



GTM Strategy ... in 30 mins

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2 objectives

1

What did we do and why –
The GTM plan

2

**Deep dive into 1 specific
GTM channel –**
A blueprint to execute



The playground & the players in 2021

Problem & ICP:

- CTO's realise they need a security compliance when their first serious deal gets blocked.
- Never heard of SOC 2 or ISO 27001. They search online, ask other founders on how to circumvent or how to get this done.

Players:

- Well established problem but not a well established category.
- Largely served by consultants
- 4 to 5 players in the bay area who raised \$50 MM+ each. A couple have raised \$100MM+. In comparison, we've were going to get \$10MM in Feb 2022.

The game plan

1. Cannot do what our competition is doing [Ex: FOMO on Events]
2. Short term, mid term and long term initiatives [Ex: Partnerships, SEO take time to build]
3. Get to 70% of our competitors reach [eventually]



The actual plan



Immediate:

Ads: ~10K per month
budget. 1 Geo



Mid term:

Outbound,
VC Partnerships



Long term:

SEO, Content,
Partnerships

SEO + Content was the big bet we made. Could have been partnerships too ...

Over to Kim...



Kamaraj aka Kim

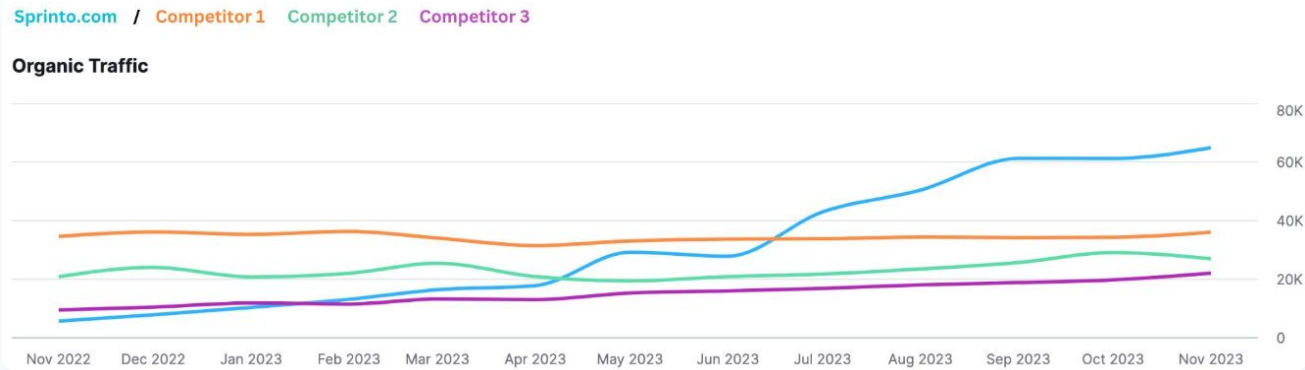
- 9+ years of building Organic engines that deliver.
- Helped companies like Sprinto, Kissflow, GUS, Storylane dominate their category

Biggest lessons:

1. Obsess about your ICP and their pain
2. Build to generate 'Pipeline' not just traffic
3. Focus on basics (not shiny objects)



Industry leader in organic traffic



- Major 3 competitors raised 5x to 20x than the money Sprinto have!
- In 11 months, Sprinto has the largest reach in the space and growing.
- Sharing story of how we did this and hoping some of you can replicate this for your companies



SEO Tips, Tricks **vs** How To Get SEO Success

Get the basics right with Content, build with SEO [1/5]

SEO starts with Content. We hired a content team first.

Quality content is focus on JTBD.

- Customer journey is key. Before writing a single word, important to build and define the customer persona and journey with the help of founders, product team, early customers, focus groups.
- Once the customer journey is defined, start creating content for your ICP's 'jobs to be done'. That will orient organic content towards 'Demos' and not just 'Traffic'.
- Thinking demos from Day 1 is important. Optimize blog's user experience accordingly.



