

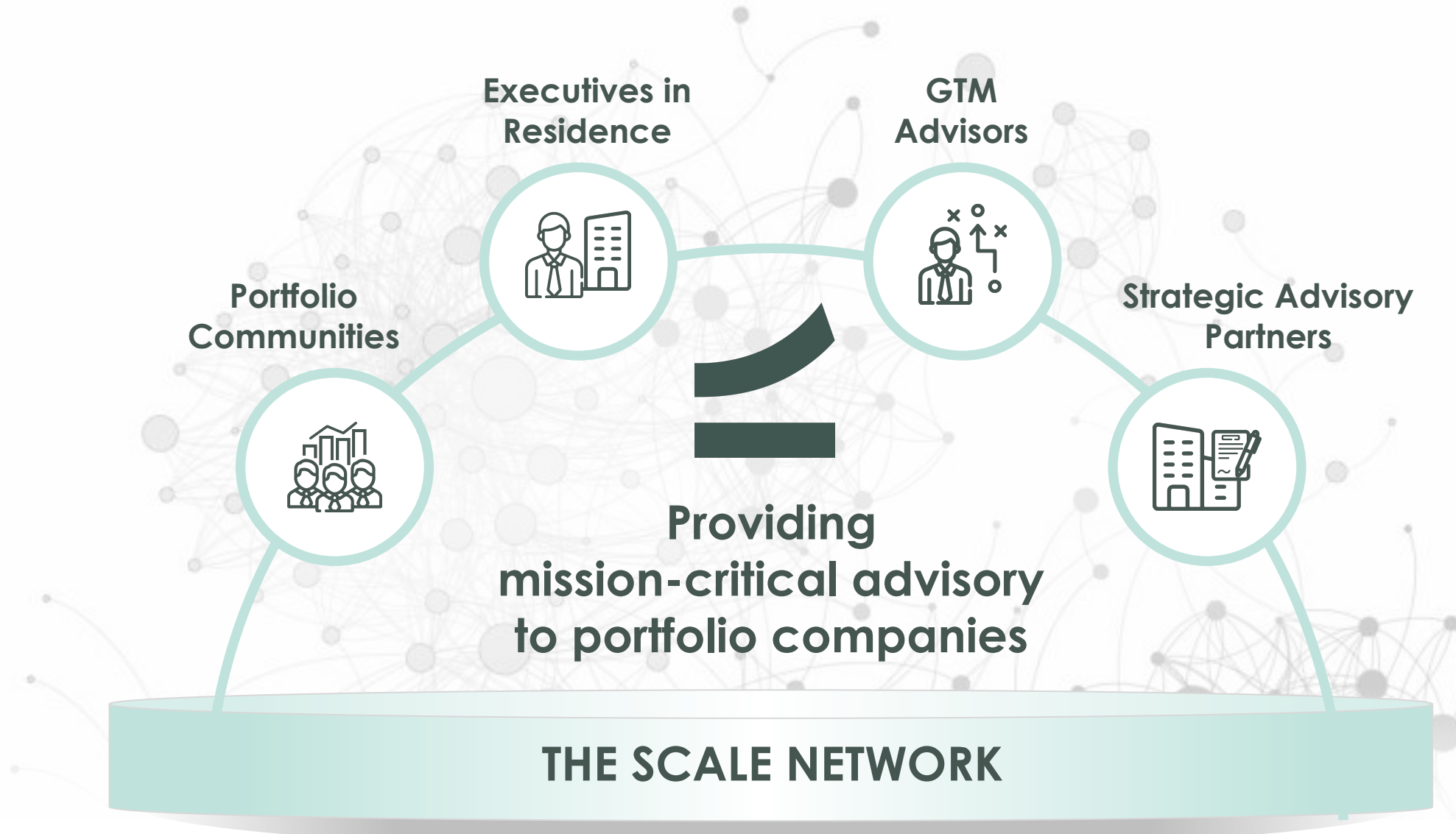
Scalable Digital Marketing

Demand Creation and Demand Capture to Increase and Close Pipeline in 2023 and Beyond



January 2023 | Prepared for: **SCALE**

Brought To You By The Scale GTM Platform Team



Thank you for your time today!



Mike Nierengarten

Founder & CEO, Obility



Matt Amundson

Executive in Residence, Scale Venture Partners

Proven Experience Driving Results

*“More than doubled pipeline
within a few months of
coming on the account”*

David Cain
CMO, Autodesk



SCALE Portfolio Companies

“Obility consistently delivers great results. They’re committed to our success”

Matt Amundson

Executive in Residence, Scale Venture Partners

RingCentral

AGARI

PANTHEON®

DataStax

 DUSTY
ROBOTICS



PubNub®

YOU!!
!

Approach to
Lead Generation



Lead Gen – What & Why

Lead Gen is an approach where quality leads are the focus.

Add leads into the pipeline, score leads, and use lead nurturing & Sales to close leads.

- Email nurture educates, builds trust, and increases affinity
- Assets are gated
- Demos are run by sales teams
- Measurement on lead quality, pipeline, and revenue won

Works well : Sales hungry for leads to work and management wants to measure performance directly

Fails: Lack of strong content, poor nurturing programs, or coordination with Sales

Content Mapping

Buying Phase				
Actions & Questions	Buyer Action	Buyer Doing (Y/N)?		Questions Buyer Asks
Key Buyer Actions	Event Occurs		Event #1	
			Event #2	
			Event #3	
	Problem Surfaces		Problem #1	
			Problem #2	
			Problem #3	
	Consequences of Problem Identified			
	Consider Alternatives for Solving the Problem			
Phase Exit Criteria				

In lead generation, content is meticulously mapped by relevance, behavior, and buying cycle

