

# SCALE

## A Demand Gen Playbook for Today's Dynamic Market Conditions

Craig Rosenberg, Mini Peiris  
July 28th, 2023



**We help our portfolio build and  
optimize hyper-growth GTM  
machines**

# The GTM platform leverages our expert network to provide a suite of offerings



Advisory



Content



Educational /  
Networking Events



Salesloft.



HubSpot



GTM  
Network

Experts in sales and  
marketing across the  
startup growth lifecycle



DocuSign

GitHub



COMPASS

# Today's Agenda

30 mins : GTM Playbook Insights - Scale Team: Craig Rosenberg, Mini Peiris

60 mins : 1H Performance vs. 2H Plans - Member Share

- Elle Woulfe - Formstack
- Ari Rosenstein - Techsee
- Beth McCullough - Drone Deploy
- Mike Stearns - CircleCI
- Brandee Sanders - Observe.ai

30 mins : Open Forum / Discussion

# Dynamic Market with Headwinds

...where the only constant is CHANGE

Requires:

- ☐ A new GTM playbook
- ☐ Constant review of results
- ☐ Rapid iteration as needed

Led us to field a Demand Programs survey on the hypothesis that companies were making significant adjustments in what they would Stop, Start & Continue



# Survey Sez...

## Sign of the Times

- 82% of programs “continue” but most don’t require budget / leverage existing resources

