

T2D3 GROWTH SERIES

Balancing Quick Wins and Sustainable Growth



Stijn Hendrikse



Stijn supports B2B entrepreneurs with his experience in marketing and sales excellence for SaaS-based businesses. He works with investors during diligence and post-acquisition, including as an interim Chief Marketing Officer. Stijn has served as CMO and CEO for multiple B2B SaaS companies, including MightyCall and Acumatica. Stijn led Global SMB Marketing and B2B Product Marketing for Office at Microsoft, including the launch of Office 365 and the adoption of the Open XML ISO 29500 Standard. From this experience, Stijn co-founded Kalungi, specializing in growing small to mid-range B2B software companies with supporting their Go-To-Market, where they share many similar needs - Stijn.Hendrikse@Kalungi.com

Learning Opportunities

COMING SOON

T2D3 Growth

Stijn Hendrikse

Q1 2021



AVAILABLE NOW













B2B SaaS Marketing Snacks

(14 min. episodes)

Short-form strategic answers to the questions we're asked most often as B2B SaaS Marketers. Designed for CEOs, searchers, and marketing leaders of early-stage B2B software (SaaS) companies.

→ [Kalungi.com/podcast](https://kalungi.com/podcast)



 9 - How to forecast revenue with CAC, ARPU and churn	 14 - How big (or small) should your niche be?
 8 - What should you put on your first marketing dashboard?	 13 - What to look for in your CMO (or marketing leader)
 7 - How to run quick go to market experiments	 12 - Who should your first marketing hire be?
 6 - How do you start with B2B content marketing?	 11 - What OKRs should your marketing team use?
 5 - When is the right time to invest in marketing? Hint: at PMF	 10 - What role does brand play in your marketing?

