



WEBINAR

# Scale Up!

## Building your Cybersecurity Sales & Marketing Machine



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MARION  
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# Agenda

- 1 Setting the Stage
- 2 Critical Foundations & Key Assumptions
- 3 Key #1: Targeting & Ideal Customer
- 4 Key #2: Staffing
- 5 Key #3: Budgeting
- 6 Key #4: Process & Technology
- 7 Key #5: Metrics
- 8 Wrap up & Bringing it Together

# You've All Seen The Numbers In Cyber

Cyber spending  
expected to surpass

**\$133B in 2022**

Market has grown

**30X in 13 years**

In 2019 alone, we saw

**23 exits** worth **\$3.46B**



**300+**

New cyber startups per year

With only

**½ of businesses**

surviving the

**first 5 years**

...how to position yourself for the  
better half?

*(hint: good tech is not enough)*

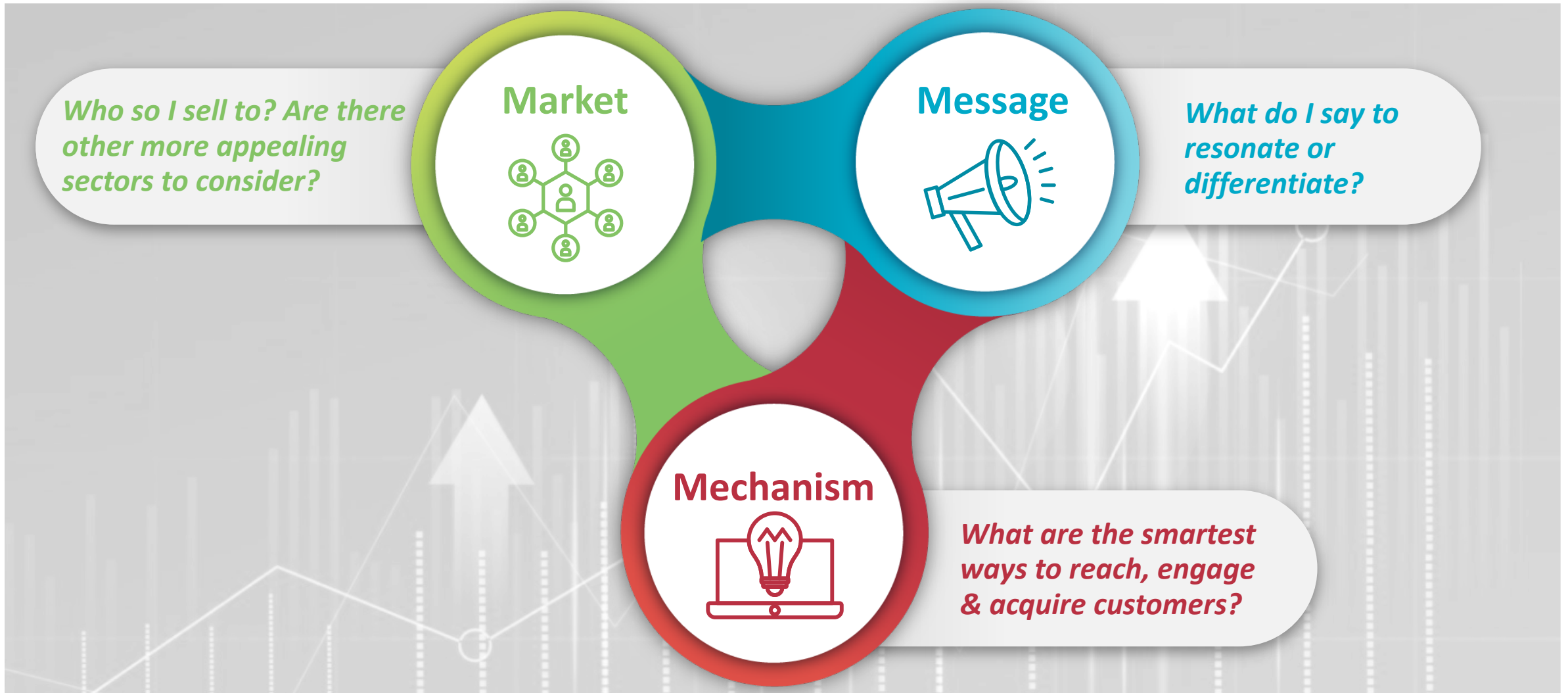


**Lots of competition + noise in the market = vendor fatigue and confusion**

**>> Need authentic and differentiated messages + clearly defined targets**

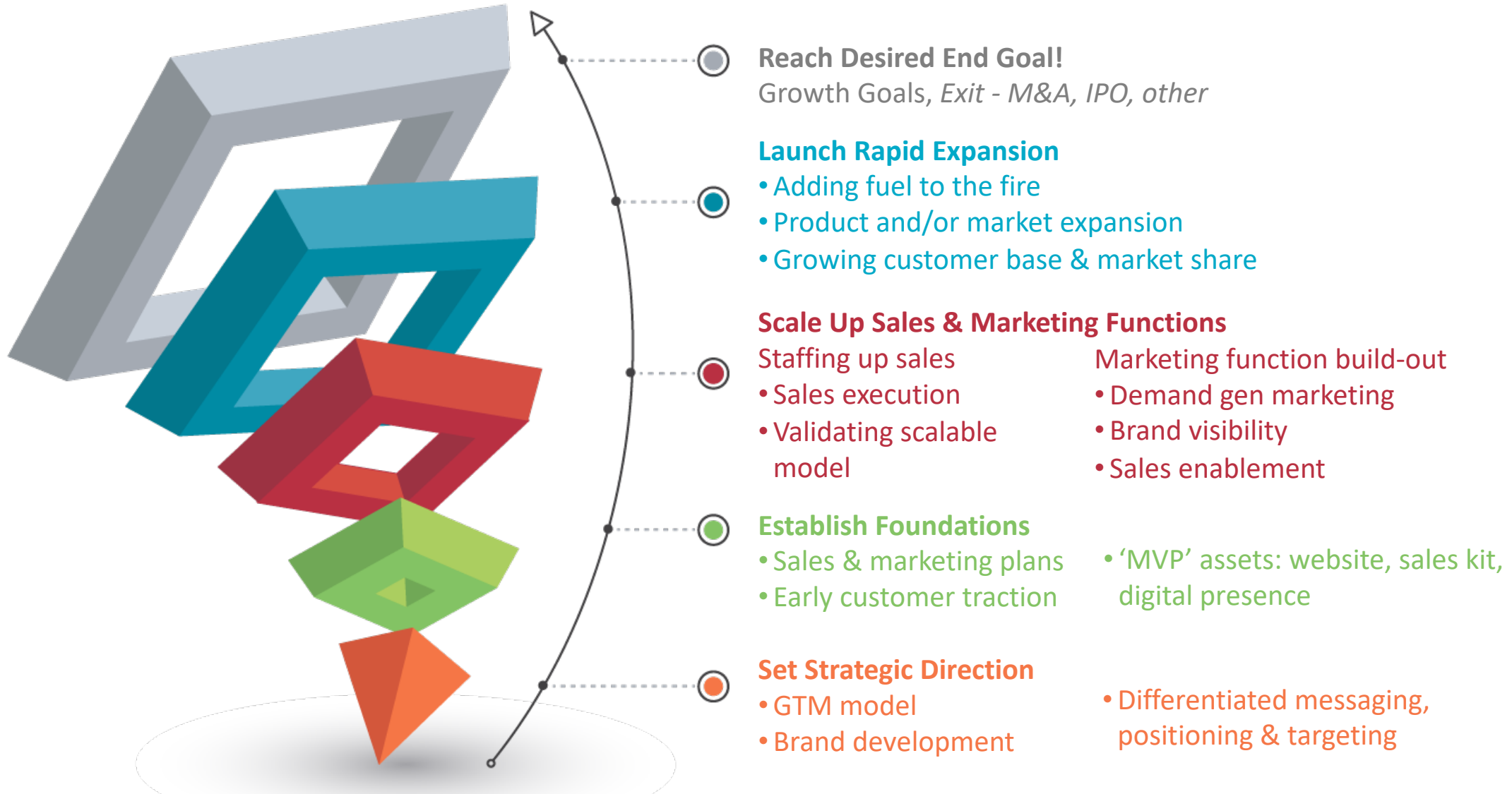


# Growth Triad: Foundational Components





# Start With The End In Mind



# Sales & Marketing Must Work in Lockstep







1

# Targeting & Ideal Customer: Setting the Stage



**At its core:** Who needs and buys your solution that can be reached in a scalable, repeatable manner?

## 3 Key Mistakes

- 1 Blindly going to the **top**. Conversely, naivety about going **bottoms-up**
- 2 Lack of focus: Spreading **proactive Sales & Marketing investments** too thin
- 3 Insufficient feedback mechanisms to **evolve based on market feedback**



