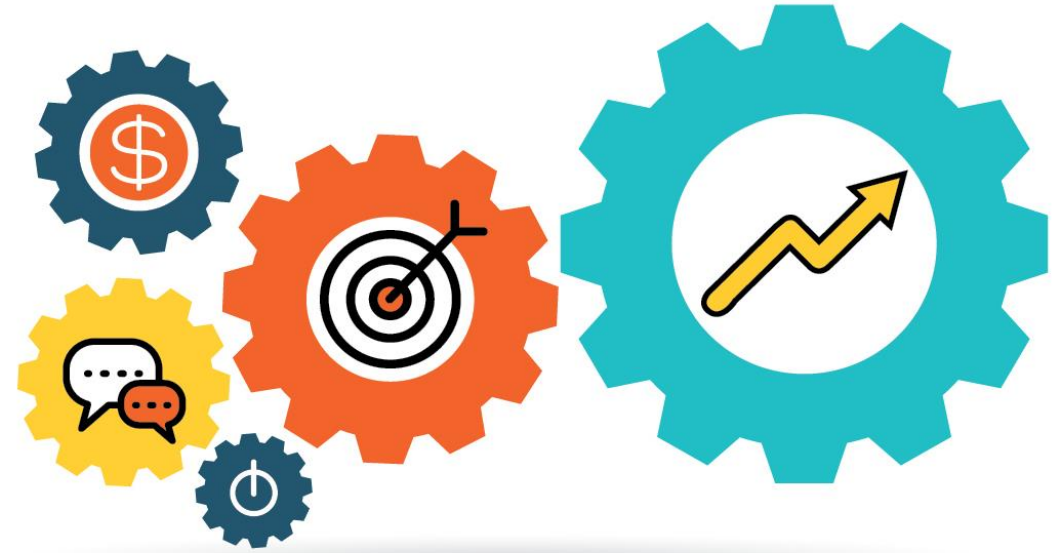




WEBINAR

Gear Up & Take Off:

4 Critical Components to Fuel Your Sales & Marketing Machine



Natalie Nathanson
Magnetude Consulting
Founder & CEO



Harvey Morrison
Marion Square
Executive Director



Agenda

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

Uncertainty + Growth? Yes.