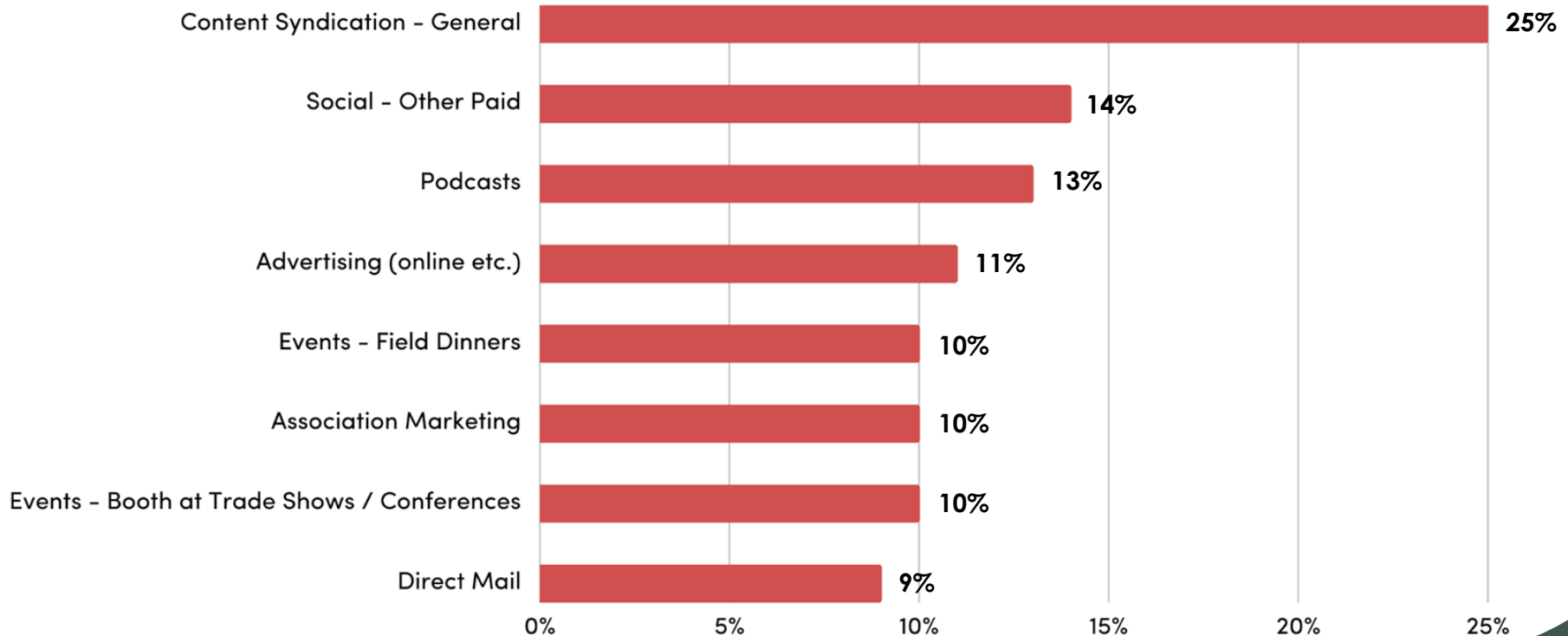
## Surprise

- Not as many “stops” as expected given budget headwinds
- Marketers report only planning to cut 5.1% of their programs

