

SCALED

**GTM >> A *STEP BY STEP* guide to
building relevance In 2025.**



**Here's what
we plan to
cover...**

- ✓ **Why GTM critical in '25**
- ✓ **Who owns it.**
- ✓ **The process of building it**
- ✓ **Q&A**



Firstly, a bit about me and SCALED



We exist to **remove the pain of growth**, making the pathway both clear to see and simple to navigate. We can because we have been there.

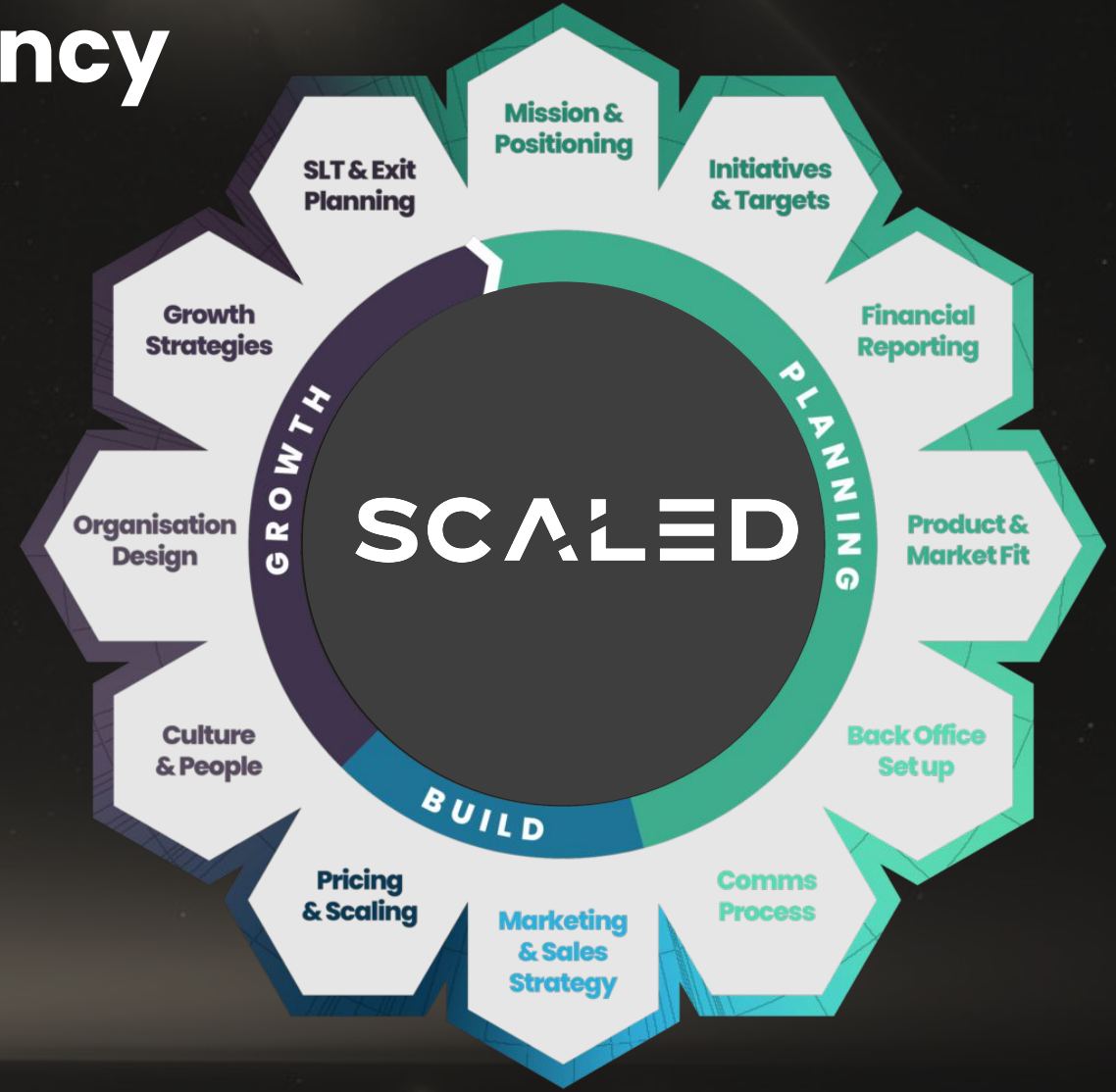
- **Founder, Simon Penson**

What makes our consultancy services **different?**

Whilst most 'growth consultancies' offer a series of unconnected services we connect the dots via our 3-phased growth process; an end-to-end roadmap to growth borne out of real life experience of building businesses of our own.

And we partner carefully, choosing to work with only a handful of businesses where we know we can deliver significant growth within 3-5 years.

