

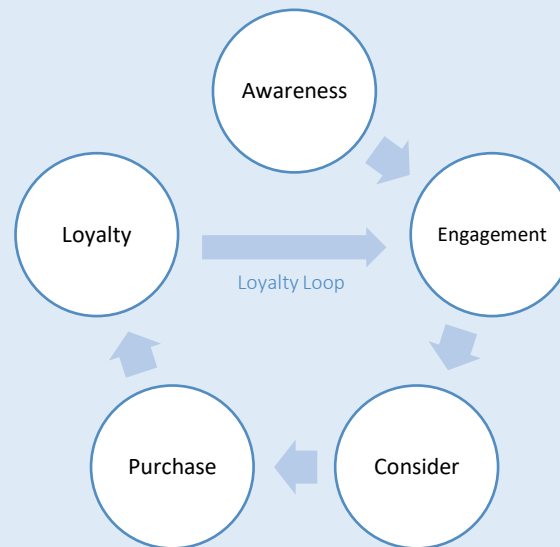
End-user strategy

1. How many users are aware of your brand?

- Build community
- High quality content
- Sponsorship
- SEO/PPC
- Great products - WOM

5. Are people getting value? Are they telling others?

- Comms on other products
- In-product cross-sell/upsell
- Nurturing tracks



2. How many people can we get engaged?

- Build "permission to market" database – get users to subscribe to some sort of newsletter
- Again, SEO/PPC on specific problems to build awareness of whole portfolio and problems we solve

4. We make €€ when customers buy product

- Amazing trial experience
- Frictionless purchase process
- Clear upsells/cross-sells

3. Get trialists

- Clear CTA to trial
- Zero-friction, full trials

Senior decision maker strategy

1. How many SDMs are aware of your brand?

- Add database contacts (e.g. DiscoverOrg)
- PR
- Analyst relations
- Paid-for thought leadership on 3rd party sites
- LinkedIn campaigns

2. How many SDMs can we get engaged?

- Build “permission to market” database – get SDMs to subscribe to some sort of newsletter
- Content/SEO for specific problems for SDMs – fintech, digital transformation, whitepapers etc
- “Solution pages” targeted at personas
- Small-scale events
- Targeted ABM campaigns



5. Are people getting value? Are they telling others?

- AE outreach post-purchase
- Customer Success
- Make best customers feel special

4. We make €€ when customers buy product

- ROI calculators, reference customers
- Great PoC process – involve Advocates as needed
- ABM work targeted as appropriate – portals, advertising, pitch decks etc

3. Get on Consideration Set

- Good lead qualification
- Active AE/BDR outreach
- Sales enablement