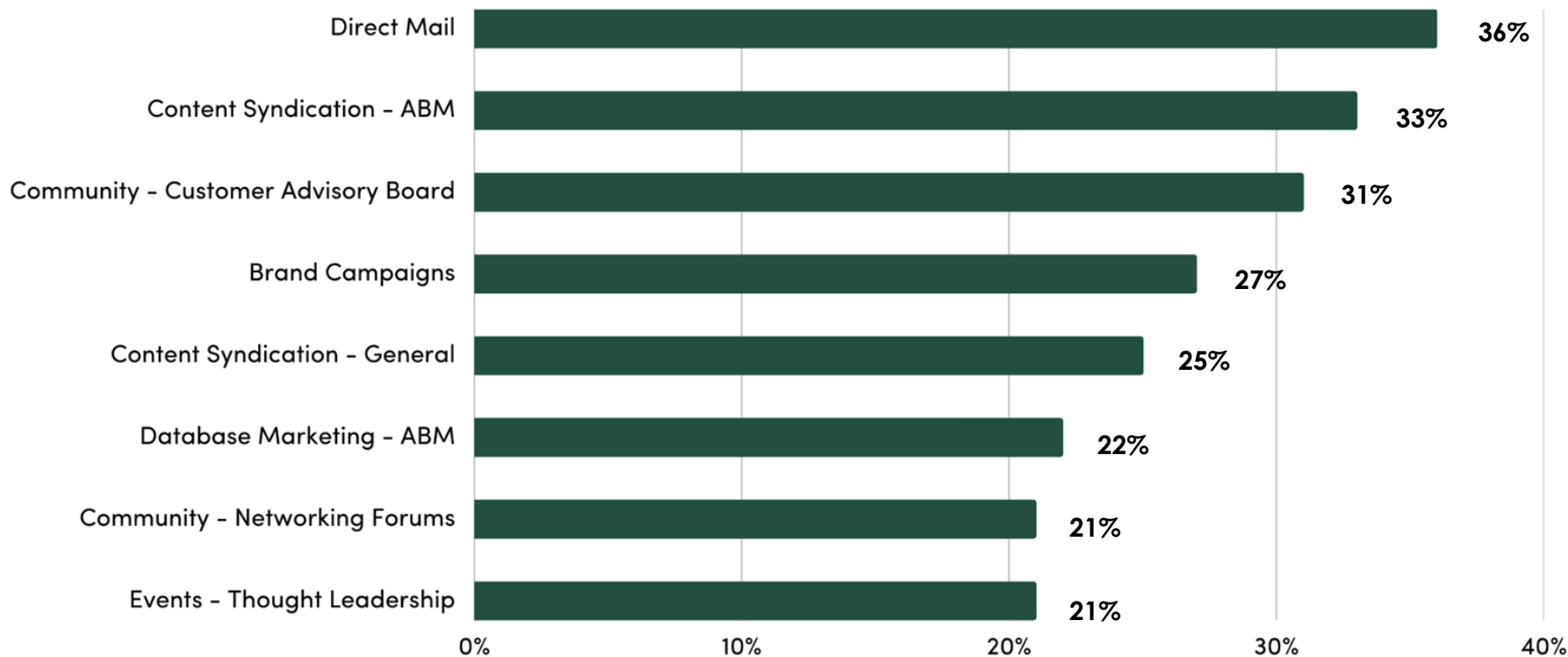


# Leading the pack for **STOP**

CAVEAT: Low absolute #s on some of the responses

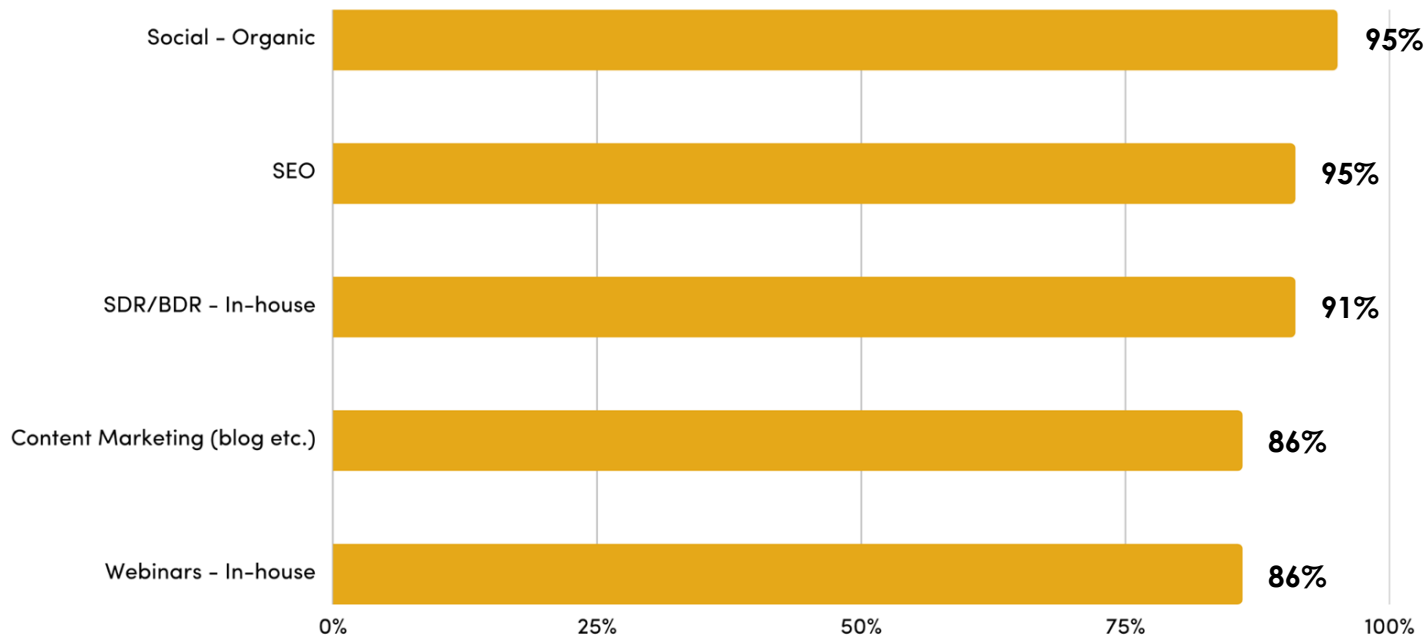


# Top of the **START** hit parade





# SO much on the **CONTINUE** list beyond these top 5



## TIED FOR 6th:

- **Social - LinkedIn Paid**
- Videos (testimonials, brand etc.)
- **Events - Booth at Trade Shows / Conferences**
- Database Marketing - Nurture

## STOP/START/CONTINUE: Using 1H Learnings to Set 2H Program Plan



- ❑ Events in general - particularly Dreamforce sponsorship & SFDC Partner events
- ❑ Pure brand marketing - podcast, awareness blogs/ TOFU content, “proactive” social media engagement
- ❑ Acquisition experiments
- ❑ Lower converting programs & campaigns
- ❑ SDR outbound



- ❑ Hyper alignment with sales teams & motions
- ❑ Product Led Sales / ABM expansion plays
- ❑ Verticalized marketing plays
- ❑ Personalized lifecycle marketing
- ❑ Automation & scaling for lead handling & follow up



- ❑ Content Marketing / Social Media, but changing our approach to committee based content development, ruthlessly aligned to quarterly themes
- ❑ PLG Growth experiments
- ❑ Scoring refinements to drive greater lead handling efficiency
- ❑ Very product-centric demand campaigns
- ❑ SEM / SEO aligned to acquisition & ROI targets

## STOP/START/CONTINUE: Using 1H Learnings to Set 2H Program Plan

**STOP**

- ☐ 3rd party webinars
- ☐ Trade show booths
- ☐ Direct Mail
- ☐ Paid Social...