In some case we even invest to accelerate growth.





**GTM should be your number
one priority in 2025...**

ONE

We are entering the **Era of The Specialist**. Not having focus on a sector and it's Visceral Pain will result in lack of cut through.

This is a CEO Level Problem



But where to start?

3 key areas where GTM goes wrong...



1. Audience

Marketing (and especially B2B) has lost its way. It's **become obsessed with isolated channels and metrics** that won't deliver your full growth potential.

It's forgotten what really matters... your customer.

Biggest challenges we see:

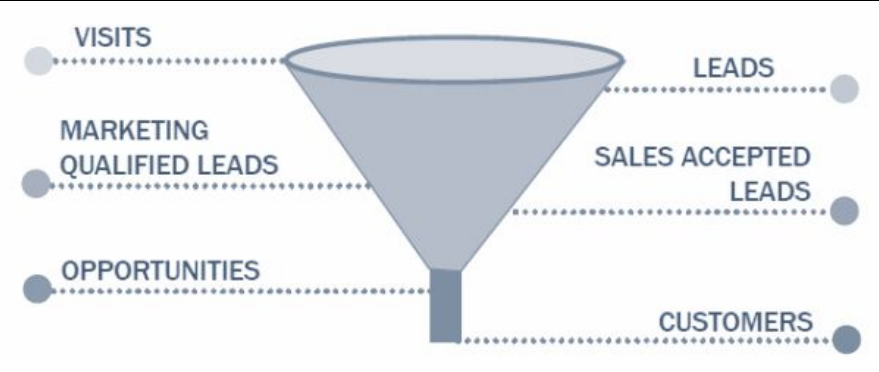
- ✓ Lack of focus on customer pain
- ✓ **No clear market segmentation – who/what are your most valuable customer segments**
- ✓ Assumed knowledge and one-size fits all approach
- ✓ **Outdated findings and assumptions**
- ✓ Lack of understanding on the buying committee