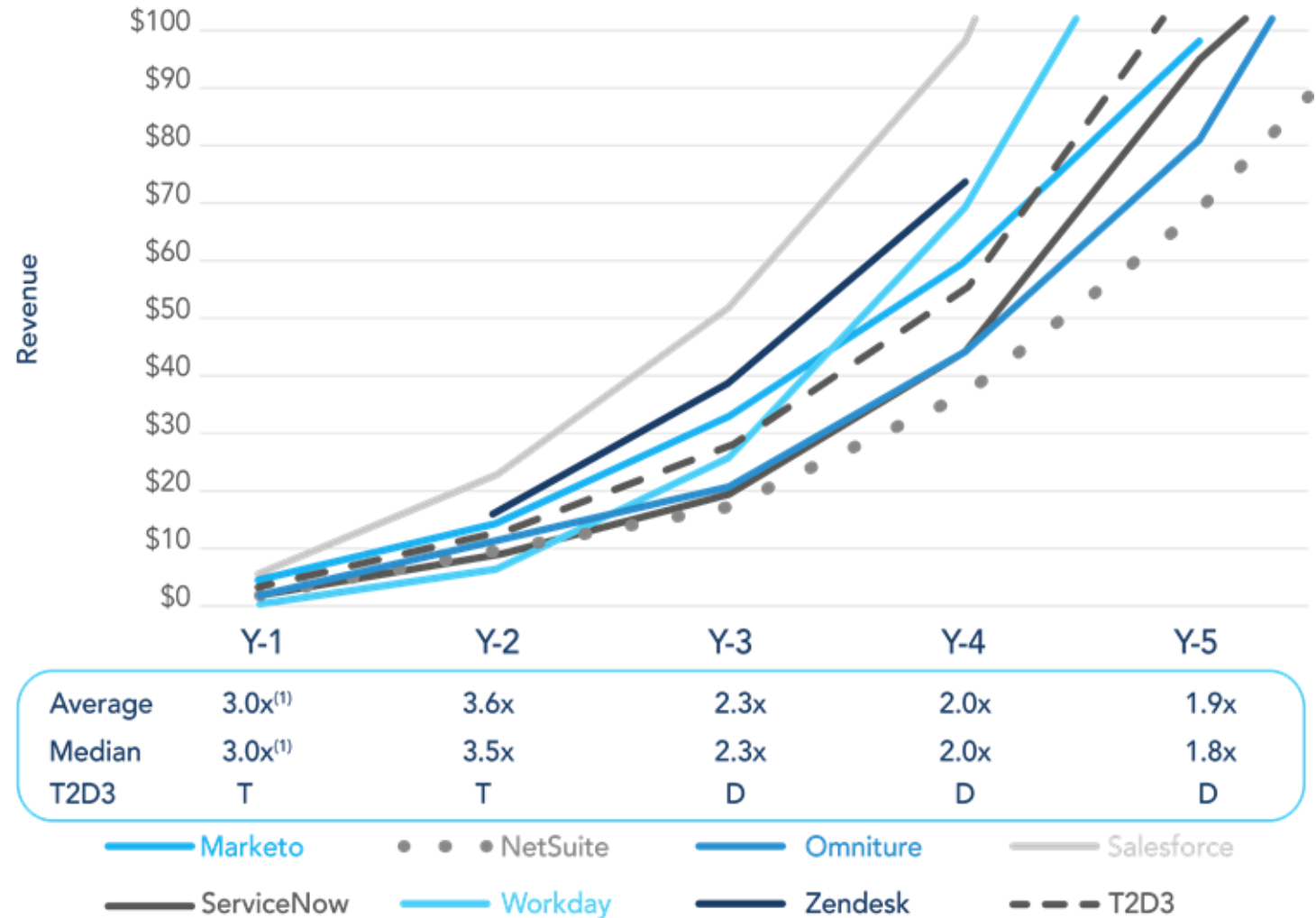
Expectations

ARR^x Growth
=

1. Keep your Customers

2. Diversified Demand
Generation

3. ARPU Expansion



Conflicting choices?

- Inbound vs. Outbound
- SDR vs. BDR vs. Sales Executives
- Organic vs. Paid
- Product Market Fit vs. Driving Awareness
- ABM vs. Content Marketing
- Speed vs. Scale
- TAM vs. “Nailing a Niche”
- SEO vs. SEM
- TOFU vs. MOFU vs. BOFU



Or potential Synergies?

- Inbound and Outbound
- SDR and BDR and Sales Executives
- Organic and Paid
- Product Market Fit and Driving Awareness
- ABM and Content Marketing
- Speed and Scale
- TAM and “Nailing a Niche”
- SEO and SEM
- TOFU + MOFU + BOFU