**START**

- ☐ Videos, videos, videos
- ☐ AI assisted efforts
  - ☐ AI BDRs
  - ☐ AI Generated Messaging
  - ☐ AI Image creation
- ☐ Retargeting

**CONTINUE**

- ☐ SEO
- ☐ Content Marketing
- ☐ Targeted events for booking meetings
- ☐ Partner generated pipeline enablement



### STOP/START/CONTINUE: Using 1H Learnings to Set 2H Program Plan



#### STOP

- ☐ Partner Marketing
- ☐ SEO (Website Migration)
- ☐ Email Blasts
- ☐ Google Ads (to every industry and sub-industry)



#### START

- ☐ Brand Campaign
- ☐ Direct Mail
- ☐ Events - Field Dinners
- ☐ Integrated ABX Campaigns
- ☐ Community - Networking Forum
- ☐ Face to Face Customer Meetings



#### CONTINUE

- ☐ Advertising (Targeted)
- ☐ Community - CAB
- ☐ Community - Support Forum
- ☐ Database Marketing - ABM
- ☐ Events - Tradeshows
- ☐ Events- Pre-set meetings
- ☐ Podcasts
- ☐ SDR/BDR - In-house
- ☐ Webinars - 3rd Party & In-house
- ☐ SEM/Paid Search
- ☐ Social - Organic
- ☐ Social - LinkedIn Paid
- ☐ Videos

## STOP/START/CONTINUE: Using 1H Learnings to Set 2H Program Plan



### STOP

- ☐ Inefficient spend (CAC/LTV)
- ☐ Trade show booths (cutting half)
- ☐ Video
- ☐ Display
- ☐ Content Syndication



### START

- ☐ Direct Mail
- ☐ New Acquisition Strategy
- ☐ Outsource Int'l SDR
- ☐ Startup Programs
- ☐ Personalization



### CONTINUE

- ☐ SEO
- ☐ Field Events - Dinners
- ☐ Case Studies
- ☐ Social Organic
- ☐ DevRel Community
- ☐ Account Based Everything
- ☐ CAB
- ☐ PLG
- ☐ Internal SDR outbound

# Brandee Sanders

## VP Demand Gen + Marketing + Brand

**STOP/START/CONTINUE: Using 1H Learnings to Set 2H Program Plan**

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Summer  
2023

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# Stopping / Paused 3rd Party - High Spend Events

For our particular org we've seen limited success with 3rd party content syndication and 3rd party webinars and historically our internal efforts are 3-5X better performing so I am stopping this spend and pulling it all back in house. Also trade show booths costs - although a phenomenal brand asset the spend have to be paused/curbed in order to maintain finance **CAC** requirements in this market.

- 3rd party content syndication
- 3rd party webinars
- Trade show booths (cutting half/reuse vs new )
- Only core Sales to Events vs everyone (SQL goal)