50%

B2B companies have reduced budget

United States GDP down

33%



24%

B2B companies have increased budget

Software industry closed deals

up 14%

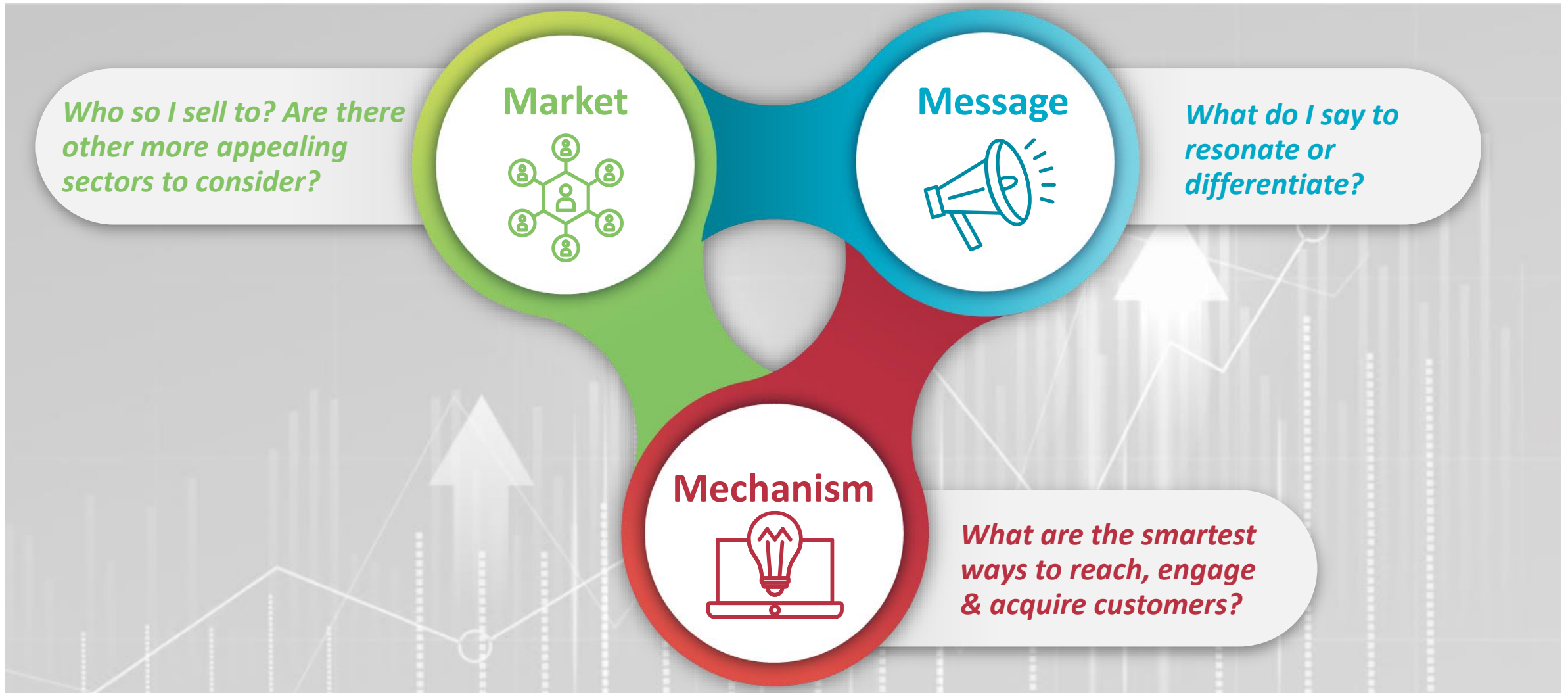