Compelling Content Folks Want

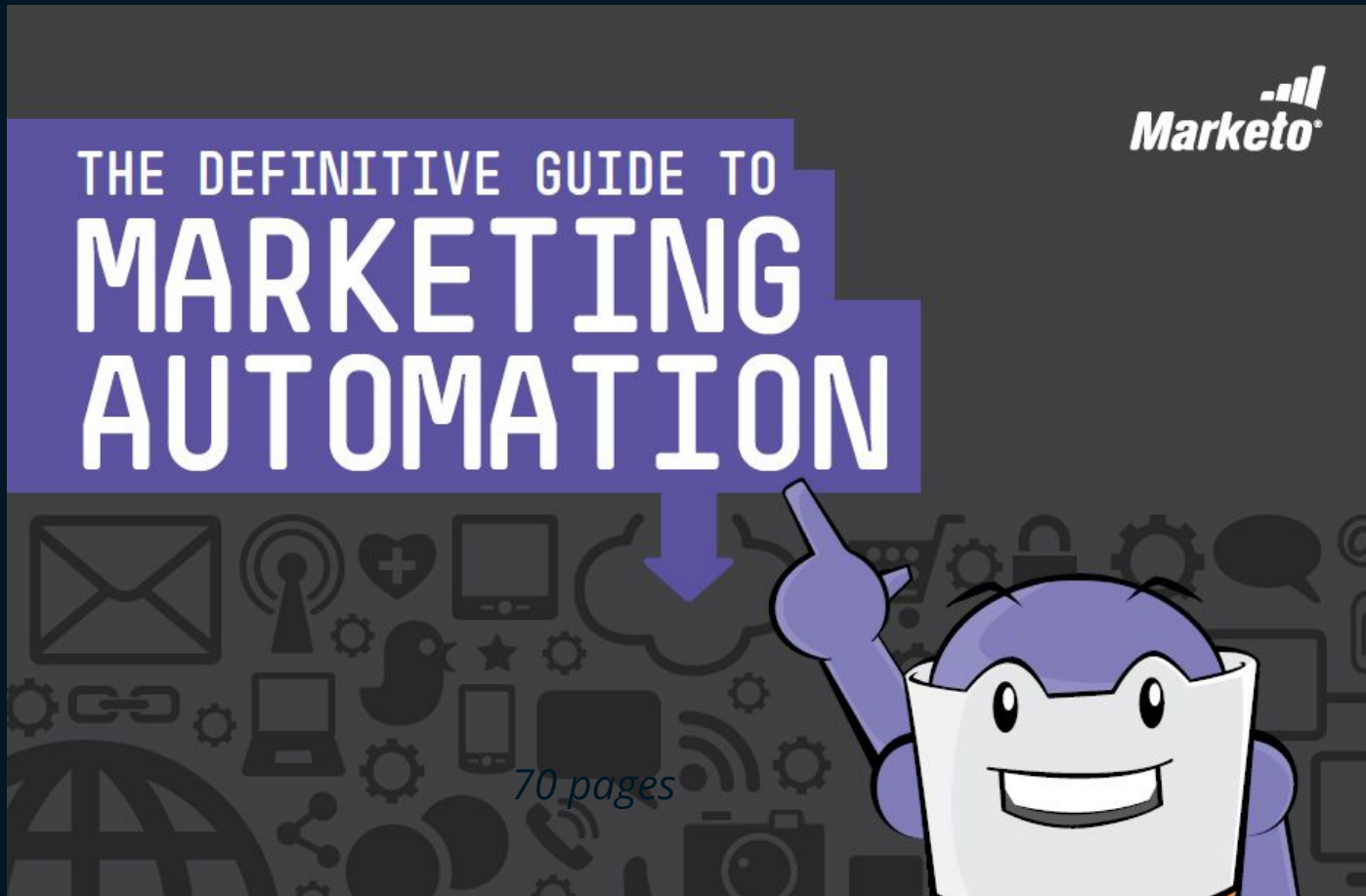


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Compelling Content, Cont.

ActiveCampaign >

Products ▾ Platform ▾ Pricing Request demo

Email Address

Try it free ▶


All templates

- Abandoned Cart
- Conference Event
- Customer Service
- Holiday
- Newsletter
- Reviews Feedback

LOGO HERE

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit



Product Name #1
\$299.99

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.


Add to cart >

LOGO HERE

Shop About Contact

This is a headline and placeholder message


LOREM IPSUM DOLOR



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM

W/ LOGO HERE

SHOP CONTACT FAQ



Lorem Ipsum Dolor Sit

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. TRISTISSE ALIQUA SIT VITAE

LOGO HERE

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit

This is your welcome paragraph. You can write anything you want here. Simply click on the text to start editing. Once you click on the text you will have options such as bold, font color, font size, etc.

You can also style this area of content by clicking on the text and then using the options found in the right side bar of this page. You can adjust the background, padding, margin, etc.

Click here


COMPANY NAME

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM


EVENT TITLE

Date: 12/27 | Time: 3:00PM CST

BUTTON



COMPANY NAME



Back in stock

Tincidunt id massa vel, sollicitudin ultrices ipsum. Ut hendrerit sed nisl eget aliquam. Praesent sit amet nisi ac sem tempor fringilla a in purus.

Shop Now

Facebook Twitter LinkedIn YouTube Instagram

Click here to unsubscribe | Sent to %SENDER_INFO_SINGLELINE%

Short-Form Landing Pages

The screenshot shows a landing page for OpenSesame. The header includes the OpenSesame logo. The main content area is split into two columns. The left column has a heading "Get a quick, personalized demo" in orange and black, followed by a subheading "Ensure AB 1825 compliance for California state anti-harassment training laws". Below this is a paragraph of text about sexual harassment and discrimination training. A language dropdown menu is set to "English". The right column features an illustration of a person at a screen, a quote, and a form with fields for "First Name", "Last Name", "Company", and "Email". A "REQUEST A DEMO" button is at the bottom of the form. A chat bubble is visible next to the Company field. The footer contains a subscription form, a grid of links (Why OpenSesame, Webinars, About OpenSesame, etc.), the OpenSesame logo, and social media icons.

OpenSesame

Get a quick, personalized demo

Ensure AB 1825 compliance for California state anti-harassment training laws

Sexual Harassment and Discrimination laws and training requirements differ from State to State. Some have specific hourly requirements, training timeline and frequency and training content. OpenSesame offers over 30 elearning courses specific to California AB1825/2053 Anti-Harassment mandatory compliance training. The courses are offered in multiple languages, integrate directly with your Learning Management System, and applicable to any business.

English

Browse our extensive library of courses and get started by booking a demo today.

See for yourself why thousands of companies across the globe trust OpenSesame to transform their workforce.

First Name

Last Name

Company

Email

REQUEST A DEMO

How can I help you today?

Subscribe to updates on industry trends, exclusive event invites, and access to more elearning resources

Email *

Why OpenSesame
Coursica
International
LMS Integrations

Webinars
eBooks
Case Studies
Whitepapers

About OpenSesame
Careers
DEI
OpenSesame Pricing

OpenSesame

Terms of Use Privacy Policy Cookie Preferences © 2022 OpenSesame

Twitter Facebook LinkedIn Instagram YouTube

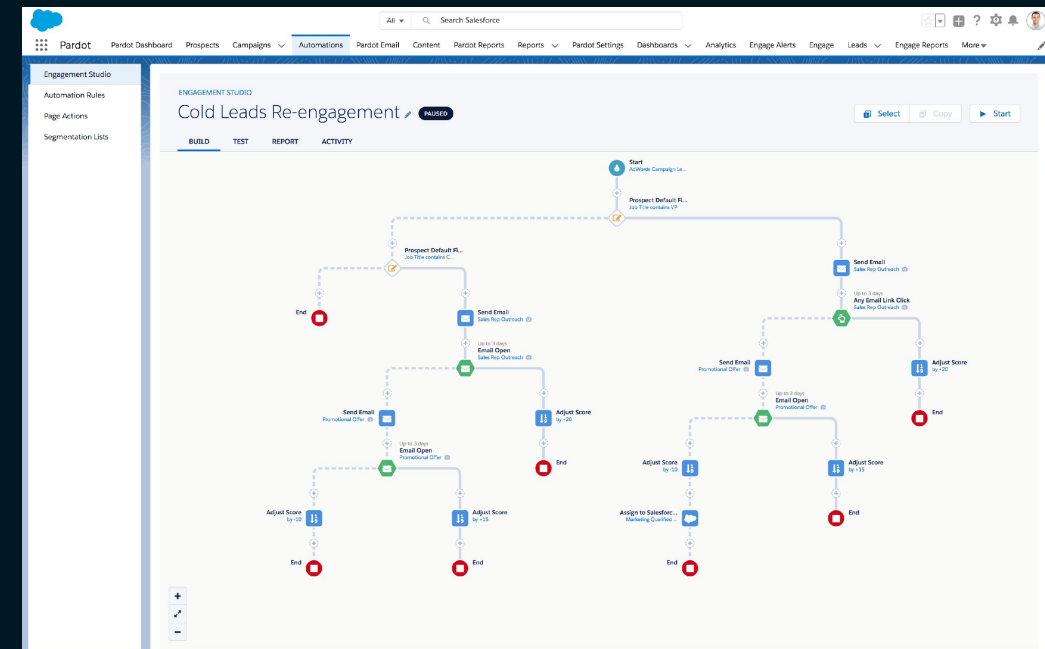
Strong, compelling content allowed for short-form landing pages that focused on selling the content