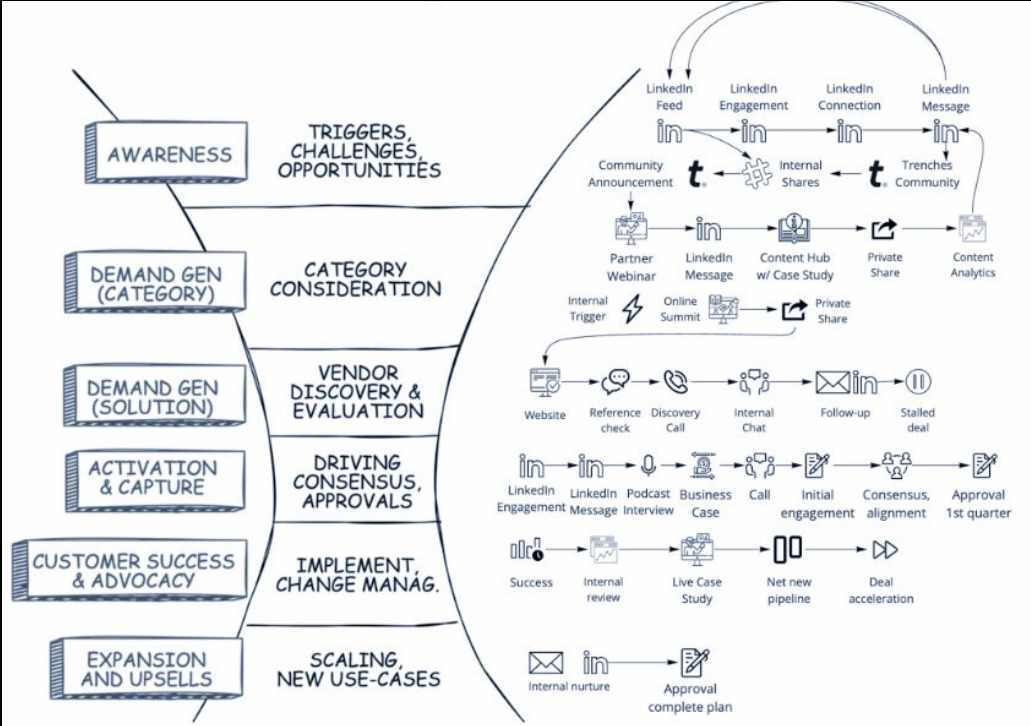
2. Buyer journey misunderstanding

Buying journeys have changed. They're no longer linear.

How Businesses Think They Buy



How They Actually Buy



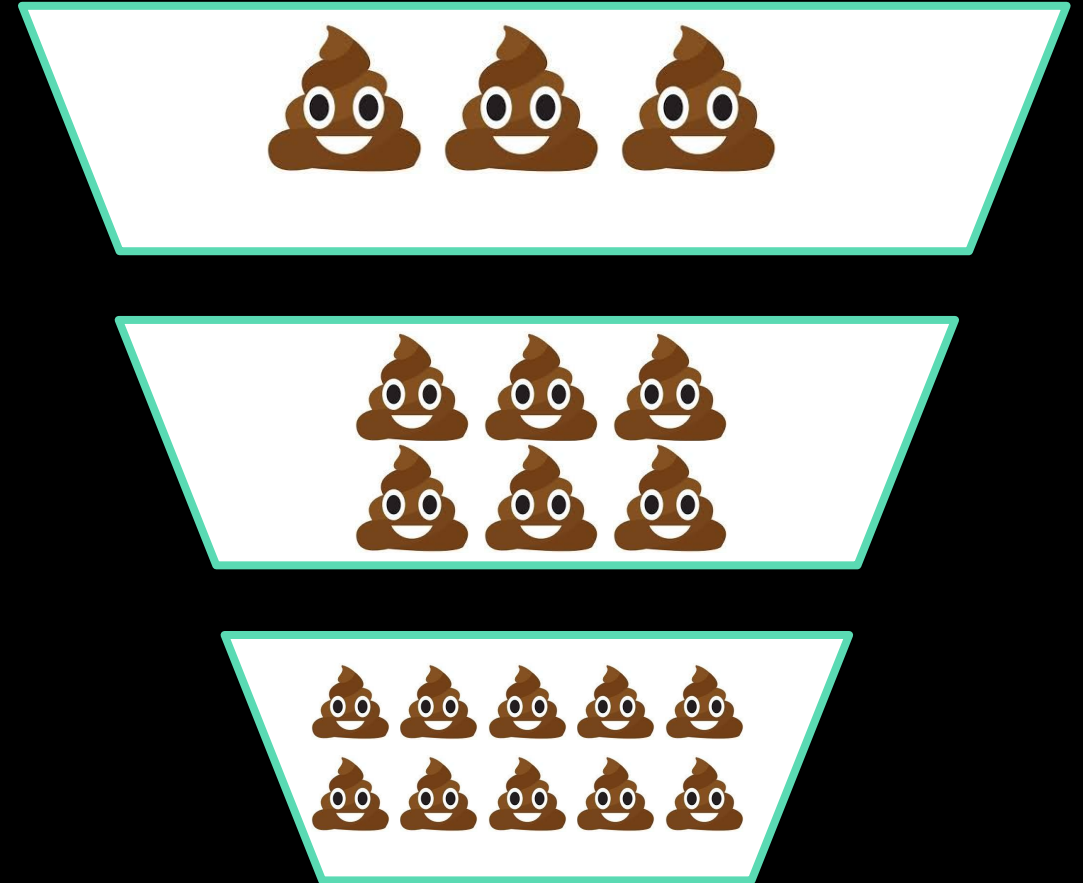
3. KPI & reporting metrics

This leads to teams optimising for the wrong metrics and creates the disconnect between sales and marketing resulting in them focusing on the wrong opportunities.