over pre-pandemic benchmarks

Down times proven to be
**good for startup
investing**

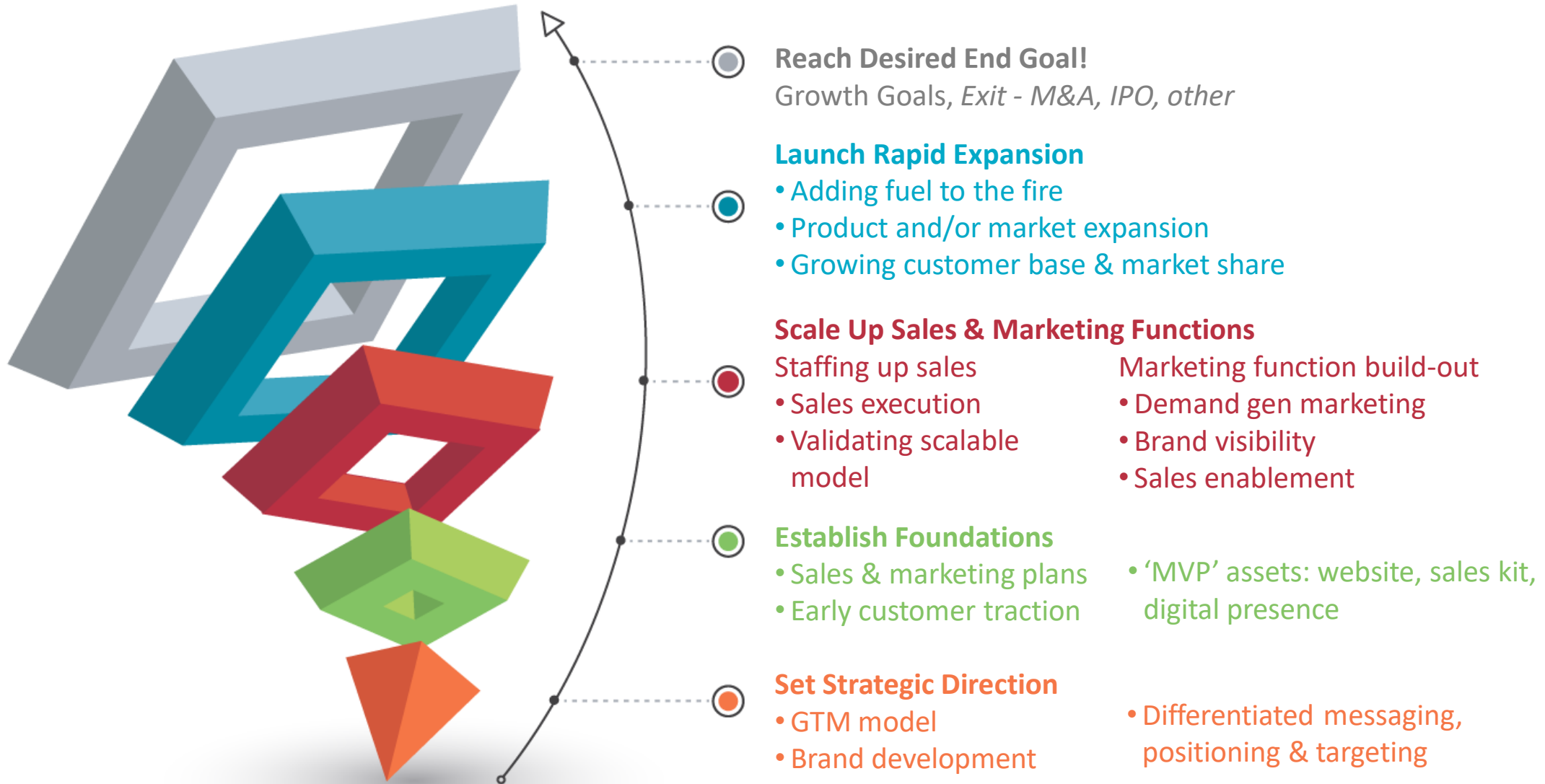


96% of B2B companies have shifted their go-to-market model since the pandemic.

