

SCALE

Demand Gen Council

Navigating a dynamic landscape

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Today's Demand Gen Council leaders



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Today's Agenda

- Welcome, Introductions, and Survey (30 min)
- Demand Gen Council: Navigating a dynamic landscape (30 min)
- Start, Stop, Continue discussion (30 min)

**We help our portfolio
build and optimize
hyper-growth GTM
machines**

Advisory

Been-to-Market Expertise



Advising our portfolio
companies with bespoke
GTM consulting

Content

Step by Step Guides



Distilling decades of
experience into concise
GTM playbooks

Events

The Power of Community



Connecting our network
of EIRs, Exec Advisors
and portfolio execs

Introductions

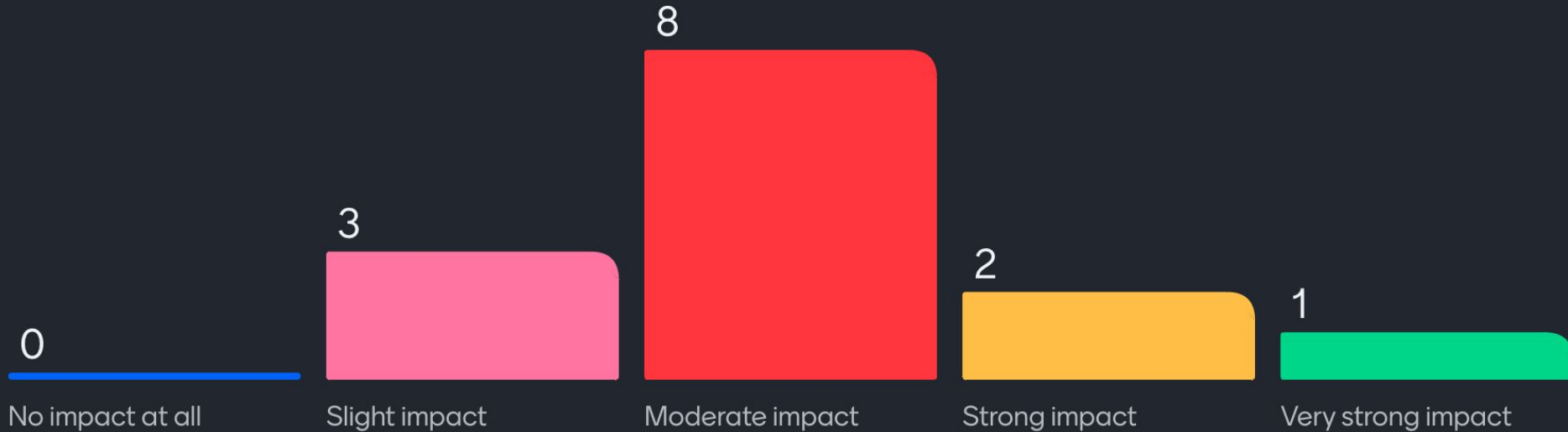
1. **Name**
2. **Title**
3. **Company**
4. **Level of comfort with AI (0-10)**