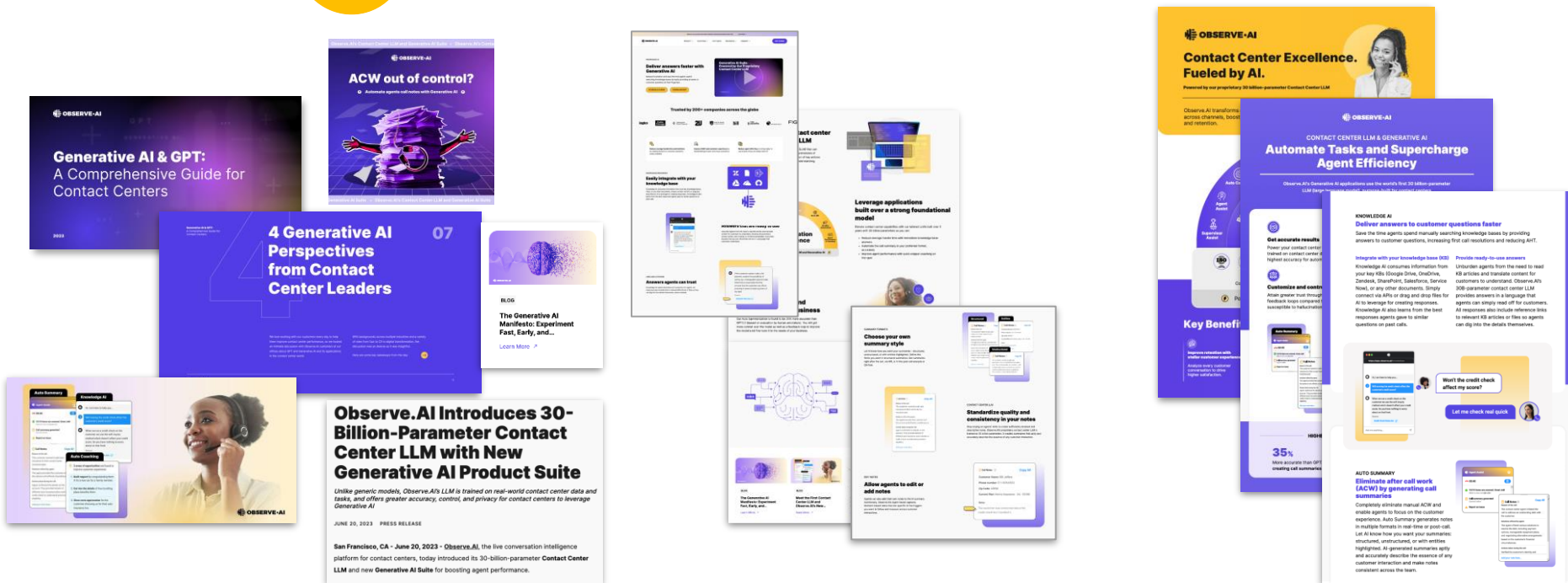




# Continue



# New Content + Paid Social + Ads + Web



## Creating Demand

Campaigns that fuel organic channels + videos + ads

## Capturing Demand

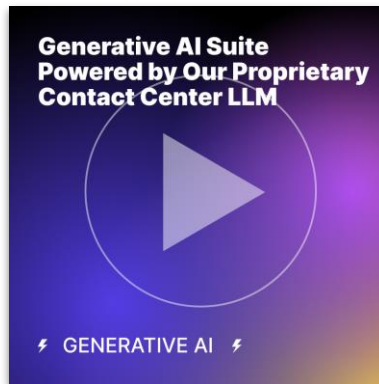
Assets that drive conversions + website, new content

## Sales Enablement

New assets that power our sales team + prove ROI + help close deals



# Start / Launch Thought Leadership + Customers



## The Generative AI Manifesto: Experiment Fast, Early, and Responsibly

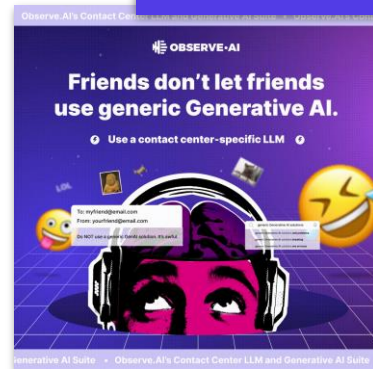
A Guide for Contact Center Leaders  
By Douglas Jones, CEO

When we look back on 2023, it will be remembered as the year Generative AI changed the world. Already we are seeing the impact of generative AI across industries and professions—the contact center included.

As with mobile, and cloud computing before it, those that do not adapt will fall behind.

With any paradigm shift, there are two critical choices to make:

1. What will you do?
2. Who will you trust?



## Thought Leadership + ELT

Both LinkedIn + Organic channels

## Short Form Video + Customer Advocacy

Customers Micro Stories

## Brand Campaigns

Categories come and go **Brand is forever**

# Thank You!



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