Lead Nurturing

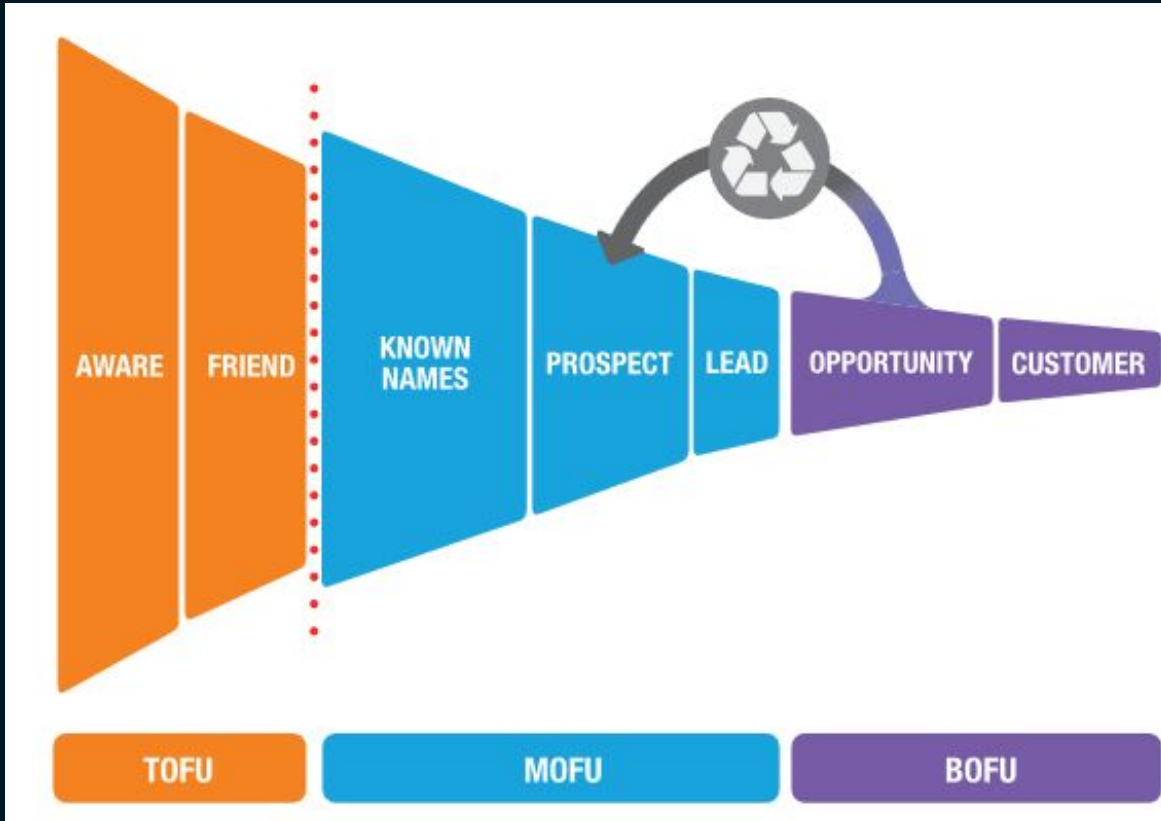
Lead Nurturing – What & Why

Lead nurturing is educating leads through email marketing based on behavior, firmographics, and buying stage.

- Recognizes leads are not ready for Sales
- Sends content based on behavior
- Recycles closed-lost opportunities
- Requires strong content
- Without behavior tracking, it's just email marketing



“Leaking” Leads




Lead nurturing is a prerequisite for lead generation because demand for a solution naturally falls off


Accounts become more open to the status quo and less likely to purchase a solution without nurturing


Source: Marketo's Guide to Lead Nurturing

Content



— FEATURING —

**Gunnar Morling**
Thought leader of Decodable

**Sharon Xie**
Founding Engineer of Decodable

Change Stream Processing with Flink

WEBINAR: NOVEMBER 17, 11am PST/2pm EST

What You'll Learn

Join Sharon and Gunnar on **Thursday, November 17th, 11am PST/2pm EST**, where they will demonstrate some use cases around real-time change stream processing with Decodable, including stream joins from multiple sources, building a search index, detecting critical change events, and more.

Change Data Capture (CDC) has earned its popularity in the stream processing world with the rise of Debezium. Apache Flink supports stream processing over change logs natively. Decodable leverages both open-source projects and offers a service that simplifies CDC processing with rich APIs and SQL.

Bring all your questions around CDC and stream processing, so we can make this interactive and fun for everyone!

Seats are limited. Register today!

First Name*

Last Name*


Email*

Job Title



Company


☐ By selecting this, you agree to the [Privacy Policy](#).*

Submit






Lunch & Learn at Brandywine: Data Hygiene Reports

 Bellingham  Jan 12





Spokane Salesforce User Group In-person event on Monday, Dec. 12th, 5:30 PM @ Davenport Peacock Room

 Spokane  Dec 12



Sacramento End of Year Celebration!

 Sacramento  Dec 13



Approach to Product-Led Growth



Product-Led Growth – What & Why

PLG is where user acquisition is driven primarily by the product

The focus is getting folks to try the product, and the product will sell itself

- Drive folks to free trials or freemium version
- Nurture folks with uses and case studies
- Think Slack or Canva or Figma
- Sales comes in post-self-serve

Works well: useful product – especially where high collaboration is requisite

Fails: product unintuitive or not valuable, product engagement low

PLG Nurturing



Hi Mike,

Every month, your free SparkToro account refreshes with 10 more searches. And today's refresh day!

Give it a spin

Your friends in Audience Intelligence,
Rand & Casey

Six Ways SparkToro's Early Customers Use Our Product



By Rand Fishkin September 23, 2020

TL;DR: SparkToro's early customers include a mix of agencies, independent consultants, and in-house marketers whose work involves [Digital PR](#), [Social Media+Content Marketing](#), [Market Research](#), [Digital Advertising](#), [Audience Building](#), and/or [Creative/Brand Marketing](#). Clicking those will take you to the accompanying section of this post with use-cases and examples.

This has been a hard year for everyone. The pandemic's separated us from people we love, further amplified severe political and cultural failings, and made so many aspects of daily life more difficult. All of that makes it weird to write a blog post celebrating SparkToro. And yet, perhaps it's OK to savor those few bright spots in our lives. For me, Casey, our families, contractors, investors, and first few hundred customers (to whom I'm immensely grateful), that's what SparkToro's been: a bright spot.



