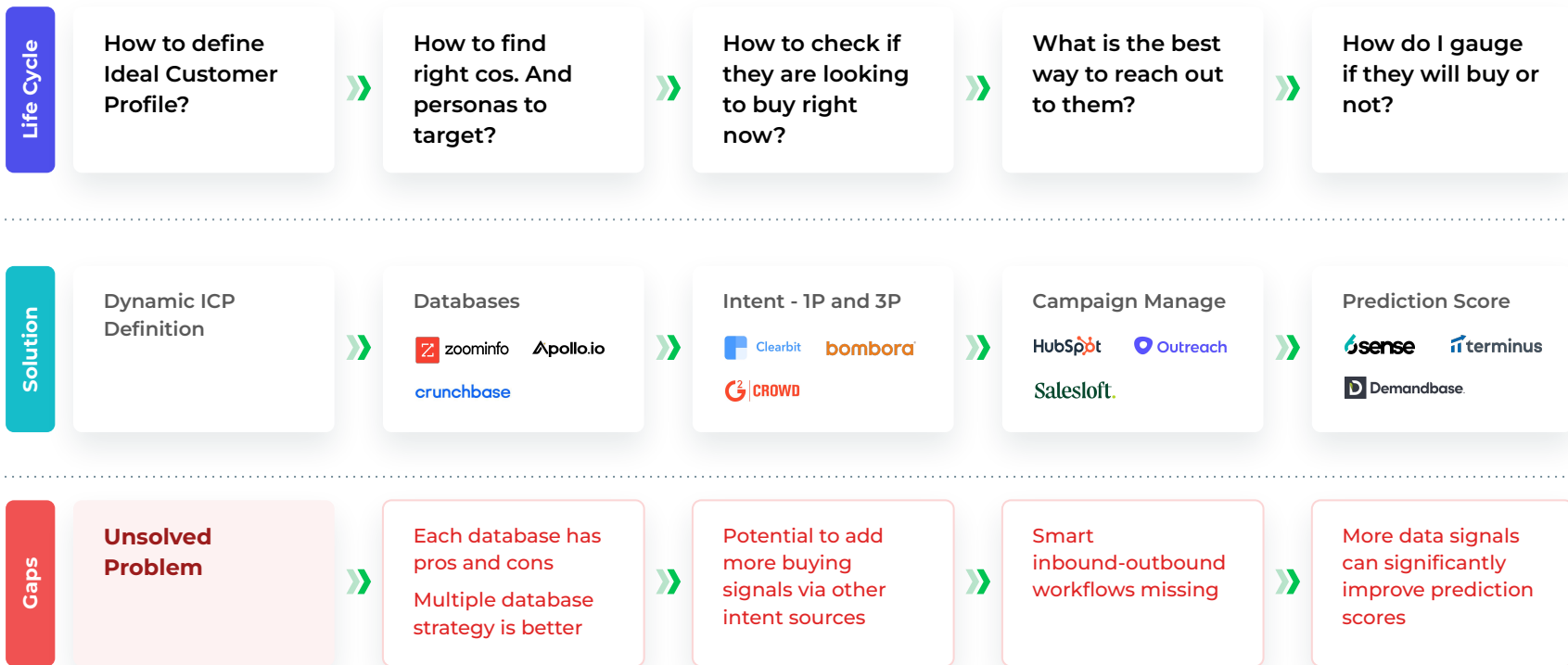
Self Serve

PLG

Community

Building efficient Outbound B2B GTM motion is hard

Current B2B GTM products are siloed and lack data intelligence



Inbound channels are important but add another layer of complexity



Website

Current website traffic

- Identify anonymous website visitors accounts
- Multiple database based account enrichment
- Identify relevant personas
- Assign accounts to optimal sequence based on ICP fitment
- Track MQL, SQL conversion rates



LinkedIn Activity

Posts

- Identify and enrich engaged audience on posts
- Reach and connect with buyer personas based on ICP
- Track MQL, SQL conversion rates

