



The Next GTM Transformation: Tuning Your Marketing Antenna for the Right Market Signals



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A photograph of Taylor Swift performing on stage. She is wearing a shimmering, sequined dress and holding a microphone to her mouth. The background is dark with purple and blue stage lighting. The text 'The Era's Tour of marketing' is overlaid on the right side of the image.

The Era's Tour of marketing





Things we have to ask ourselves

How much wider can the net get without getting more of what you don't want.

Field of Dreams - If you build it, they will come. But are "they" who you wanted?

It's expensive always buying everything when you really only want certain people

It's hard to scale when "needing more" mean buying more of both what you want and what you don't.



Challenges with lead model



Person focused

Not aligned with our account based strategy of engaging people across buying group at an account



Low conversion

MQL based approach, low conversion rate (1-3% large accounts, 6% commercial)



Not ready to buy

Reaching out too early
e.g. on downloading content



**Fearless
marketing:
Strategies that
lead the way**



Marketing is still a team sport



New marketing playbook: **Replicating success**





Data

Clean data is important, especially on the account level

Convert leads to contacts ASAP

ICP is not just accounts.
Buyer persona/center matters.

“Data Fracking” - Use first-party data to gain competitive advantage.



It all starts with the list...

Ideal Customer Profile (ICP) accounts are all **accounts both marketing & sales should target**, regardless of current engagement or intent

ICP accounts

Uses firmographic, technographic and CRM and data to uncover your ICP

ICP accounts in CRM

Get accounts in your CRM so they are ready to be worked by your sales team

ICP accounts showing intent

ICP accounts in Awareness, Consideration, Decision, and Purchase stages



Key takeaways – Capture demand



Buying stage

Use Buying Stage to determine where the account is in buying cycle and orient campaigns around buying stage of account



Focus on accounts in market

We will have the best results by focusing on accounts that are in market and showing intent



Focus on driving engagement

Marketing goal would be to drive increased engagement using intent signals





**If you only
learned
three things
from this
session...**

- 1** Inbound model is outdated
- 2** Do your homework so you know your personas
- 3** Data is king