Growth Triad: Foundational Components



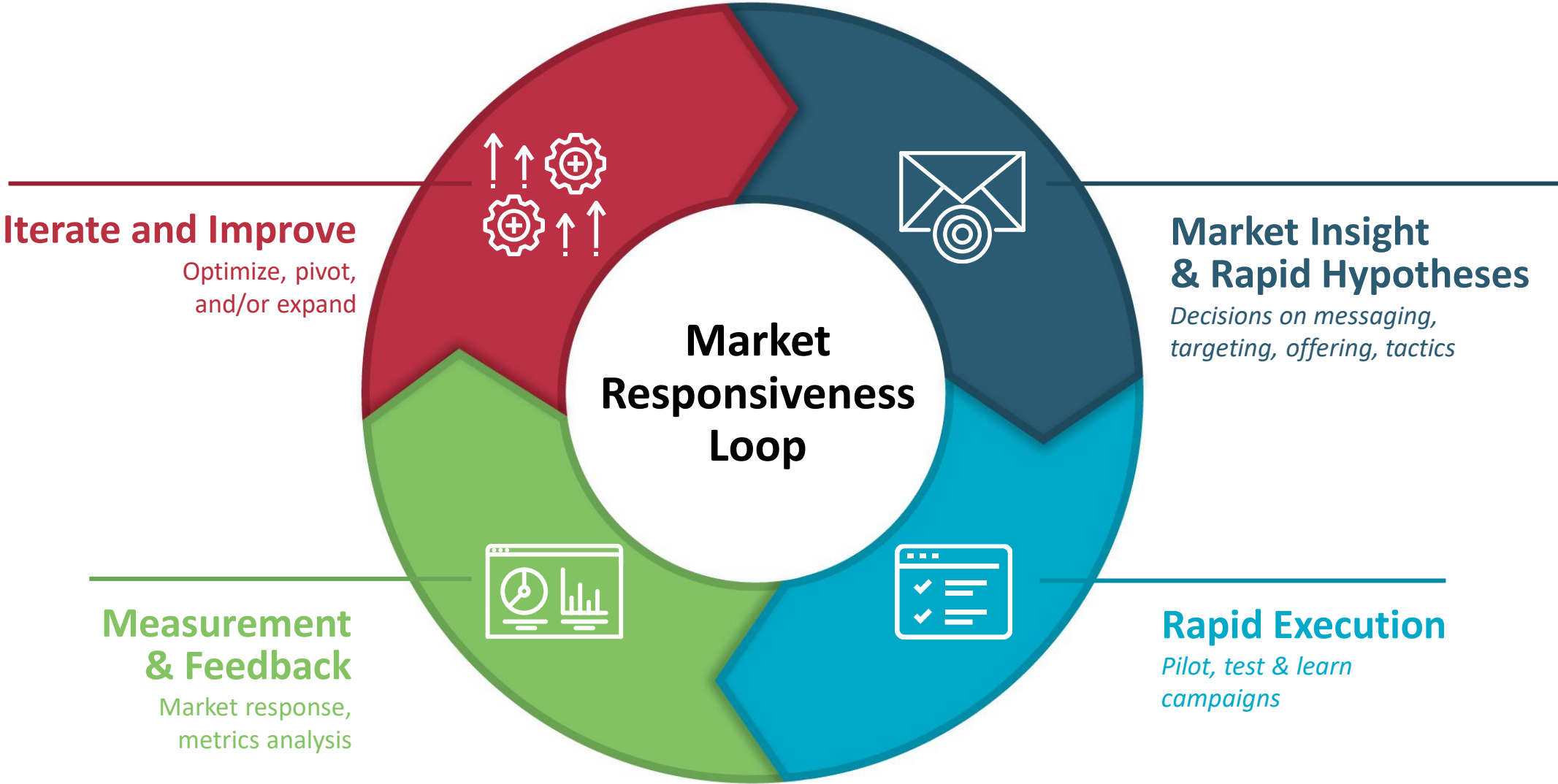
Start With The End In Mind



Sales & Marketing Must Work in Lockstep



Today's Imperative: Sales & Marketing Agility





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 Not being **close enough to your customer**
- 2 Lack of open-mindedness **to evolve with** changes in the market
- 3 Spreading **Sales & Marketing resources** too thin



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

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!

52% of marketers have **increased** marketing spend since the pandemic.



2

Budgeting: Getting it Right

***96% of B2B
companies***

have shifted their go-to-market model since the pandemic.

Factors informing budget decisions

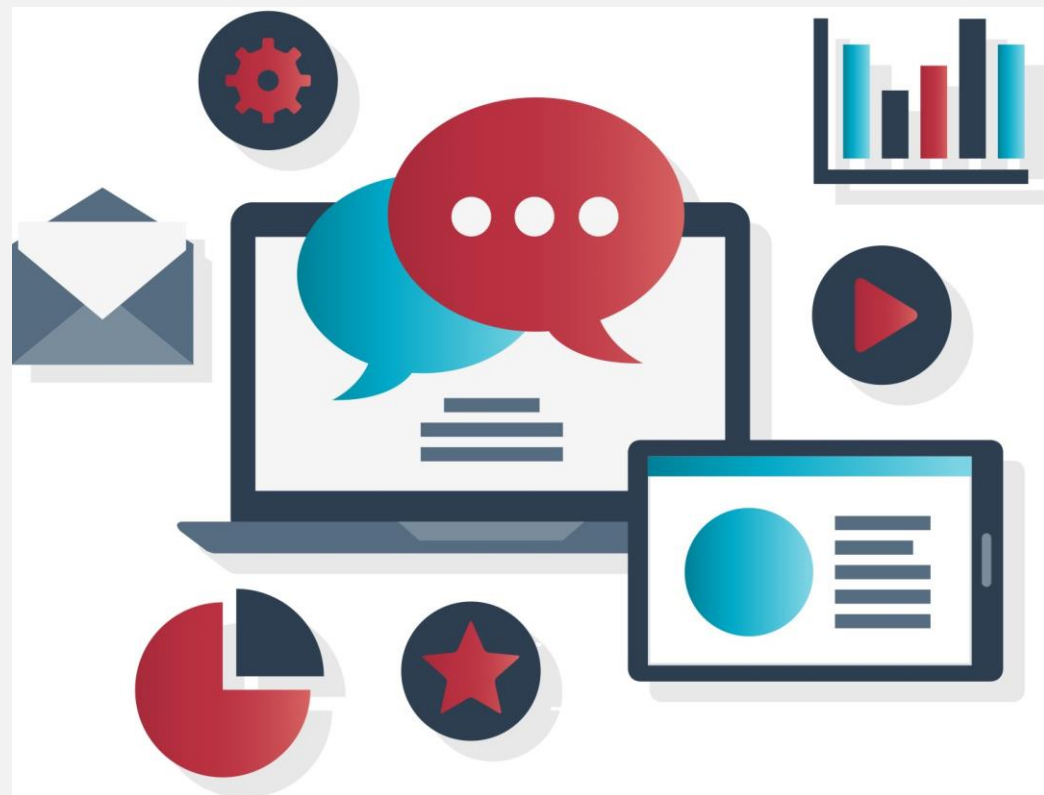
1. Company stage & risk reduction
2. Go-to-market
3. Revenue generation model
4. Market and competitive landscape
5. Market maturity
6. Behaviors/urgency of target market to adopt/purchase
7. Costs associated with best-fit programs to reach targets & be cost efficient