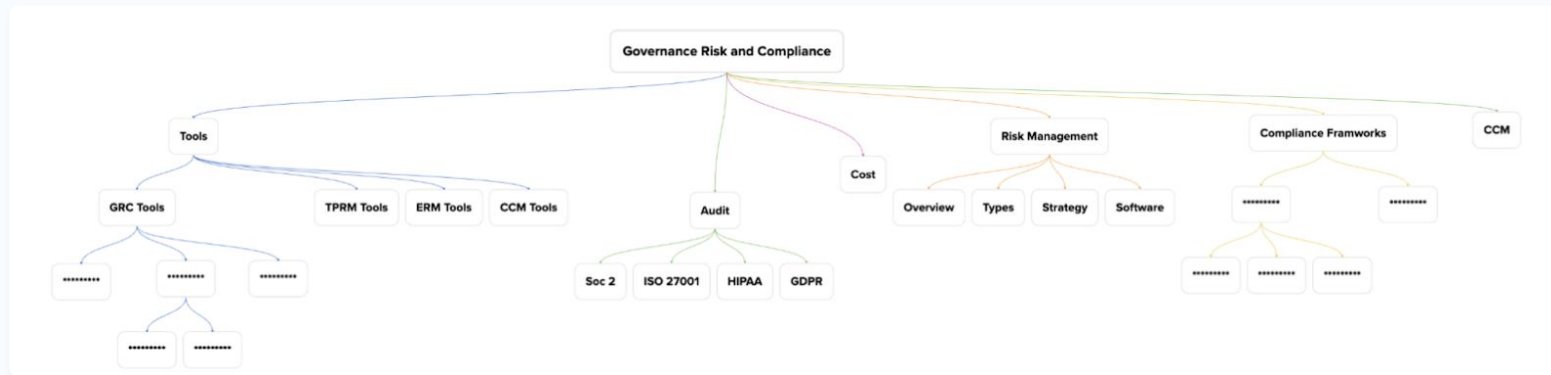
Strategic Approach to SEO [2/5]

- Quality content with a 3 year plan built on top of a mind map

Soc 2								
Overview	TSCs	Scope	Frequency	For Startups	Audit	Functional	Automation	Process to Certification
Benefits	Overview	Mapping	Timeline	For ICPs	Best Practices	Risk	Problems	First Time
why	Controls		Cost	For Industries	Exceptions	Vendor Management	Solutions	Repeat
Challenges					Tools and Resources	Monitoring	Pricing	Staying Compliant
Types						Policies	Benefits	
Type 1					Audit Process	Disaster Recovery + BCP	integrations	
Type 2					Internal	Compliance Management		
Type 1 cost					External	Security Trainings		
Type 2 cost					Reporting & Content	Evidence Collection		
How to get Type 2					Finding Auditors	Readiness Assessment		
						Mobile Device Management		
						VAPT		
						Incident Management		
						Access Control		
						Security Due Diligence		
						Security Questionnaire		
						Change management		
						Management Reviews		

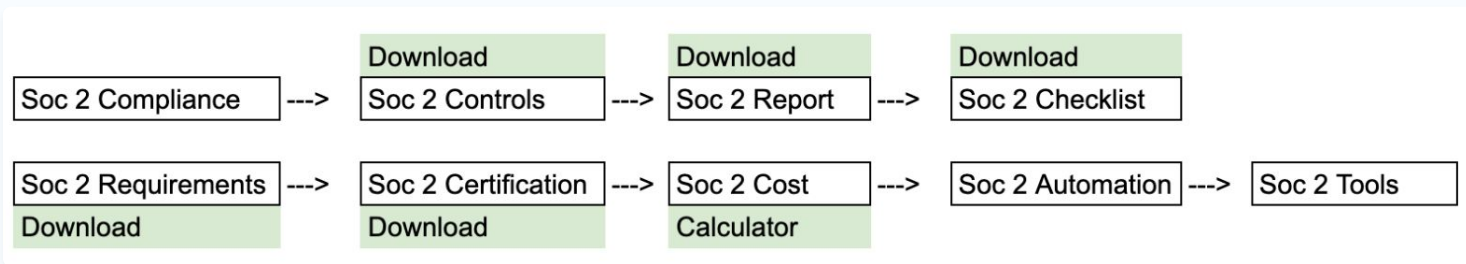
Strategic Approach to SEO

- Build a 3 year plan + prepare a Mind Map of the product



Strategic Approach to SEO [2/5 contd.]