1

# Targeting & Ideal Customer: Getting it Right

## Who to target

### Company Level:

- Sectors
- Size
- Geography
- Specific profiles

### Roles:

- Champion
- User
- Decision-maker
- Influencer

## Implications across the board

- Sales strategy and selling model
- Role of marketing vs. sales
- Marketing strategy and execution plan
- Resources to hire





## 2

# Staffing: Setting the Stage

## Biggest Risk: Adding staff too early or too quickly

- 1 Skill sets you need will change... quickly
- 2 Ensure a proven, scalable model to inform hiring profiles
- 3 Hire exec and believing problems will 'go away'

### Things we hear (*and want to believe!*)



Sales

*"I've got a great rolodex"*  
*"I love to prospect"*  
*"I always make my numbers"*

*"I'm a strategist but LOVE rolling up my sleeves to execute"*  
*"I'm such a strong generalist, I can do it all myself"*



Marketing



2

## Staffing: Getting it Right

**Be clear and realistic on what you need and when**

- ✓ Proven, scalable GTM
- ✓ Duration of current needs
- ✓ Strategy vs. execution
- ✓ Level of expertise
- ✓ Time-to-ramp...and opportunity costs
- ✓ Bad assumptions in sales forecast





3

## Budgeting: Setting the Stage

**B2B companies  
invest between**

**6-12%+**

**of revenue into  
marketing  
(smaller = higher)**

**Marketing  
budget makeup**

**People  
+  
out of pocket  
(tools + advertising)**

**Sales budget =  
PEOPLE!**



3

# Budgeting: Getting it Right

## Factors informing budget decisions

- ✓ Company stage
- ✓ Go-to-market
- ✓ Revenue generation model
- ✓ Competitive landscape
- ✓ Market maturity
- ✓ Urgency of target market to adopt/purchase
- ✓ Costs associated with best-fit programs needed to reach targets



## Tips and Reminders

- Revisit allocations –needs shift over time
- Don't be cheap (scrappy can be costly!)
- Align sales and marketing ...but keep budgets separate!





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## Infrastructure: Process & Technology: Setting the Stage



### What you should already have (or quickly get) in place

- Populated, accurate CRM
- Marketing automation
- Prospect databases / sources
- Analytics dashboards and reports
- Actively maintained social presence
- A flexible, scalable website



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# Infrastructure: Process & Technology: Getting it Right



## (Right-Sized) Marketing & Sales Tech Stack

**Dashboards, Analytics & Closed-Loop Reporting**

**Digital Advertising**

**Ad Tech**

**Organic Digital Presence (i.e. social media)**

**Website CMS**

**Landing Pages/Forms**

**Marketing Automation**

**CRM**



## Tech Tips

- True cost of ownership — software + 'services'
- Tipping point for tech investments
- Fit with plans & processes