3

Infrastructure: Process, Technology, & Metrics

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
- Technology tool & professional setup for work-from-home



3

Infrastructure: Process, Technology, & Metrics

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

Documented Processes, i.e.

- Lead Qualification
- Lead Management, Handoffs
- Closed Loop Feedback
- Data-driven optimization



Tech Tips

- True cost of ownership — software + ‘services’
- Tipping point for tech investments
- Fit with plans & processes
- Without metrics, you’re flying blind



4

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

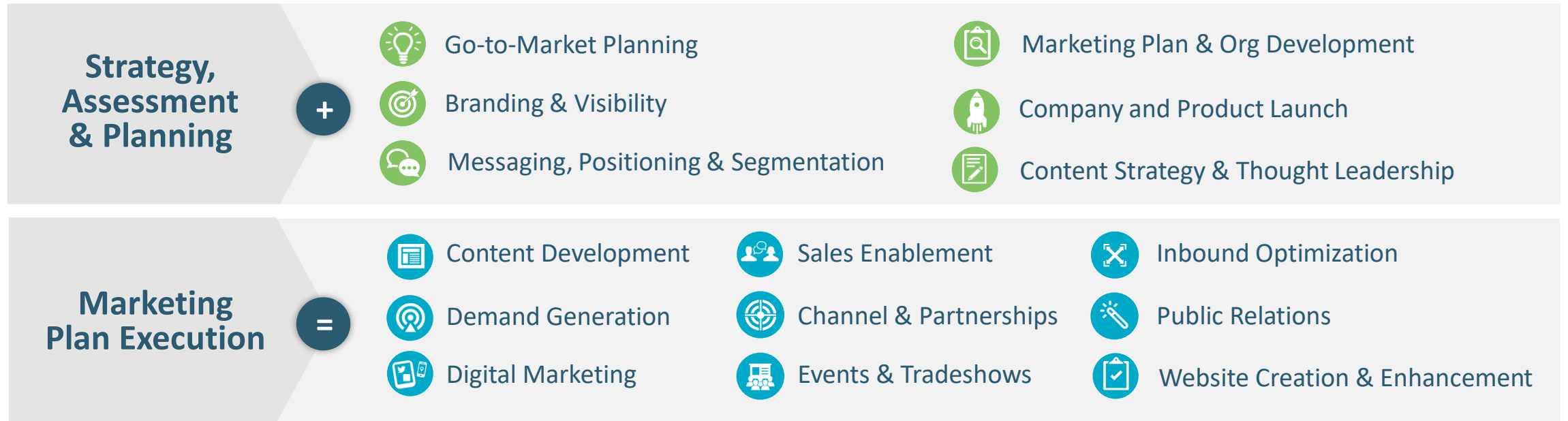
Headcount isn't always the answer



- Agility requires a certain organizational mindset and discipline
- Flexibility reduces risk
- Fast time-to-ramp is and extreme prioritization is critical
- Balance a strategic, holistic view with specialized execution
- Prove out the model or program before adding staff

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

The logo for Marion Square is located in a dark blue square on the left side of the slide. It features the words "MARION" and "SQUARE" in a white, sans-serif font, stacked vertically. A thin white horizontal line separates the two words. Below "SQUARE", the tagline "strategy | sales | execution" is written in a smaller, white, lowercase sans-serif font.

MARION
SQUARE
strategy | sales | execution

- 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

“Grow Up” Sales & Marketing Offers

1 Sales & Marketing Scaling 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

Thank you!

natalie@magnetudeconsulting.com

harvey@marion-square.com



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.

magnetudeconsulting.com | 866.620.6629
13 Highland Circle Needham, MA
info@magnetudeconsulting.com



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.

marion-square.com | 415.475.9433
Washington D.C. | Palo Alto CA
info@marion-square.com