Communities

- Join and scrap LinkedIn
- Enrich profiles to identify ICP buyer persona



Events & Webinars

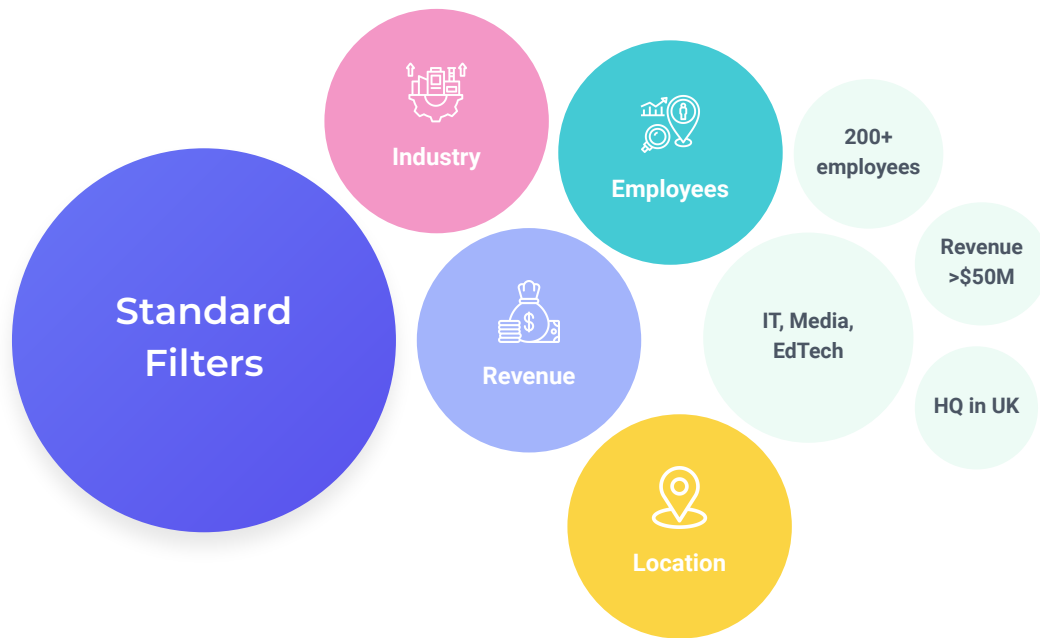
Attendees from events/webinars

- Enrich event/webinar attendee lists
- Map ICP fitment and relevant personas
- Set Nurture Cadence
- Track MQL, SQL conversion rates
- Determine event ROI

What is ICP?

Any prospect account having a pain point which
<your company> could solve

ICP Framework - Standard filters



ICP Framework - Advance Filters



** 90% of the companies only uses the standard available filters*

ICP Framework - Fibr

Standard Filters

Geo

US, Europe

Job Titles

Marketing, Performance
Marketing, Google Marketer, FB
Marketer

Industry

Insurance, Finance, Lending, Banking,
HealthTech

Management Level

CXO, VP, Head, Manager, Founders

Revenue

Greater than 10M

Advanced Filters

TechStack

Webflow, Unbounce, Google Optimize

Department Size

Performance Team > 2

Website Traffic

Greater than 30,000/month
Growth >10% MOM

Ads Expenditure

Google Ads > \$30k/month
Avg. CPC for key search results > \$5

Keywords

Keyword Density > 100
Keyword search for businesses like
Fintech, Banking

Negative Criteria

Industry exclusion for Companies
hosting marketplace

What is Intent?

**Any prospect account looking to buy solution like
<your product>**

Intent Framework

1st Party Intent

Indicators received from your website visitors

Form fills

Ad traffic

Anonymous visitors



2nd Party Intent

Your trusted allies in sharing valuable insights

Ratings

Customer feedback

Influencers



3rd Party Intent

Aggregated in-market account signals

Keyword search

Social media activity

Purchase history



Intent Framework - Fibr

Keyword Path	Landing Page Link	Intent Topic	Estimated Company Size
Your Landing Pages	https://www.fibr.ai/	Site Personalization	2,915
Your Landing Pages	https://www.fibr.ai/	Website Tagging	5,945
Your Landing Pages	https://www.fibr.ai/	Content Personalization	644
Your Landing Pages	https://www.fibr.ai/flyt	Dynamic Creative	2,740
Competitor Research	https://quickpages.co/	Quickpage	83,325
Competitor Research	https://unbounce.com/landing-pages-overlays/	Unbounce	89
Competitor Research	https://markettailor.io/high-converting-personalized-landing-pages	Landing Pages	1,491
Competitor Research	https://quickpages.co/	Hyperpersonalization	2,725

Few learnings from my experience

Play	Typical ACVs	Motion	Channels	Content Categories		
				TOFU	MOFU	BOFU
Enterprise (>750M)	\$200k+	Sales led	<ol style="list-style-type: none">1. Emails (1:1 scouting and sniping)2. Inmails3. Events (Roundtables)4. 1:1 Snail Mails	<ol style="list-style-type: none">1. Infographics2. Blogs3. Case studies4. Value prop video5. Others	<ol style="list-style-type: none">1. Saving calculators2. Try and buy (Freemium)3. Product demo video4. Invite to an event/webinar5. Others	<ol style="list-style-type: none">1. Peer benchmarking2. Pain points specific collaterals3. Battle cards
Mid-market (50M - 750M)	\$20k-\$200k	Hybrid	<ol style="list-style-type: none">1. Google and LI Ads2. Content-led3. Emails (1:few)4. Events (Conferences, Roundtables)			
SMB (0M - 25M)	<\$10k	PLG and Community led	<ol style="list-style-type: none">1. Website (SEO/Organic)2. Google and LI Ads3. Community4. Nurture Emails (1:many)	<ol style="list-style-type: none">1. Infographics2. Blogs3. Case studies4. Value prop video5. Others6. LinkedIn Post		<ol style="list-style-type: none">1. Email Nurtures2. Re-targeting using Google

The [1:1 ABM playbook](#) that worked

Thank you

www.sprouts.ai