~~Demand Gen~~

Let's Call it Demand Creation



Effective Demand Creation

Demand Creation is an approach where leads are not the focus.

The focus is on engaging & educating your target market in the belief they will reach out to sales when they are ready

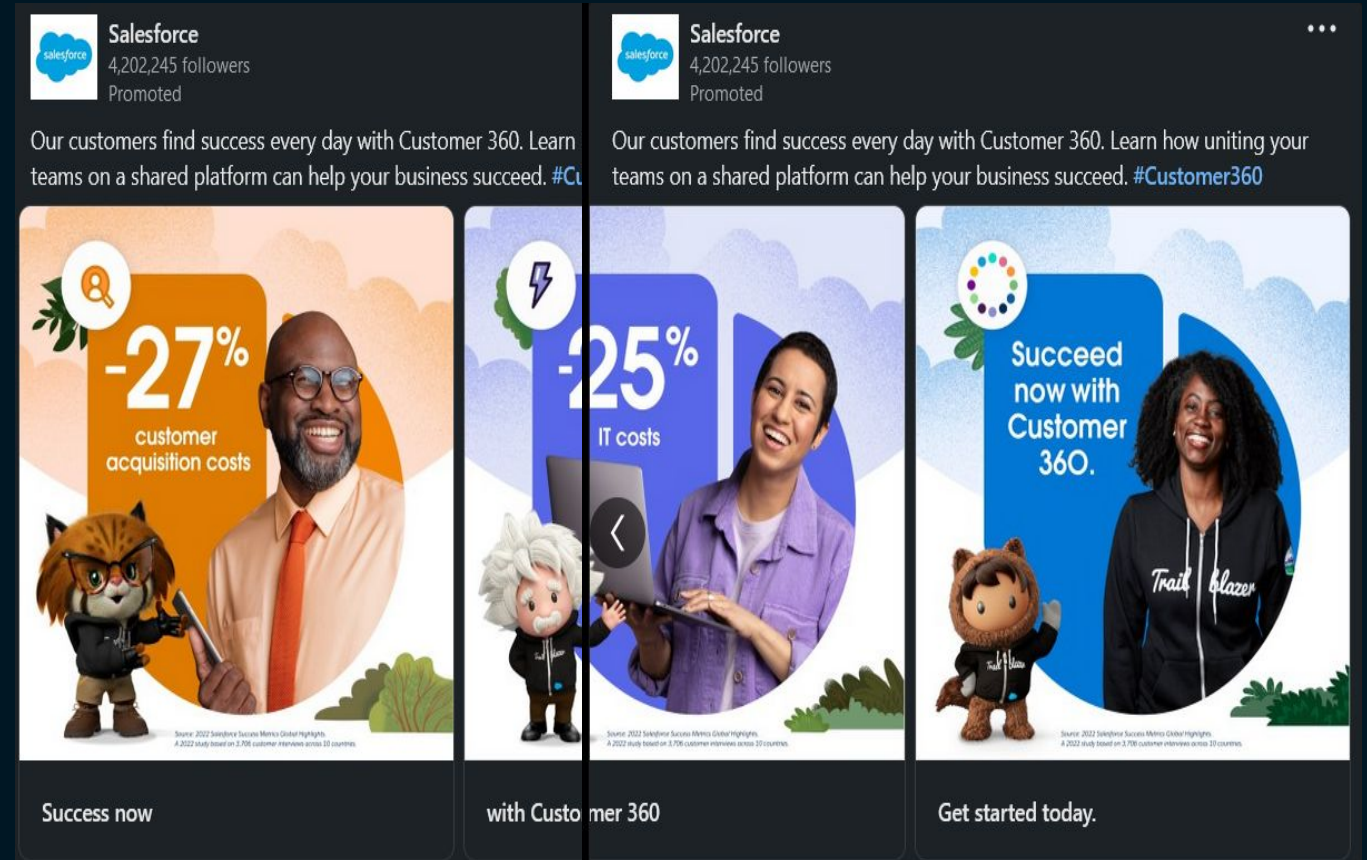
- Brands build credibility, gain trust, & increase affinity with their target market
- Assets are ungated
- Demos are self-serve
- Measurement on engagement and brand lift

Works well : a lot of non-sales-ready or unqualified leads

Fails: measurement is impractical and internal alignment is essential (incongruent with lead quotas or where Sales relies on leads to “work”)

Effective Demand Creation

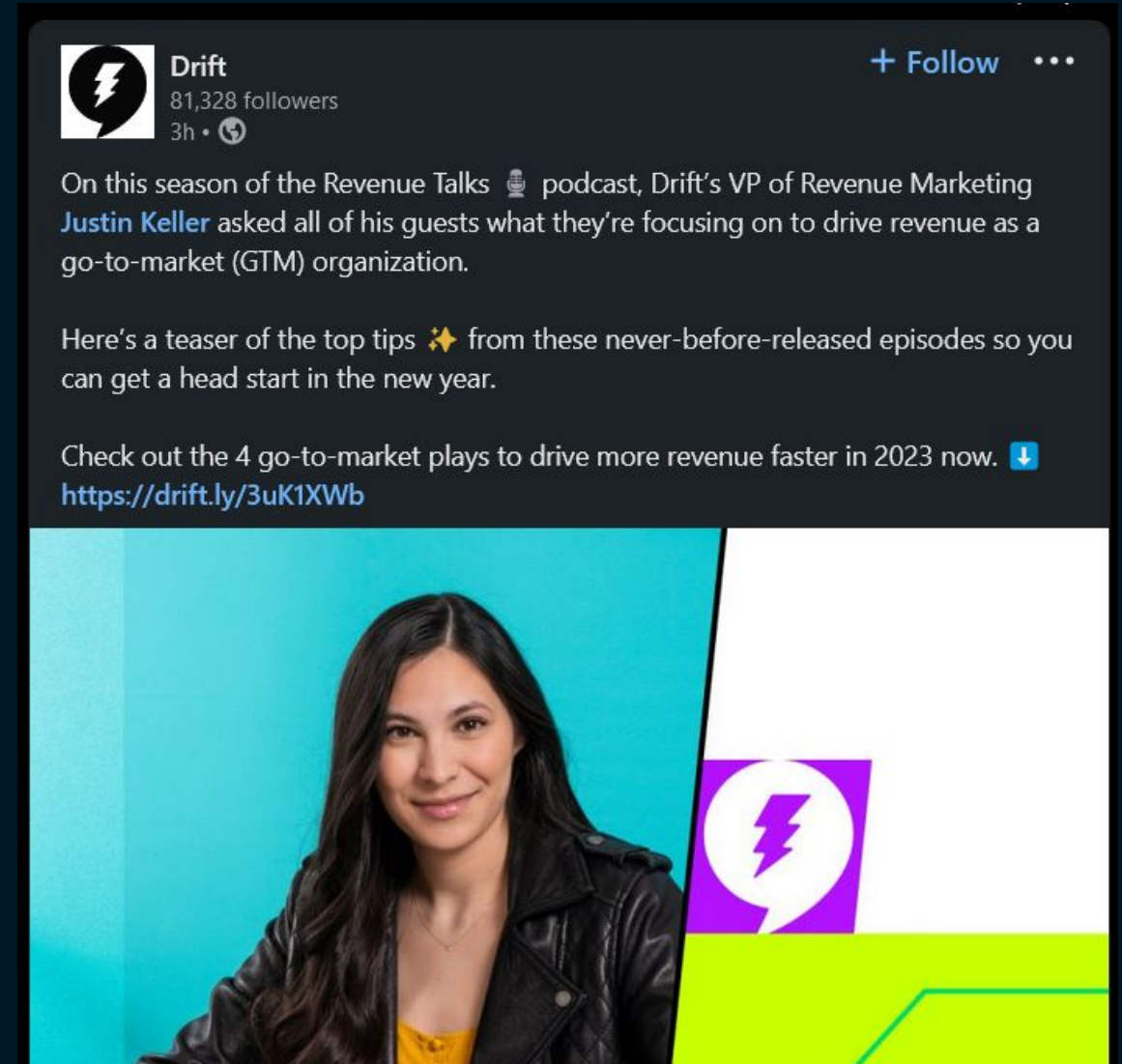
1. Demonstrate expertise
2. Offer customer proof
3. Borrow authority
4. Provide specific claims
5. Clearly state who you are for
6. Showcase the product