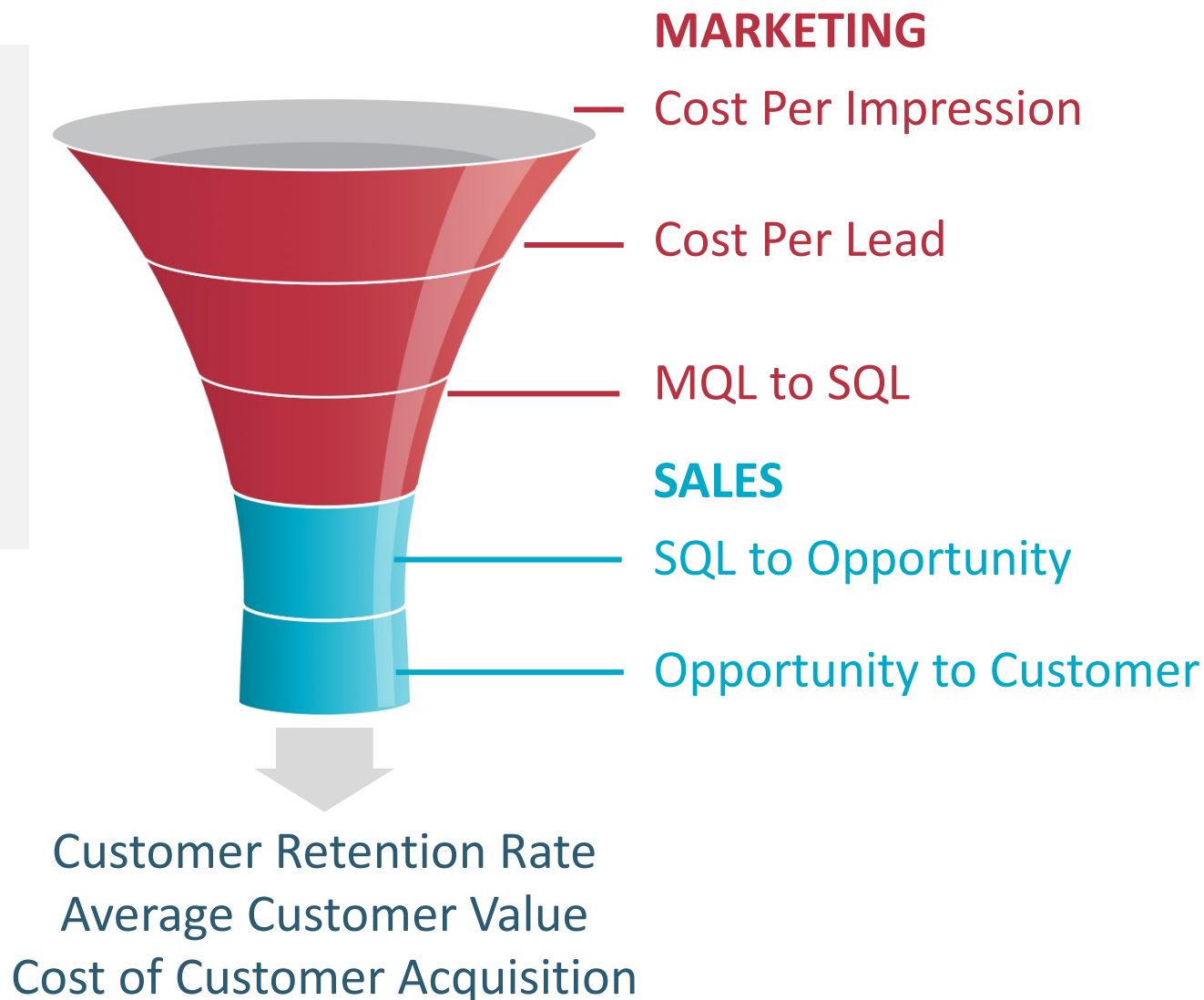


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## Metrics: Setting the Stage

### Example funnel & pre-funnel metrics

*Differences by product offering, solution delivery model, selling model*







**Bottom line:  
Activity  
doesn't equal  
impact**

## Keeping it Simple

- ① **Know what to track**
- ② **Know your numbers**
- ③ **Know when and how to take action accordingly**

*...and make sure sales and marketing are aligned on key metrics*

# If you remember nothing else...

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**Ideal Customer:** Don't spread your resources too thin by targeting too broad: there's always an opportunity cost.



**Staffing:** Don't hire too quickly—you might quickly outgrow those needs or hire staff that later require costly pivots.



**Budgeting:** Understand people are your top expense but be sure to allocate for the out-of-pocket expenses that help bring your plans to fruition.



