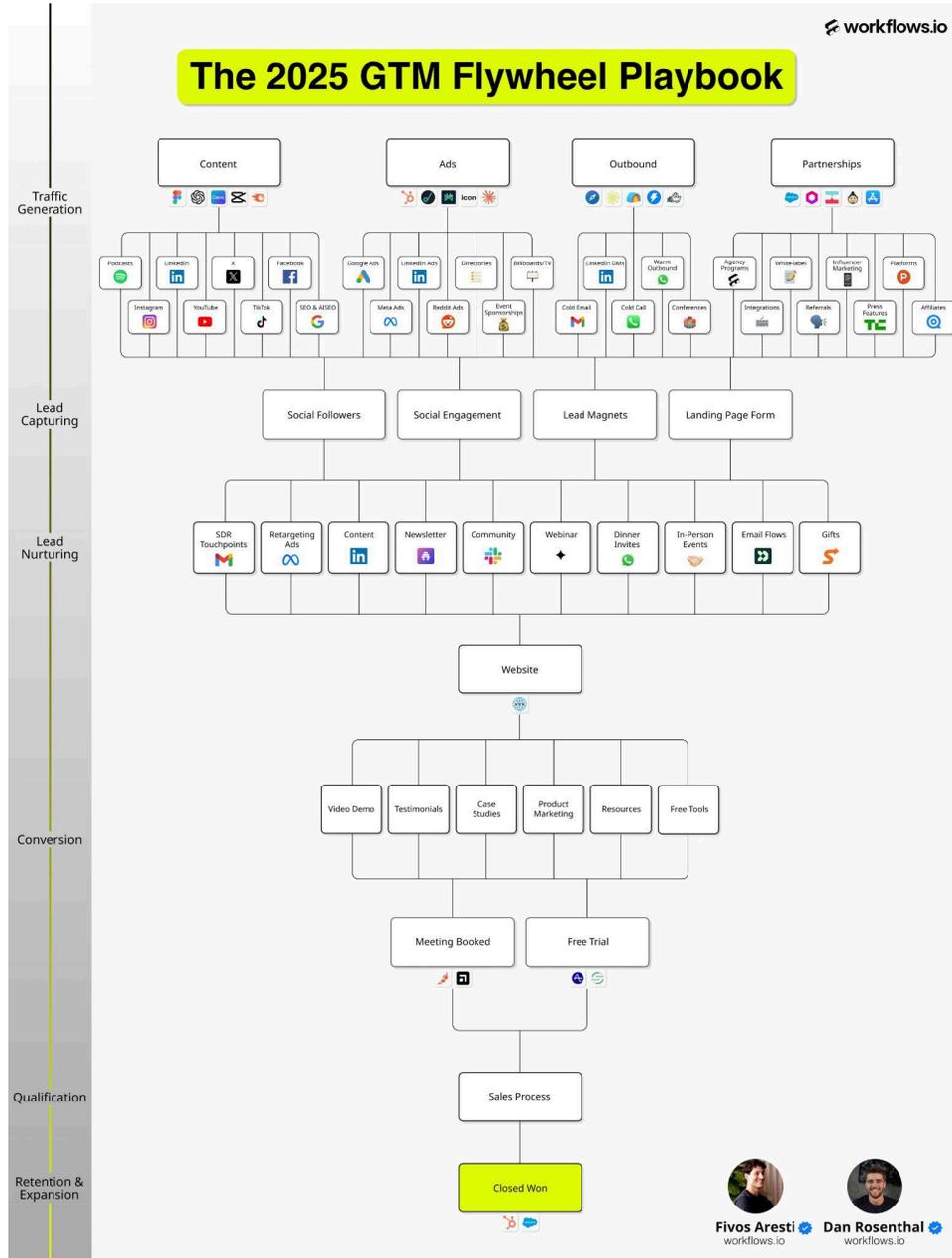


The 2025 GTM Flywheel Playbook



How it works?

Step 1: Traffic Generation

4 channels to attract more eyeballs:

- Paid Ads: Accelerate reach and test offers fast (Google Ads, LinkedIn Ads, Meta Ads, Reddit Ads).
- Content: Build trust through long-term inbound compounding (SEO, YouTube, LinkedIn, Blogs, Podcasts).
- Outbound: Proactive outreach to ICPs using cold email, LinkedIn DMs, and event triggers.
- Partnerships: Scale trust via referrals, integrations, and joint ventures.

Step 2: Lead Capturing

4 mechanisms to de-anonymize your traffic:

- Lead Magnets: Give instant value in exchange for contact info.
- Social Followers: Build a relevant audience for recurring exposure.
- Social Engagement: Turn post interactions (likes, comments, DMs) into nurture opportunities.
- Landing Page Forms: Drive conversions with focused CTAs and frictionless form design.

Step 3: Lead Nurturing

10 ways to deepen engagement and build trust:

- SDR Touchpoints
- Retargeting Ads
- Email Newsletters
- Drip Sequences
- Communities
- Webinars
- Dinner Invites
- In-Person Events
- Personalized Email Flows
- Strategic Gifting

Step 4: Conversion

6 on-site elements to maximize the number of meetings booked

- Video demo
- Testimonials
- Case studies
- Product marketing
- Resources
- Free tools

Step 5: Qualification

2 data-driven methods to prioritize the right opportunities:

- AI Lead Scoring: Combine firmographic + technographic signals to score leads.
- Smart Forms: Progressive data collection that qualifies and routes leads instantly.

Step 6: Retention & Expansion

Turn customers into growth loops:

- Customer Success Systems: Proactive onboarding, QBRs, and check-ins.
- Enablement Content: In-app guides, help centres, and academies.
- Community & Advocacy: Peer groups, champion programs, and co-marketing.
- Expansion Plays: Usage-based upsells and milestone-driven outreach.
- Feedback Loops: NPS, testimonials, and referrals.