Balancing speed and scale

Quick Wins



Branding/logo



Paying for list



Focus on homepage



Cold calling



Focus on press releases



Throwing parties/events



Make more noise through followers



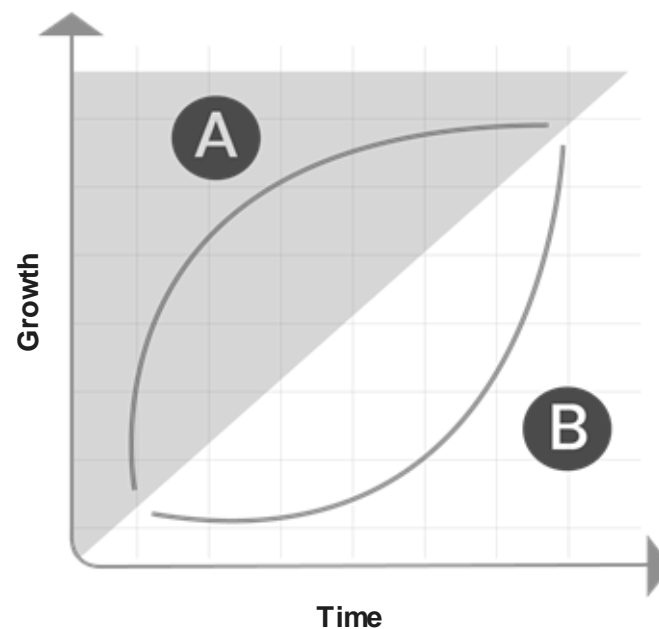
Outsourcing core marketing



PPC & Adwords



Link building



Sustainable



A/B testing



Build opt-in list



Focus on landing pages



Great customer service



Get subscribers to your blog



Create educational content



Participate in long tail social media



Invest in being relevant



Earning clicks with great content



Develop trusted relationships

Short-term & Diminishing Returns



Paying for list



Cold calling



Focus on press releases



Make more noise through followers



PPC & Adwords



Throwing parties/events



Focus on homepage



Long-term & Scalable



Build opt-in list