Domain Expertise

Build trust by showcasing domain expertise to target market.

Don't be shy in sharing valuable insights within the post. Nuggets of information build trust.



Sharing Customer Success Stories

When highlighting customer success stories, specificity is crucial.



The image is a screenshot of a tweet from the account CockroachDB (@CockroachDB). The tweet text reads: "Learn how Baidu leveraged CockroachDB in scaling & supporting a billion users. Download the guide". Below the text is a promotional graphic for a case study. The graphic is split into two main sections. The left section has a dark blue background with the Cockroach Labs logo at the top. It features the headline "Baidu needed SQL at massive scale" in white and yellow. Below this, it states "Baidu is a \$90B+ internet company serving hundreds of millions of users with web products ranging from search to shopping to cloud storage." and "Their CBA team needs to support huge volumes of data while meeting the needs of internal application developers. With CockroachDB, Baidu got a distributed database that scales horizontally while providing the SQL interface application developers are familiar with. CockroachDB now stores information across the web to drive interactive customer experiences." To the right of this text is a green vertical badge with the Baidu logo at the top, followed by "Baidu Challenge", "Nearly 1 Billion users accessing apps", "40TB of data with 100k QPS", and "Baidu started MySQL with CockroachDB". The right section of the graphic has a solid green background with the text "CASE STUDY" at the top, followed by "How Baidu Does SQL at Massive Scale" in large white letters, and a red button at the bottom that says "SEE HOW THEY DID IT ►". Below the graphic, the tweet includes the text "Baidu Needed SQL at Massive Scale" and the URL "cockroachlabs.com".

CockroachDB
@CockroachDB

Follow

Learn how Baidu leveraged CockroachDB in scaling & supporting a billion users. Download the guide

Baidu needed SQL at massive scale

Baidu is a \$90B+ internet company serving hundreds of millions of users with web products ranging from search to shopping to cloud storage.

Their CBA team needs to support huge volumes of data while meeting the needs of internal application developers. With CockroachDB, Baidu got a distributed database that scales horizontally while providing the SQL interface application developers are familiar with. CockroachDB now stores information across the web to drive interactive customer experiences.

How Baidu Does SQL at Massive Scale

SEE HOW THEY DID IT ►

Baidu Needed SQL at Massive Scale
cockroachlabs.com


Astounding 4.48% CTR

Borrow Authority

“Recently I sat down with Nick Mehta, CEO of Gainsight, to discuss how to scale your organization”

“Nick Mehta runs Gainsight, a company that Vista acquired for \$1,100,000,000. He knows a thing or two about scaling organizations...”



10x

**Fivetran**
70,994 followers
Promoted

If your team has a robust [#moderndatastack](#), what comes next?

Join [Condé Nast](#) Sr. Director of Data Engineering [Nana Yaw E.](#) and [Autodesk](#) Chief Data Architect [Mark Kidwell](#) at [#mdscon](#) as they share how companies with mature data stacks continue to push the boundaries of what they can do with [#bigdata](#).


Register today: <https://5tran.co/3UevK3S>

**The Modern Data Stack Conference 2023**
ORGANIZED BY  Fivetran


PANEL

Future-state planning with your modern data stack

Tuesday, April 4
Marriott Marquis | San Francisco



Nana Yaw Essuman,
Senior Director,
Data Engineering,
Conde Nast



Mark Kidwell,
Chief Data Architect,
Autodesk

Meet today's data leaders at MDSCon in San Francisco

moderndatastackconference.com

Showcase Your Audience with Community



Reflect the target market in ads. Call out specifically with whom your solution works best