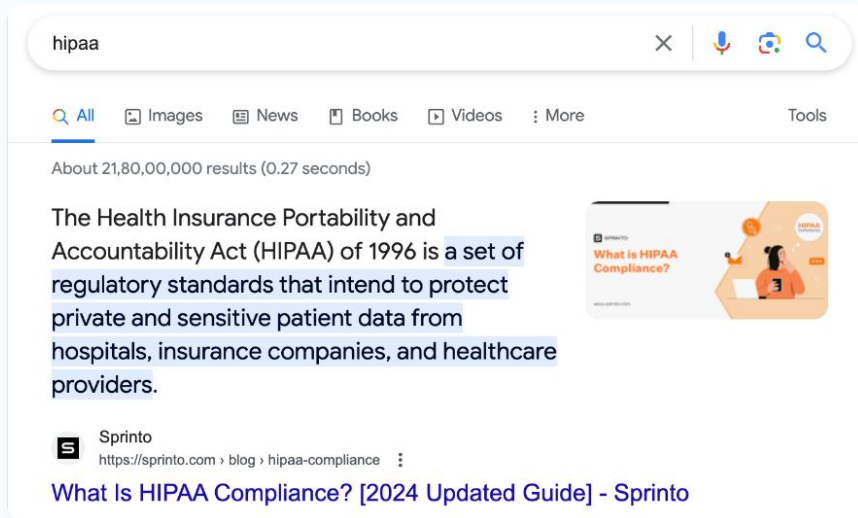
- Ensure to stay on top of prospect SEO touch points (LM help to capture prospects details -> help to put them in nurture)



Strategic Approach to SEO [2/5 contd.]

Topic authority is the key result

Eg: Ranking in Snippet for “HIPAA” (search volume – 450,000)



How not to **approach SEO** [3/5]

How I see early stage startups work on SEO:

1 Jump into publishing 5 articles/week focusing on number over quality

2 Looking for 'cheaper' quick fix content (Using AI without discretion)

3 Looking for results in 3 months and giving up

4 Hoping SEO consultants will take care of everything

5 Start tracking the ranking of too many keywords (without knowing which keywords to focus on)

6 Start building backlinks indiscriminately

Leanest Possible Team **to Execute** [4/5]

Order of hiring [Team Structure]

1

- SEO is a science + art. SEO Strategist for the initial SEO plan

2

- Content team first: Content Lead + 1 or 2 Content team members (write 8 to 15 articles/month)

3

- After six months: Mid Level SEO or a SEO Lead

Success Metrics [5/5]

What should you monitor / what questions to ask as a founder?

Q.1

- Number of articles and consistency is the goal

Q.2

- Impressions, traffic

Q.3

- Ranking. Traffic will follow

Q.4

- Number of leads



Thank you!

Questions?

Execution Tips

60/40 Rule

- In 1st couple of quarters try to have 60% of articles in BoFu/MoFu and rest in ToFu
- We should build for leads/conversions not just traffic
- In most of the categories, only 15 to 20 pages falls in MoFu and BoFu
- Long run to build visibility and brand - ToFu is important

Ensure Content Quality

How to build a great content engine?

- Create strong guardrails to align editorial quality expectations and process

Phase 1: Editorial checklist, Voice and Tone guide, TAT and escalation tracker

- Make production effortless with all the pieces in one place

Phase 2: Content Calendar, Content Workflow, Product Message Map

- Help the team own the final outcome (SQL) not just traffic

Phase 3: Optimize for conversions, Refresh every now and then to ensure the freshness of the content

Make it Easy for your Reader

- Keep the layout prioritized, neat, readable, both for users reading the content and search engines crawling our pages
- Easy access to other pages(internal links) → Correct Anchor text on the content
- Ensure there are no heavy-weight elements that make the pages load slow
- Add trust elements on your page (build a human connection with author bios, quotes, testimonials and more).

Don't just publish, **invest in distribution**

- Once an article is published, try to push it to everywhere your ICP hangs out (Forums, Communities like Reddit, Quora, Guest Posts)
- Repurpose articles into different formats (Video, LinkedIn post, Email etc.)
- Include influencers/thought leaders in your post (Reach out with the 'give')
- Give shareable assets & templates and encourage readers to share
- Look for organic PR opportunities around your content (Embed leadership quotes & more)

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