Great customer service



Get subscribers to your blog



Participate in long tail social media



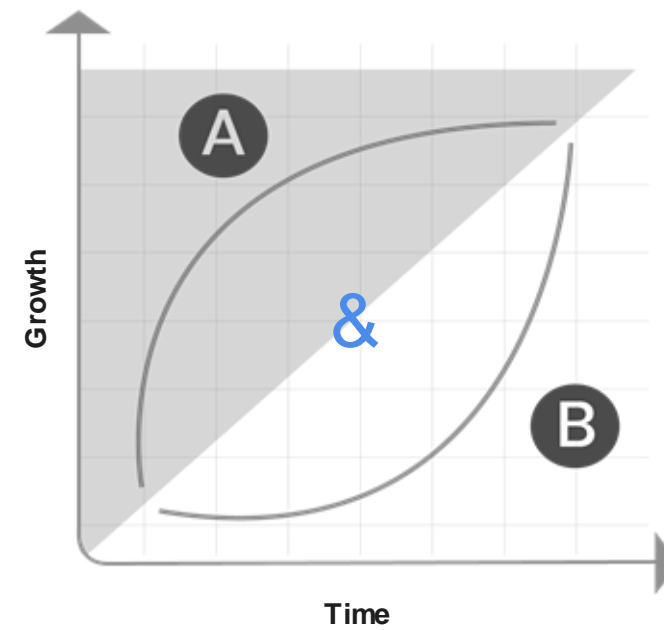
Earning clicks with great content



Create educational content



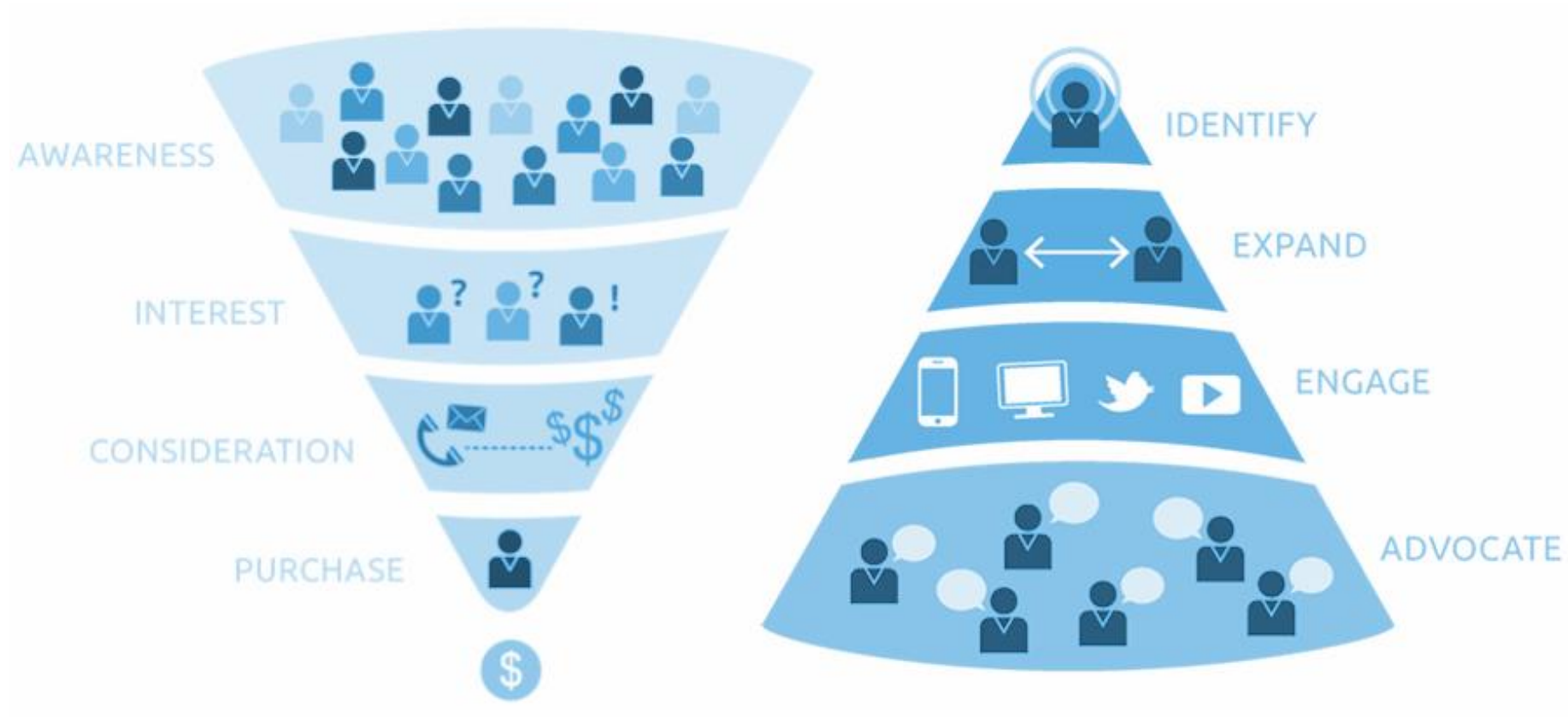
Focus on landing pages



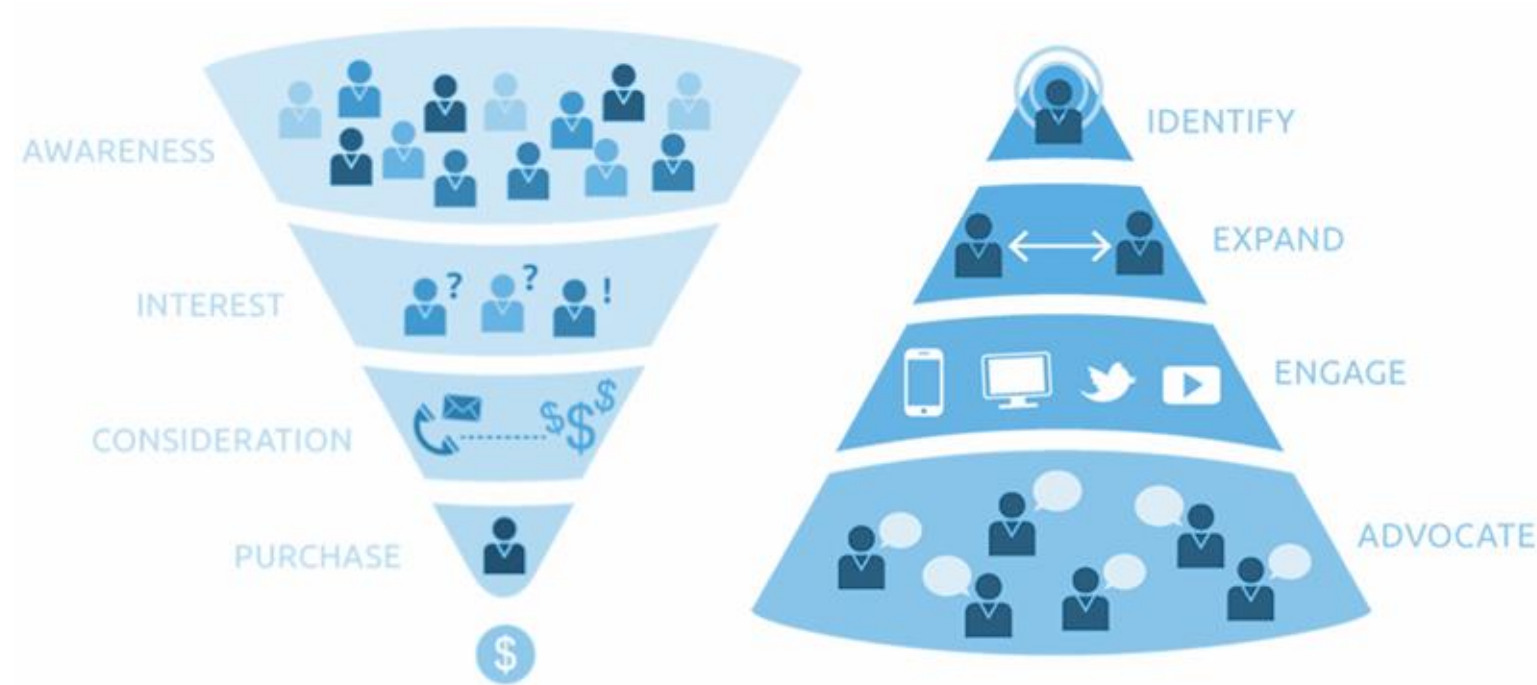
Questions



Hunters and Gatherers in Sales and Marketing



Inbound and Outbound



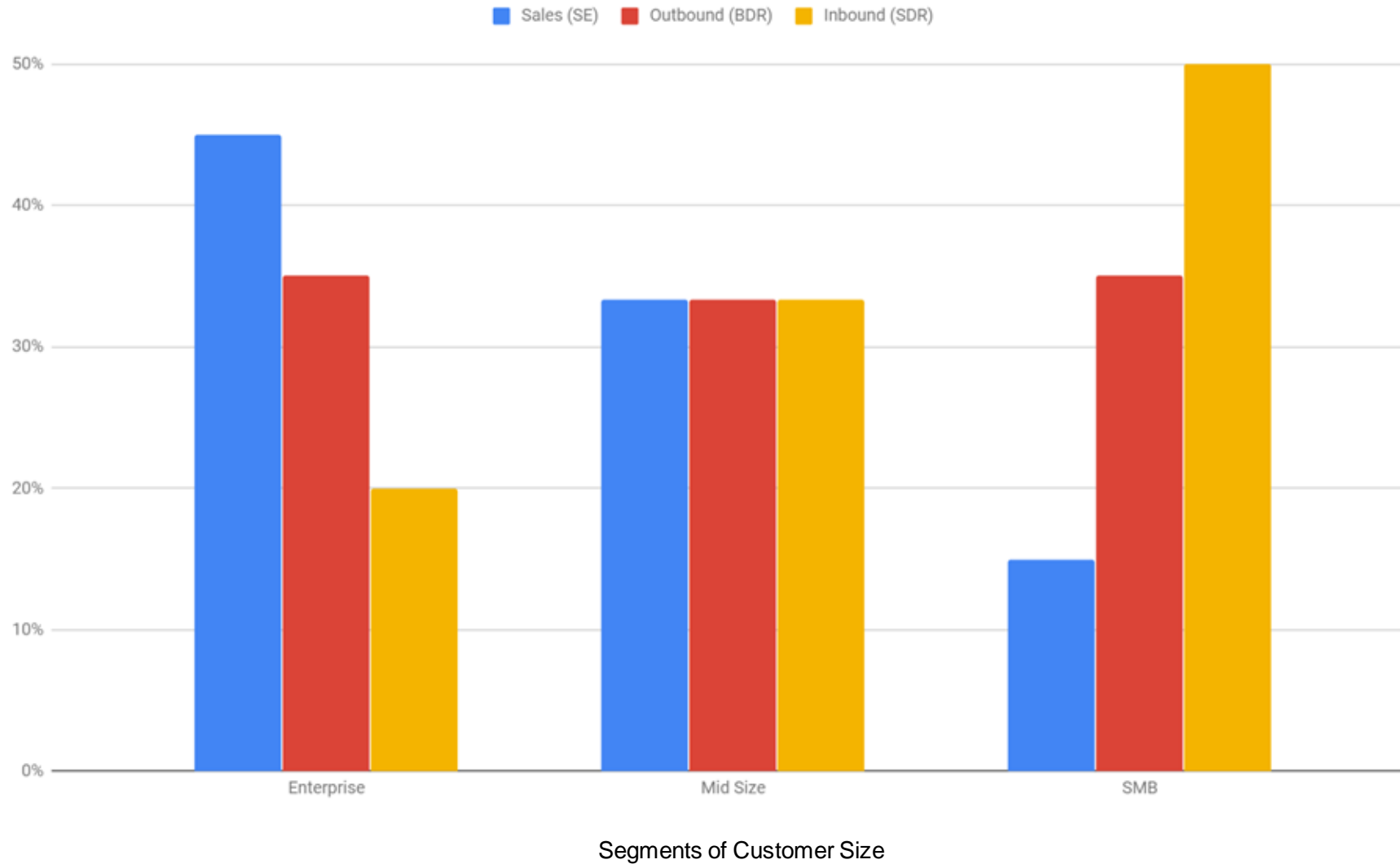
Inbound

High Intent (Hand Raisers)
Smaller Deals
SDR - Take the Order
Fast

Outbound

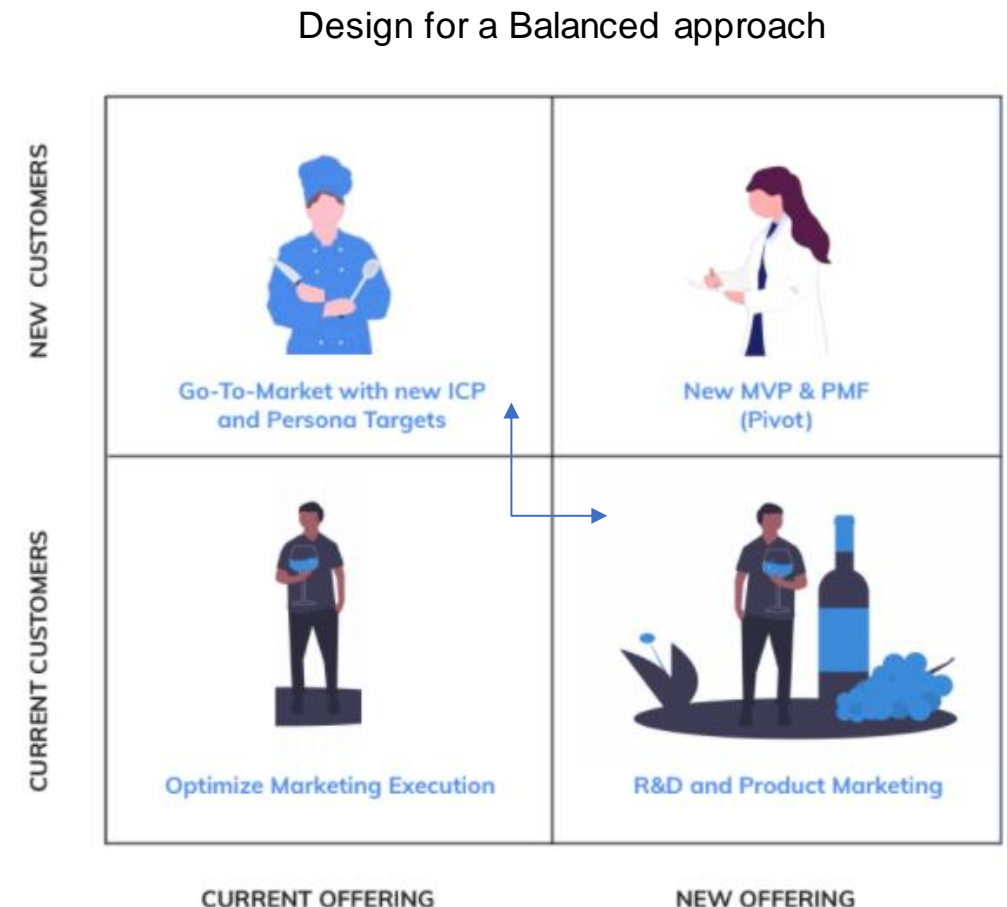
Fit ICP
ACV+
BDR - Uncover Pain
Slow

Who drives your funnel?



Execute a few growth levers holistically

- Organic and Paid
- Product Market Fit and Driving Awareness
- Nail your ICP based on your inbound learnings
- Make noise with relevant content
- Speed and Scale
- SEO and SEM
