

SCALE

Pipeline Council

25 programs that worked in 2024

October 25, 2024



Today's Agenda

- Welcome, introductions, survey (20 min)
- Interactive workshop: 25 programs that worked in 2024 (70 min)

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

What is the GTM Advisory?

Advisory

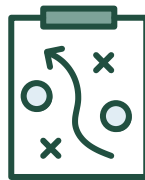
Been-to-market expertise



**Advising over 55% of the portfolio
with bespoke GTM consulting**

Content

Step-by-step guides



**Distilling decades of experience into
80+ practical tools and frameworks**

Events

The power of community



**Connecting EIRs, advisors, and
portcos at 40+ events per year**

Introducing our newest EIR



Scott Mersy

Executive in Residence
Scale Venture Partners

Today's council leaders



Kat Andruha

VP of Business Development
Fivetran



Maria Pergolino

Executive in Residence
Scale Venture Partners

**We're curious who is
using next-generation
call recorders built for
sales teams.**

**Some of the names are
attention.com, sybill.ai,
momentum.io, and oliv.ai.**

Please take two minutes to fill out our
signals survey



25 programs that worked in 2024

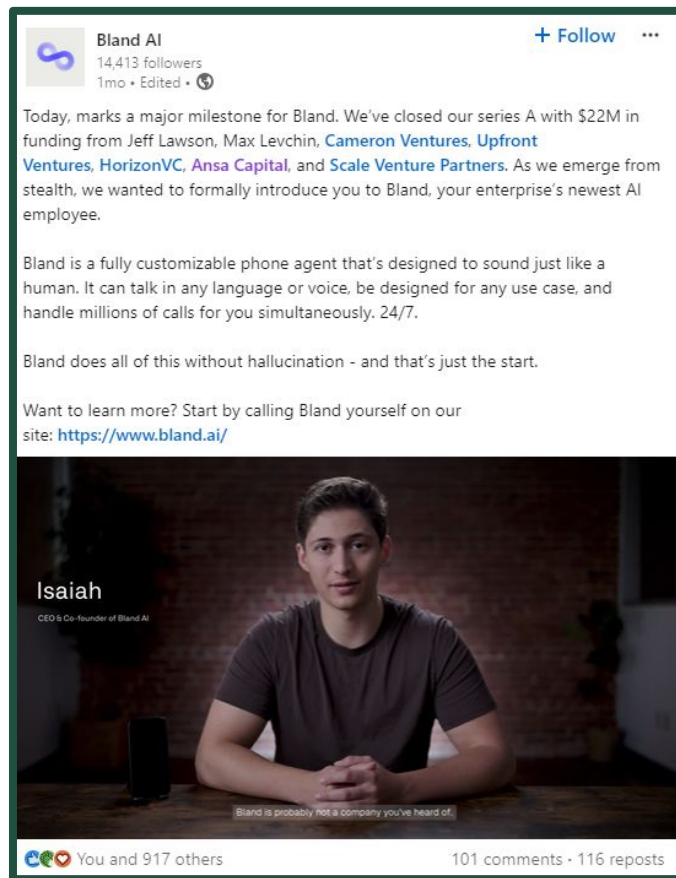


Audience building & influencer campaigns

Audience building & influencer campaign programs

Program / strategy	Results
Building a founder brand on LinkedIn with consistent posts (e.g., Adam Robinson from RB2B)	Booked 600 meetings in 6 months
Starting a corporate sponsored podcast	Built huge top-of-funnel awareness and developed relationships with tons of leaders in the space
Using an influencer campaign to promote a Series A launch video (e.g., Bland's launch)	Received 7.3M views
Starting an influencer DM campaign wherein influencers message leads individually	Huge bump in SQLs

Bland Example



Considerations for the 2025 plan



Plan consideration	Potential 2025 goal
Move from a generic social strategy to a specific LinkedIn strategy	<ul style="list-style-type: none">• Executive engagement plans• LI Startup award winner
Create a content strategy including webinar, podcast, or video assets that can be repurposed	<ul style="list-style-type: none">• Podcast launch• Significant increase in repurposed and/or short-form content
Craft an influencer strategy	<ul style="list-style-type: none">• Match every customer success story with an influencer how-to story• Affiliate program or referral links to track influencer success
Encourage BDR social media actions	<ul style="list-style-type: none">• BDRs referencing influencers• BDRs creating their own videos• LinkedIn voice notes vs standard voicemails



Events

Event programs



Program / strategy	Results
Holding a unique event (e.g., Commsor's chicken wing eating contest at Pavilion Summit)	25% of Pavilion Summit attendees signed up to attend an event from a startup that had not yet launched
Putting all your eggs in one basket by completely taking over a single industry event	Filled two quarters of pipeline in a single event and generated >4x more traffic than other vendors
Booking meetings before an event and offering VIP party passes to those who accept	Booked 85 meetings pre-event
Promoted experiential demos/exhibits at events	Booked 50 meetings pre-event
Going rogue at an event to gain bigger traffic	Surprising pipeline results. Conversions were higher with swag-giving than booth visits!
4X event increase (decreasing other channels)	20% increase across all pipeline generated