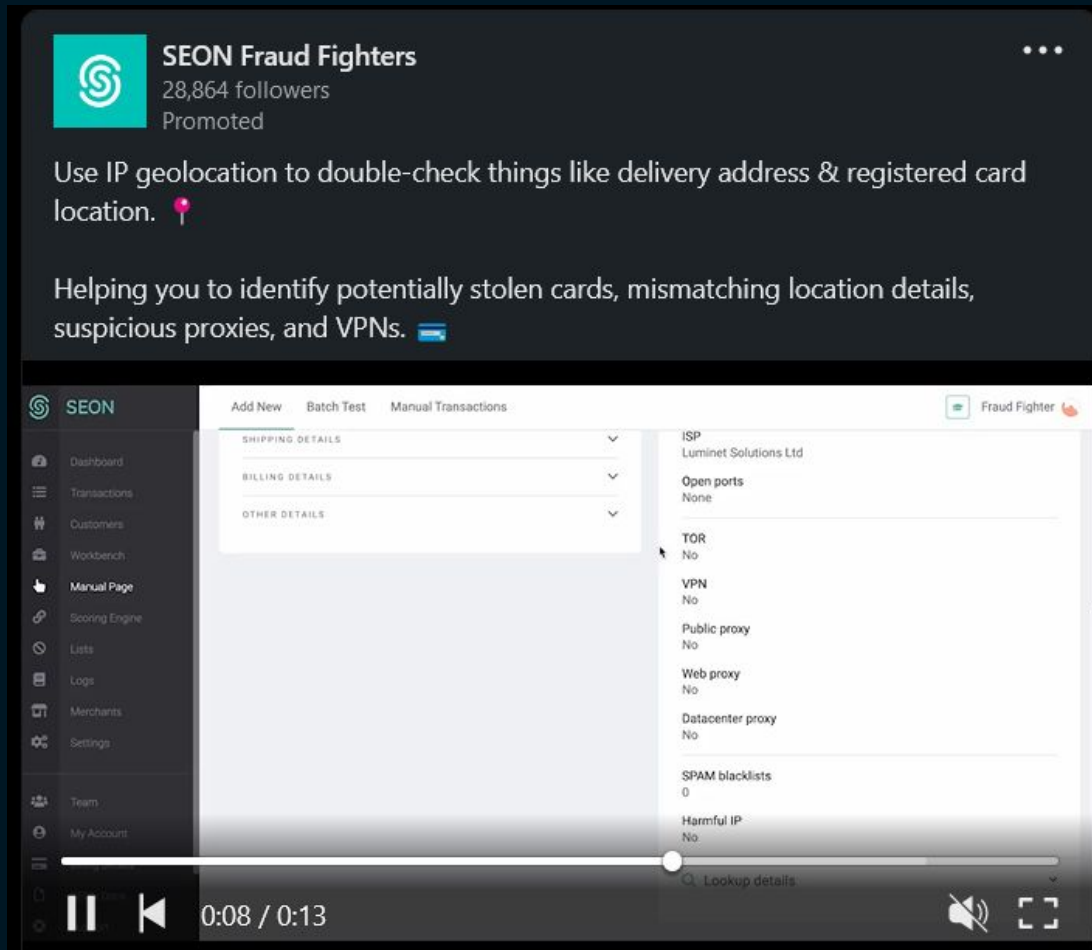
Showcase Your Audience with Memes



Mememes are to demand creation as swag is to lead nurturing


Don't underestimate the power of mememes

Familiarize Folks with Your Product







Bring the demo out in the open rather than gating

Zero-Click Content

**ZoomInfo**
91,661 followers
Promoted


We work to provide for customers in the most effective way possible, no matter the language. 🌍


Anabela Chen


Serbian


ZoomInfo Speaks Your Language


[Learn more](#)


**Forter**
18,687 followers
Promoted

Companies that fight fraud with Forter see, on average, a 72% reduction in chargeback rates and a 46% reduction in false declines.

What does this mean for you?
Increasing approval rates and reducing chargebacks = more padding for your bottom line.

**Make better fraud decisions.**
A Better Way to Fight Fraud

**Make more money.**
A Better Way to Fight Fraud

**Some things really are that simple.**
A Better Way to Fight Fraud

Zero Click Content

Zero-Click content is content that offers valuable, standalone insights (or simply engaging material), with no need to click. Clicking might be additive, but it's not required.

It means optimizing impressions without the goal of earning that click – often giving the juiciest information upfront and building enough goodwill that your audience remembers you next time and seeks you out later.

For the audience, Zero-Click content means less time wasted. They're busy. They want the dopamine hit now, and then will decide if it's worthy of committing to reading a 2,000-word blog post, watching a 26-minute YouTube video, or listening to a 50-minute podcast.

If a company is generous enough to give the punchline or the three most salient takeaways, folks know the long-form version of whatever it is they're promoting is going to be worth it.

Demand Creation in Search

Subject: [STAT/INSIGHT]

Hi [FIRST NAME],

As a [JOBTITLE] you may not be surprised to hear a recent stat that [STAT]. That means businesses are losing [TRANSLATE STAT INTO REAL NUMBERS].

This is due to [INSIGHT/PROBLEM].

What are you doing to solve [BUSINESS PROBLEM]?

Customers like [CUSTOMER NAMES] were able to achieve [STRATEGIC OUTCOME] by [IMPLEMENTING SOLUTION].

If we could do the same for you, would that warrant a conversation?

- [YOUR NAME]

WHY IT WORKS:

Lead with an insight

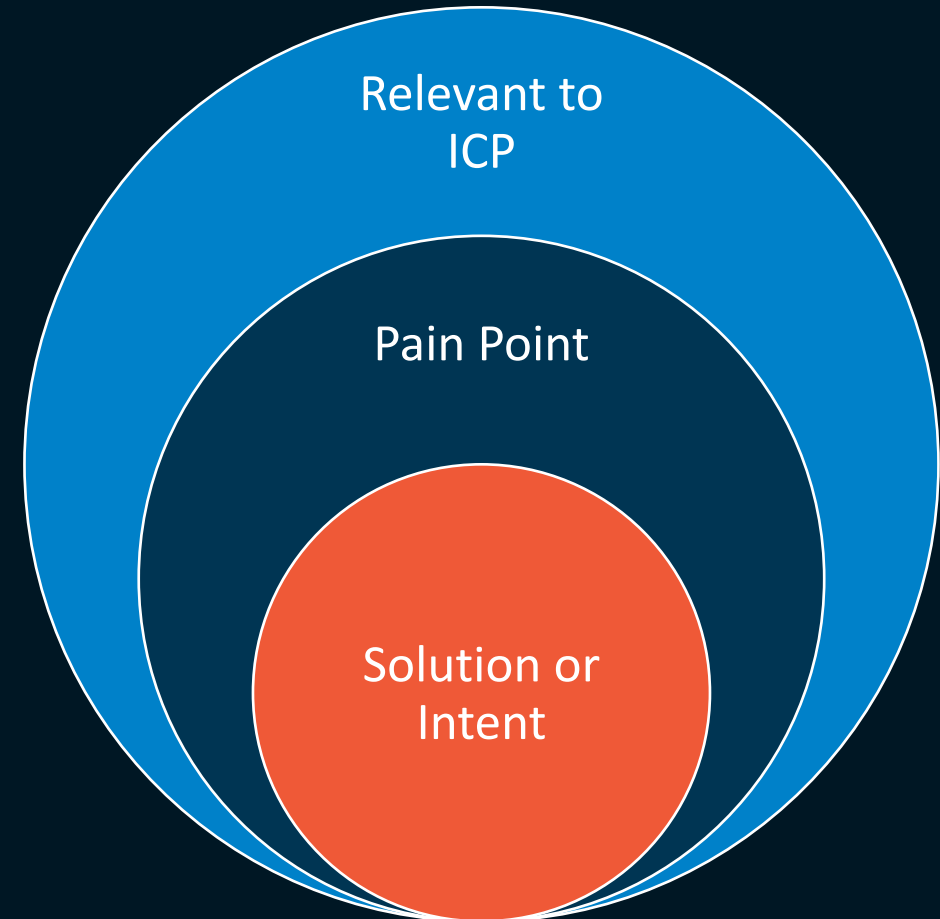
Introduce a learning or insight to position yourself as a trusted advisor and elevate your prospecting.

Loss Aversion

This powerful copywriting technique leverages psychology: Human beings are TWICE as likely to take action to prevent a loss as they are to obtain a benefit.

Present the meeting as an investment

Asking for time is a losing strategy. Instead, couch your offer as an investment that can produce a return for your buyers.