- Inbound and Outbound → ABM



Getting ready for Q1 2021 - Example Balanced OKRs

Short term focus

- Objective 1: Drive Demand for our Products and Services
 - Key Result 1a: Grow sales funnel with XX net new qualified Deals in Hubspot
 - Research current Funnel Dynamics and clean up issues
 - Increase Conversions of MQLs to Deals through A/B Testing
 - Drive “Meetings Happened” Focus with Sales and secure ownership
 - Key Result 1b: Drive YY New Marketing Qualified Leads to Sales team
 - Execute ABM Campaigns to 2 specific Verticals with clear ICPs
 - Optimize Prospect/Lead Nurture Campaigns
 - Generate actionable “reverse funnel feedback” (lead quality loss analysis)
 - Improve channel attribution to drive optimization/agency accountability
 - Key Result 1c: XX New Subscribers (opt-ins) (YY in Q2)
 - Launch holistic Content Marketing
 - Improve top 10 (traffic) Website Landing Pages on-page SEO
 - Drive off-page SEO from Partner properties

Long term scale

- Objective 2: Build Growth Flywheel
 - Key Result 2a: One New Customer from an “always on” referral program
 - Key Result 2b: X Meetings Happened from Organic Search
 - Key Result 2c: New Branding and Positioning applied to top Content pieces
- Objective 3: Build a new “Go-To-Market” for a new Niche-to-Nail
 - Key Result 3a: ICP completed and TAM/SAM/SOM Plan defined
 - Key Result 3b: 1 New Testimonials published
 - Key Result 3c: List targets acquired and validated
- Objective 4: Improve Return on Marketing Spend (ROMI)
 - Key Result: Lower Customer Acquisition Cost to <\$XX

Questions

UP NEXT

Stay tuned

**Account Based Marketing (ABM)
for B2B SaaS Leaders**

January 13th - 1:30 PT / 4:30 ET





Thank you!