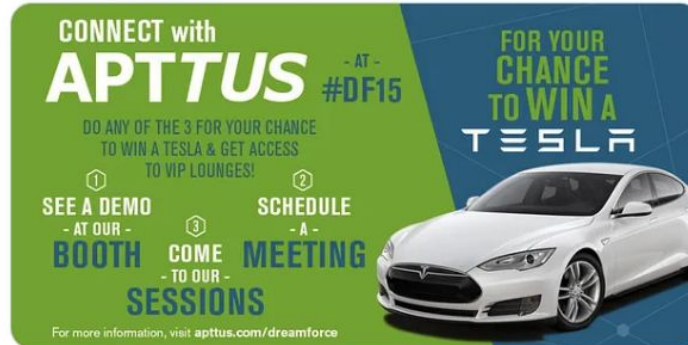
Apttus Event Example (Throwback)

How Apttus Took a Huge Risk, Gave Away a Tesla and Landed 1,170 High-Quality Leads



Dreamforce @Dreamforce · Aug 28, 2015

Win a Tesla at #DF15 w/@Apttus! All entrants get access to cool VIP lounges! For all details: sforce.co/1KfhUbQ



Considerations for the 2025 plan



Plan consideration	Potential 2025 goal
Ensure event plans go beyond sponsorships and have a differentiated strategy	<ul style="list-style-type: none">• Potentially fewer events with bigger results
Ensure event plans include BDRs creating meetings	<ul style="list-style-type: none">• Events include meeting goals versus MQL goals
Ensure event plans have hooks that drive to a desired outcome like meetings and demos	<ul style="list-style-type: none">• Events go beyond sponsorships and include VIP activations and experiences
Promote experiential demos/exhibits at events	<ul style="list-style-type: none">• Include goals like ‘one of top 3 vendors’ or ‘more demos than any other sponsor’ versus MQL goals
Use SDRs to achieve outsized results by holding follow-up calls (with next steps) before other vendors	<p>SDR actions:</p> <ul style="list-style-type: none">• Beat competitors & reach out the very next day - don’t wait for a list upload• Invite attendees to “select events” if they are still at the show



Outreach

Outreach programs



Program / strategy	Results
Using LinkedIn Voice Note DMs instead of traditional email	Generated 5x more replies than a typical email
Using an quarterly, two-touch DM campaign , partnering with AEs to identify accounts	Produced a >200x pipeline-to-spend ratio and a 20x bookings-to-spend ratio
Launching a swag campaign where reps / SDRs hand-deliver swag to prospects	Converted 50% of swag handoffs to meetings
Texting high-intent leads	Double conversion versus non texting
Using power dialers (they are a must)	Exponential—can double or triple an SDRs impact!

Considerations for the 2025 plan



Plan consideration	Potential 2025 goal
Use LinkedIn Voice Notes	<ul style="list-style-type: none">• Double LinkedIn InMail impact with Voice Notes
Use multi-touch campaigns and Direct Mail (or other untried channels like texting)	<ul style="list-style-type: none">• Test new channels including direct mail• Add new channels including texting and direct mail
Drive personal interactions using swag	<ul style="list-style-type: none">• Have SDRs leverage branded items
Use new tools including Power Dialers	<ul style="list-style-type: none">• Drive operational improvements including power dialers and AI



ABM & customer

ABM and customer programs



Program / strategy	Results
Customer segmentation and campaigns	Deeper account penetration, relationships
Account selection and warming (Demandbase)	Increased S&M efficiency
Tying ABM and Brand to outbound pipeline generation	+\$100 M in pipeline generated
Focusing on strategic accounts/activities rather than overall volume	Overall \$ increase
Having an ad platform vendor send a communication to specific accounts	5X return versus non-targeted sponsorships

ABM and customer programs



Plan consideration	Potential 2025 goal
Don't just use ABM for named accounts	<ul style="list-style-type: none">• Segmentation aligned to personas, regions, stage, etc. and ensure content is aligned to segment
Design a clear process for keeping named accounts up-to-date and communicated across teams	<ul style="list-style-type: none">• X new named accounts, aligned with the number of new reps and accounts sold• Lead warming campaigns to ensure all named accounts are aware of brand
Turn performance marketing into named account performance marketing	<ul style="list-style-type: none">• Make 50% of performance marketing targeted based on intent or to named accounts• Leverage technology like Crossbeam to have vendors do named account campaigns



Execution & optimization

Execution & optimization programs



Program / strategy	Results
Ensure timeliness of programs to major events	Significant lift over non-event or timeliness
Optimize your Contact Us - testing content, form placement, etc. (more content won!)	Decreased in total responses but MQLs increased by 30%
Use cross-channel attribution - more demos from campaign sends (emails)	Increase in emails increased demos by 15%
Do advanced planning for targeted and sophisticated campaign strategy	1,135 Leads
Track super detailed metrics across segments	Payback based on CAC and pipeline analysis

Bonus (#26)! Enablement over time (repeat enablement)

Execution & optimization programs



Plan consideration	Potential 2025 goal
Leave space in the plan for additions based on unexpected events	<ul style="list-style-type: none">Plan could leave ~5% of marketing calendar and capacity to news-based / timely programs to get 20% larger lift
Ensure your plan does not just add new programs but optimizes what is working	<ul style="list-style-type: none">Optimize current strategies for 10% lift on current spend
Leave plan space for operational and education-based gains	<p>Example gains:</p> <ul style="list-style-type: none">Ensuring all reporting is done by segmentDefining enablement as a KPI

Thank you