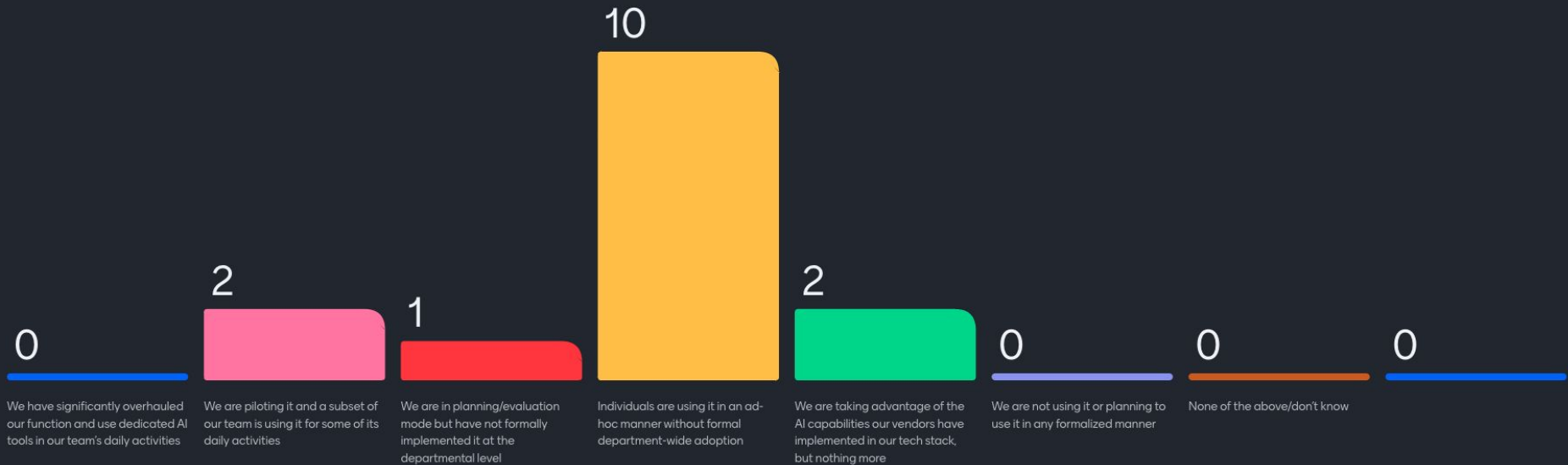


Survey

What impact is AI having on the tools and processes you currently employ in your department



Which of the following best describes your department's current approach to implementing AI?



To the extent that you are using or planning to use AI in your department, which of the following are use cases you are pursuing?





Part I



Thriving in a Dynamic Landscape:

Managing Through Change & Winning





As of April 2023, job cuts were up 396% from the same period in 2022, with tech companies leading the way.

How Can We Thrive During Periods of Immense Change?

1. Shift your mindset
2. Assume nothing is sacred
3. Embrace new ways of working / looking at the world
4. Interrogate what's really necessary
5. Don't row against the tide

SHIFT Your Mindset

Aim to turn this negative experience into a positive...

- What if you could completely rethink your org structure with no negative implications?
- What if you could cut poor performing investments without impacting the people attached to them?
- What if you could more easily say no to the things (roles, investments, programs) that don't serve you... including that CEO pet project :)



EXAMPLE

Marketing Transformation Aided
by the Necessity of Change

Assume Nothing is SACRED

Dispense with the idea that certain things must work a certain way...

- Approach your “after state” from a first principles perspective.
- Try to envision a team / process / plan without any preconceived notions of what those structures “should” look like.
- Dispense with any fear about adhering to norms.
- Embrace this short “honeymoon period” to make big changes.



EXAMPLE

Blowing Up Role Design Based on Resource Scarcity

EMBRACE New Ways of Working

There is no reason GTM functions must always follow the same blueprint...

- Look around at what is working in other areas - can you adopt those structures and practices?
- Don't let self doubt creep in - you know your team better than anyone else.
- If it's not broken, don't try to fix it but double down when it is working.



EXAMPLE

Rethinking Working Models &
Org Design Based on What Has
Worked on Other Teams

INTERROGATE What's Really Necessary / Working

Check your ego by the door and make pragmatic, reasonable choices...

- Get very clear on what you need to accomplish / what the goals are for you and your team.
- Prioritize ruthlessly and dispense with anything that doesn't serve you.
- Stand your ground when others don't agree.



EXAMPLE

Implementing Unpopular
Strategies Through Clarity /
Simplicity of Goals

DON'T Row Against the Tide

The faster you acclimate to your new normal, the more successful you will be...

- You might hate it, but chances are, you won't change it.
- The sooner you can implement change and get others to embrace it, the higher the likelihood those changes will be successful.
- Your team needs you to believe in what you're doing. Your leadership team wants you to lead with confidence and conviction.



EXAMPLE

Winning Through Compromise –
Pick Your Battles & Know Which
Ones You Can't Win

STOP/START/CONTINUE: Prioritization based on changes to marketing investment profile



- ❑ Events
- ❑ Pure brand marketing - podcast, awareness blogs/ TOFU content, “proactive” social media engagement
- ❑ Acquisition experiments
- ❑ Lower converting programs & campaigns
- ❑ SDR outbound



- ❑ Hyper alignment with sales teams & motions
- ❑ Product Led Sales / ABM expansion plays
- ❑ Verticalized marketing plays
- ❑ Personalized lifecycle marketing
- ❑ Automation & scaling for lead handling & follow up



- ❑ Content Marketing / Social Media with committee based content development, aligned to quarterly themes
- ❑ PLG Growth experiments
- ❑ Scoring refinements to drive greater lead handling efficiency
- ❑ Product-centric demand campaigns
- ❑ SEM / SEO aligned to acquisition & ROI targets



Survey & discussion



1. **Start:** In H2, what have you pivoted towards or added into your GTM?
2. **Stop:** In H2, what have you removed from your GTM?
3. **Continue:** Across the entire year, what continues to work for you that you will keep doing?

Start: In H2, what have you pivoted towards or added to your GTM?

22 responses



Stop: In H2, what have you removed from your GTM?

20 responses



Continue: Across the year, what continues to work for you that you will keep doing?

19 responses



Thank You!