Gong Sales Email Templates

Demand Creation Measurement

Highest-Influenced Companies – Won Opportunities

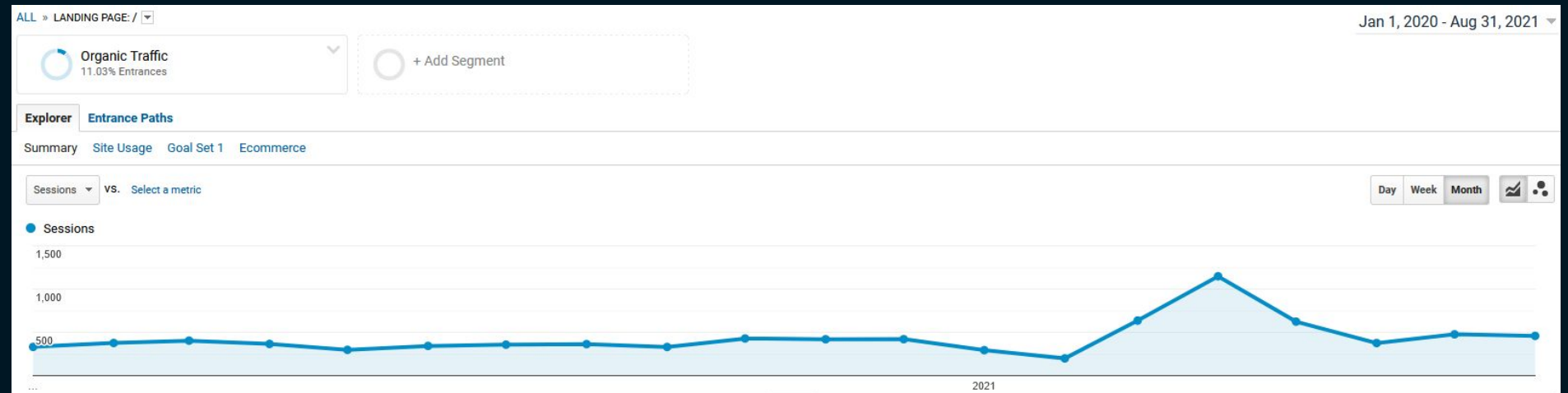
Company	Engagements	Clicks	Impressions
Curaleaf	347	323	883
BetterUp	223	128	11277
NerdWallet	86	53	1634
FiscalNote	72	54	573
Accenture	66	28	6356
JPMorgan Chase & Co.	61	50	1717
Morning Consult	61	20	1135
Siemens	60	9	3822
Elligo Health Research	56	53	316
ExtensisHR	53	26	1495

Measure engagement/lift:

- Engagement (pages visited, time on site)
- Increase in direct traffic, brand impressions
- Content consumption (e.g. how much of the guide did they read)

Brand Lift

*Marketing's Impact on
Obility Direct Traffic
and Organic Traffic to
Homepage*



Approach to
Demand Capture



Demand Capture – What & Why

Demand Capture actively identifies folks who are in-market and showing high intent to purchase

The focus is on converting folks who are almost ready to buy to closed-won

- Most valuable prospects because in-market
- Assets are gated
- Goals: more at-bats and higher close rate

Works well for 100% of companies

Fails when companies are leaving opportunity on the table

Demand Capture is **EVERYTHING**

*Demand Capture is the most important thing in the world!**

**(if your world is Marketing)*

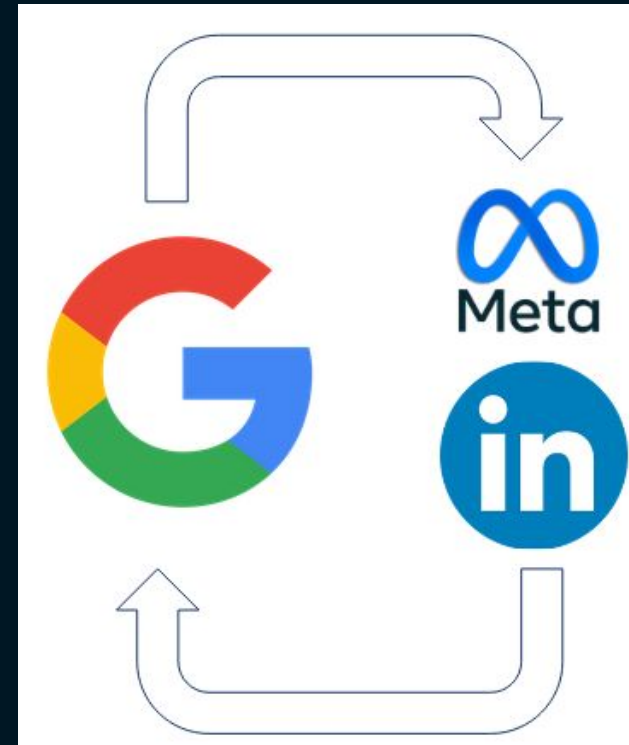
Where people raise their hand

- Referrals (including channel partners)
- Comparison sites (G2, TrustRadius)
- Searching for a solution
- Considering a competitor

Nurture In-Market Audiences with Your ICP

With demand capture only, ~3-15% of in-market audiences convert to leads in paid search. 85-97% of in-market is lost.

Paid search + paid social builds trust and credibility with in-market audiences



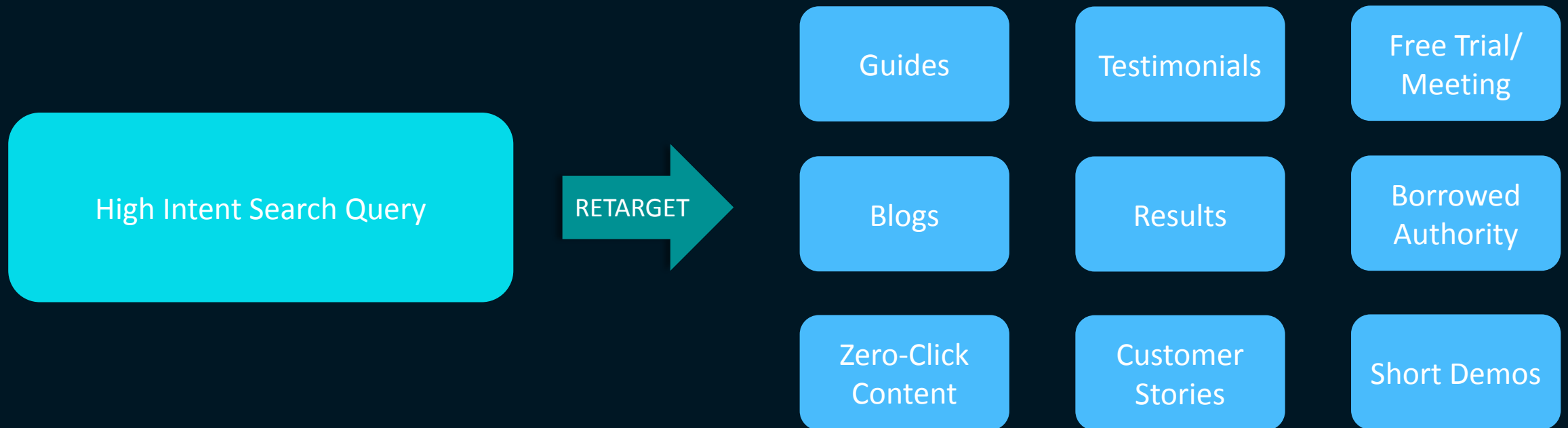
Overlaying paid search traffic with customer profile attributes on LI, you reach in-market audiences within your ideal customer profile