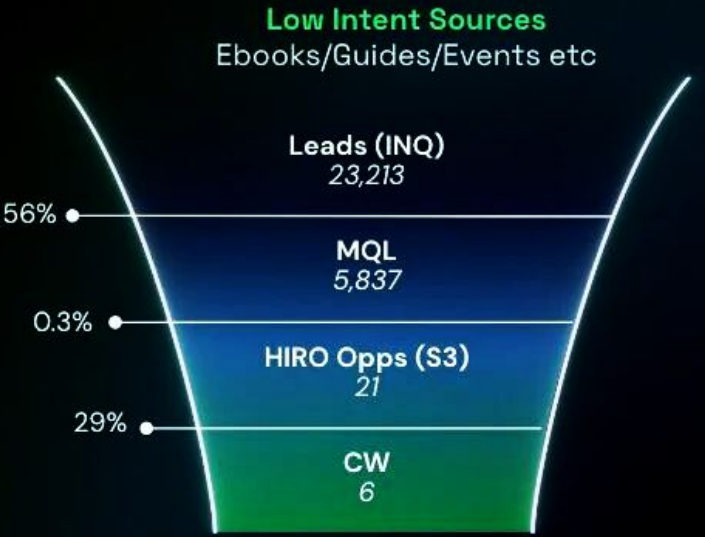
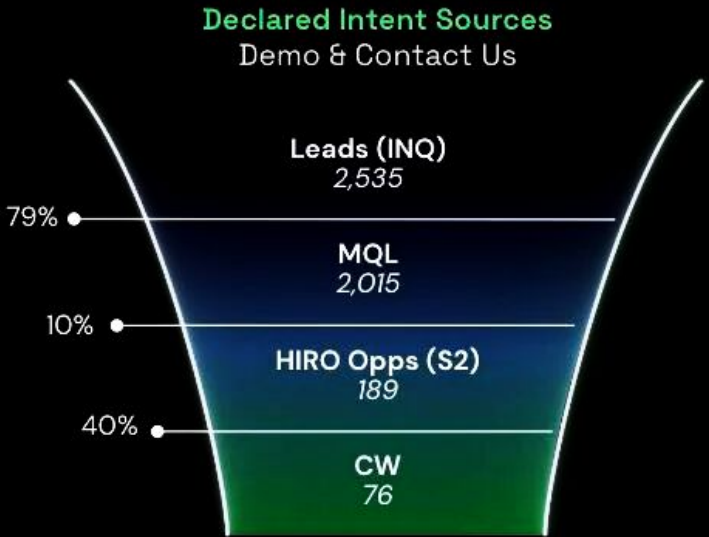
X Marketing are focused on producing a number of 'MQL's' before passing them off to sales.

X More often than not there is **no segmentation based on MQL intent** leading to low quality sales leads

X Sales run additional incentives to hit '**booked meeting/demo' targets** and don't work in conjunction with marketing!