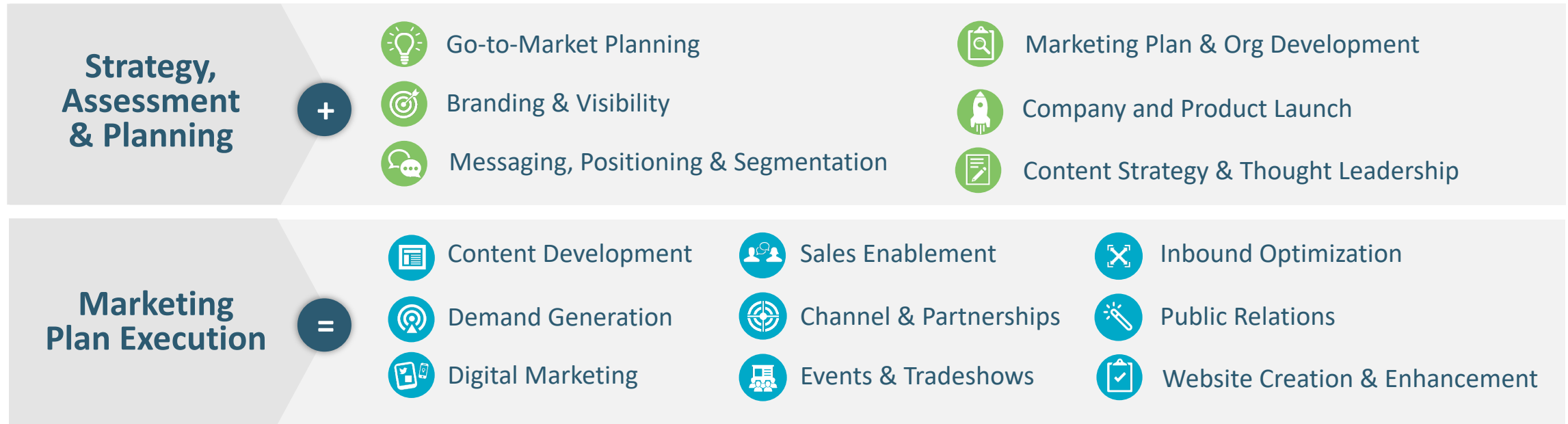
**Infrastructure & Technology:** Get your processes and back-end systems in order and aligned...but don't fall for the allure of automation or AI before you're ready.



**Metrics:** Be clear on your top metrics to track—and ensure marketing and sales are aligned on those.

# What should I know about Magnetude Consulting?

Our engagement model is designed to help clients traverse the critical intersection between growth **strategy** and practical, best practice **execution**...aligned with *how today's buyers buy*.



## Engagement Models



**Outsourced Marketing Leadership**  
*Interim, Ongoing or Project-Based*



**Fractional Marketing Department**  
*Hybrid Team or Fully Outsourced*



**Supporting In-House Ramp**  
*Ramping Up the Function*

# Why Marion Square

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- We are a sales and business growth consulting firm that is equal parts strategy and execution
- We work across multiple industries and situations
- We craft sales and new business strategies, build networks and deliver business
- We have decades of experience in this arena
- We have an extensive partner network that we can leverage to build teams with the right skills, knowledge, industry access and relationships



# Special Offer: Sales & Marketing Assessments

## “Scale Up” Sales & Marketing Offers

### 1 Sales & Marketing Scale Up Readiness Audit SPECIAL OFFER: \$4,000

Consists of:

- 30-minute intake call
- Follow on review / analysis
- 90-minute advisory & recommendations session
- 30-minute call for final questions, guidance

### 2 Sales and/or Marketing Rapid Assessments & Plans

- Assessment across key functions
- Tailored to your current stage and goals
- Recommendations sessions & report

***We’re raffling off 2 free audits from today’s attendees—you’ll be notified within 24 hours.***

*Please follow up to request more information and discuss your specific needs.*



# Questions?





## Check your email after this!

All attendees will receive:

- Today's slides
- Webinar recording
- Additional resources

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## Thank you!

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Magnetude Consulting is a marketing firm that specializes in working with B2B companies looking to market the right way in today's increasingly complex environment by providing growth strategy consulting and fractional marketing department services in areas such as marketing strategy, messaging & content development, digital marketing, demand generation, sales enablement and brand visibility. They specialize most heavily in the cybersecurity sector and also serve clients in other emerging/disruptive tech, as well as across the broader B2B sector.

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Marion Square has built a solid reputation as a customer-centric organization where people come together. Our focus – solving our client's most complex sales and new business challenges through applying a diverse team of sales leaders, technologists, design thinkers, and business professionals. We have a hard working, entrepreneurial, forward thinking culture that believes in taking calculated risks, working in uncharted territory, analyzing the results and learning from everything we do. We have a perpetual curiosity that often leads to compelling solutions to help our customers achieve their goals – no matter how large.

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