Capturing All of Demand Capture

Paid Search & SEO

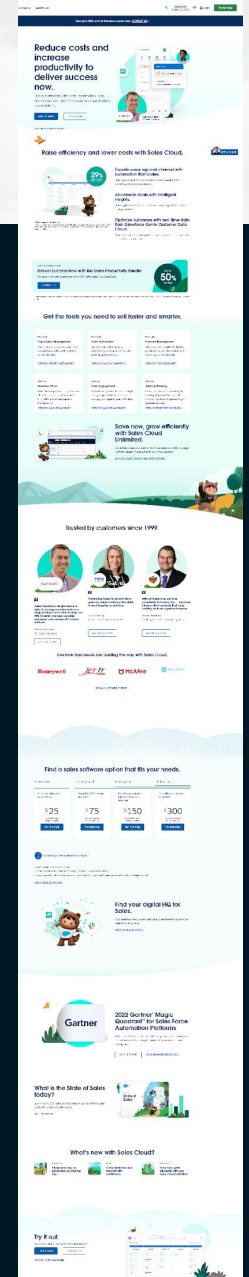
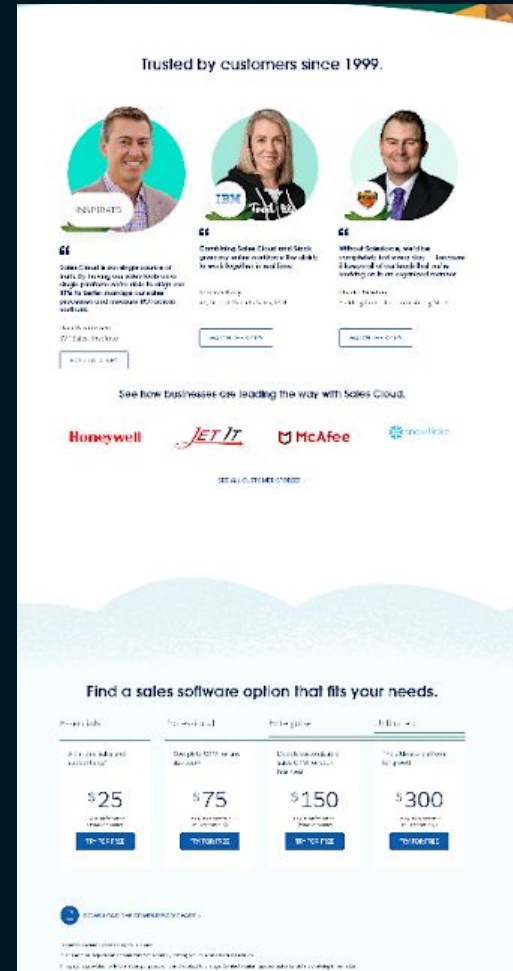
Paid Social Retargeting

30-60-90 days



Long-Form Landing Pages

Long-form landing pages increase the opportunity to capture demand by building credibility and trust



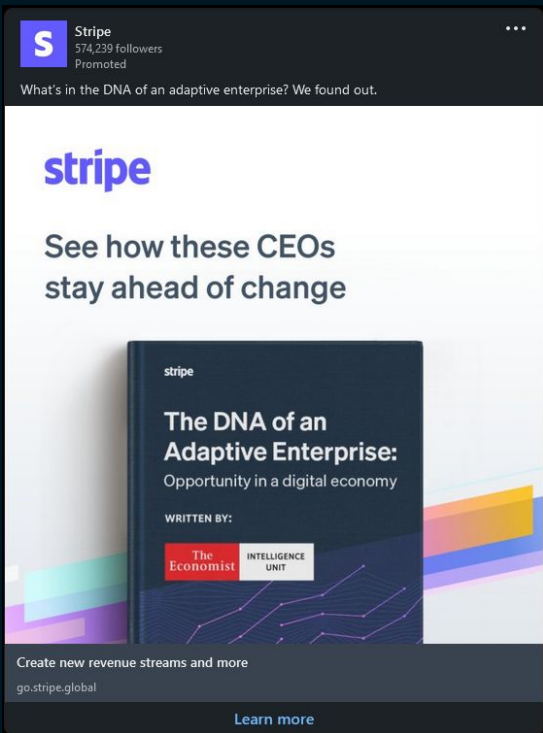


A Strong Mix of

Demand Creation, Lead Gen, & Demand Capture

Consider How We are Gating Content

Behind a Click



Behind a Form

A screenshot of a Stripe lead capture form. It features the Stripe logo and the headline 'The Economist: The DNA of adaptive enterprises'. The text below reads: 'This report reveals how enterprises are thriving through change by anticipating customer needs, adopting new technologies, and standing up new revenue streams.' A consent line states: 'We'll send this information to Stripe, subject to the company's privacy policy'. The form fields include: 'Work email *' (with the value 'mike@obilityb2b.com'), 'First name' (with the value 'Mike'), 'Last name' (with the value 'Nierengarten'), 'Country/Region' (with the value 'United States'), 'Job title' (with the value 'Chairperson, Founder'), and 'Company name' (with the value 'Obility'). At the bottom, there is a checkbox labeled 'Get the report in your inbox. You can also receive product updates,'.

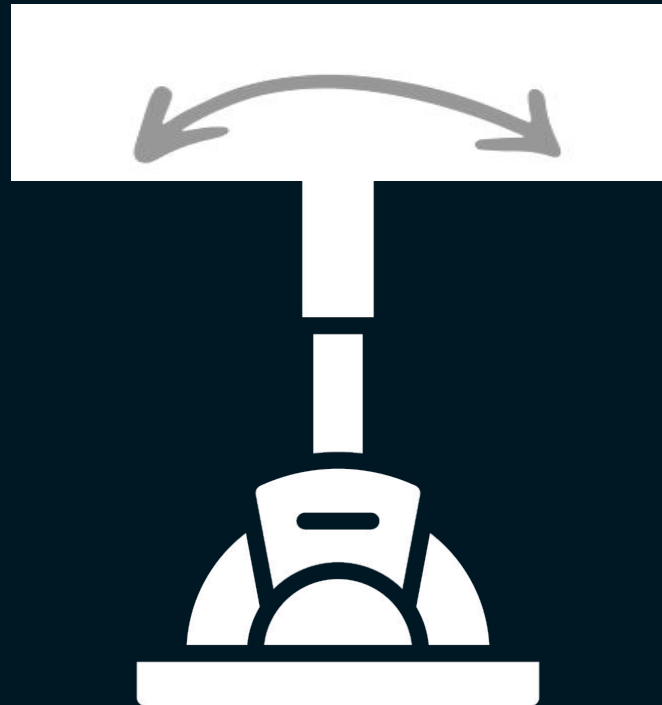
Behind an Open

Digital Summit 2023 3	Declutter Your Inbox! - Too much r
The Marin Software . 6	eMarkter Report: 2023 Retail Tren
Rachel Cartledge	Marketing Trends for 2023 - The r
SalesIntel 4	5 Questions to Ask When Choosin
Maria Jimenez	Fw: Q1 Upcoming Award Programs
Resonate	The #1 ingredient for Agency Gro
Jenn Gast 14	Keep socially engineered attacks
AdExchanger	AdExchanger News for January 11
Barry @ Search Engi.	Should it always be about SEO
Lucid	Support your 2023 goals with Luc
Knowledge	Few more tips and tricks that wou

Digital Marketing Requires a Mix

Keep Demand Capture @ 100

Lead Gen
Internal Nurturing
Gated
Measurable
Compelling Content



Demand Creation
External Nurturing
Ungated
Difficult to Measure
Frequent Content

Find the right balance

Happy to Discuss More



Free Assessments

- Paid Search & Display
 - Paid Social
 - SEO
- RevOps Implementation
 - Content

Email: mike@obilityb2b.com