Here's why this is important



Lead to Win = 3.8% New Logo ARR \$4.1M

Sales Velocity = \$14.2MM

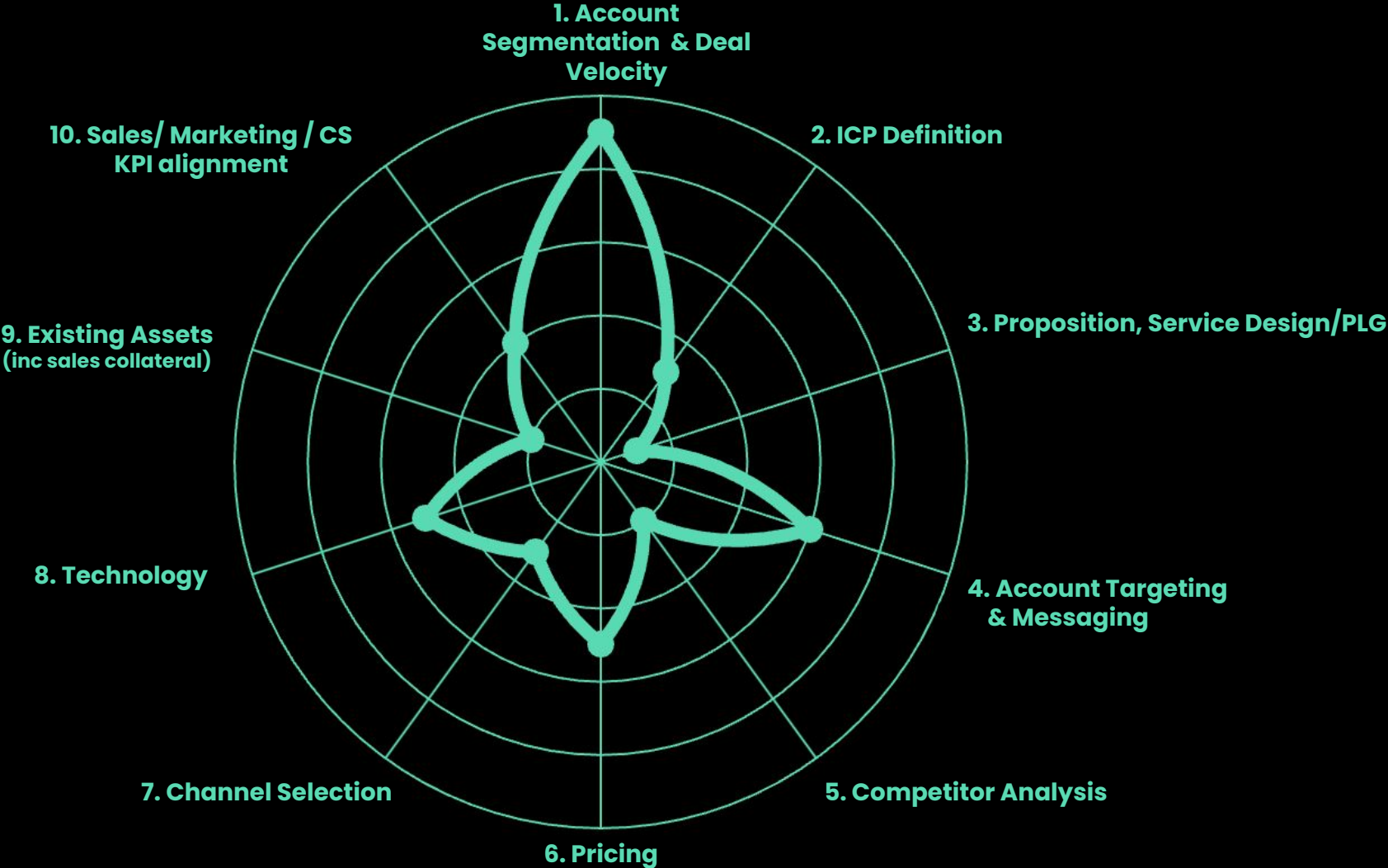
Lead to Win = .02% New Logo ARR \$467k

Sales Velocity = \$781k

How to fix it...

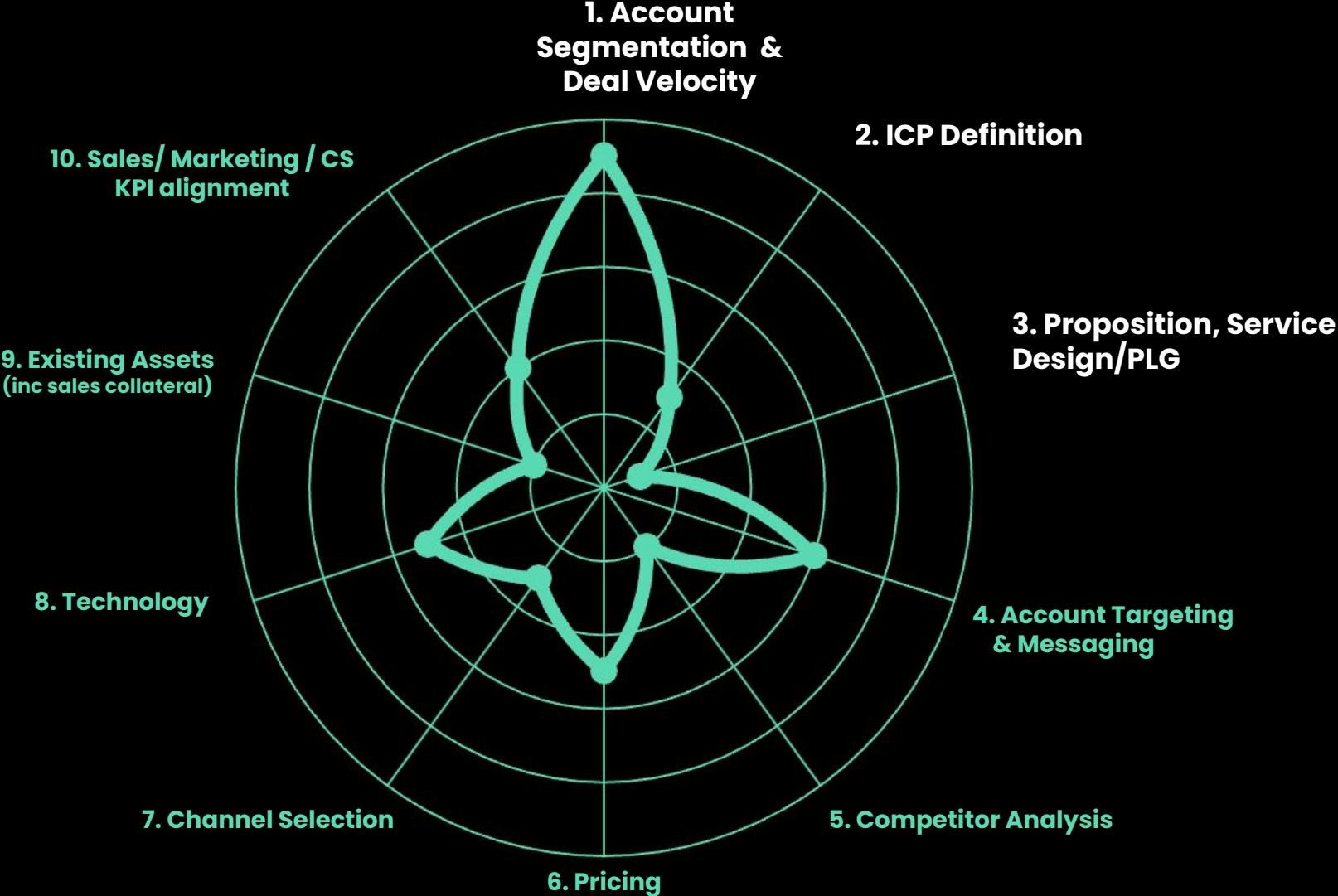


Reinvent your GTM.



Workshop: Proposition & Service Design

We can cover this bit today.



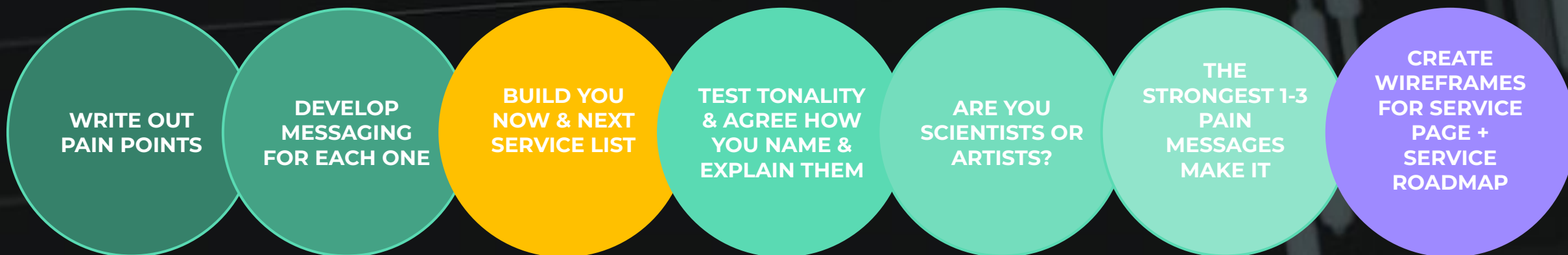
Assumption is that we know our audience and have completed interviews

Step one in the process is ALWAYS to know your audience and their **VISCERAL PAIN IN THE PRESENT.**



The Process Flow

This is the general process flow for taking what you've learned from the ICP process and turning it into a brand message that resonates with you and your customers' deepest pains.



The process output is a homepage and service pages wireframe collection which clearly exhibits messaging and tonality that talks to the customer's deepest pains and articulates how you deliver value and solve it – in simple language.

**But first: what have we
learnt so far from ICP
research...**

Mapping the Learnings

Here's an example of how you can map it - do for it brand and for individual product/services:

Pains	Primary Message	Secondary Message	Strength 1= Poor 5= Strong
Pain point 1	How you solve it	How else you solve it	Score here
Pain point 2	How you solve it	How else you solve it	Score here
Pain point 3	How you solve it	How else you solve it	Score here
Pain point 4	How you solve it	How else you solve it	Score here

*Next comes future product design & roadmap.

Customer Benefits

Ensuring customers and buying committee can identify and relate to the value your services offer.

What Makes Us Different

Making sure your offer is different from the rest of the competition. Ensuring the proposition is game-changing and has a market wide appeal.

How We Deliver Great Value

How you show clients that we generate **real** value whilst being achievable and operationally deliverable for the client.

***And you can cover off AI here too!**

Next look at creating the **sales
and marketing framework
and content plan**

Next we build a tactical sales framework

Think tactically here about what you can activate based on the audience insights

Pre-Awareness	Awareness	Education	Consideration	Evaluation	Rationalisation	Decision	Retention & Growth
Reach	Visits	Leads	MQLs	SQLs	OPPs	Quotes	Time + £
Sales Process Design (CRM)							Service Deployment Tool
Sales Sequences				Customer Sequences & Nurture Calls			
ABM & Targeted Outreach	Lead Nurturing						
PR & Paid Media	SEO						
Paid Marketing		Conversion Offers (webinars, guides etc)					



Now start to build your
Content Plan...

The output is an aligned strategy

SCALED							KEY: Subject 1 Subject 2 Subject 3 Subject 4								
Channel	Category					Tactic	Project	JANUARY							
	Lead Gen	Creation	Capture	Conversion	Retention			1-Jan	8-Jan	15-Jan	22-Jan	29-Jan			
On-Page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Campaigns	Webinar								
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Landing pages	Sector specific LP creation								
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Website refresh	New site launch							Review proposal requests	
Social	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Organic LinkedIn	Written posts								
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Paid LinkedIn	Retargeting (use thought leadership content)	SHORT TERM REV GROWTH		13 KEY PRINCIPLES OF BUSINESS			LAUNCHING SAAS		SHORT TERM GROWTH -
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Youtube	Repurpose content and case studies into youtube (and shorts)								
Email Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ABM	Key announcements								
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Newsletter	Existing clients					MONTHLY SEND			
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	CRM nurture	Prospects								
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CRM Nurture	Lead chasing								
Thought Leadership & Off-page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Speaking gigs									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Podcasts									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Content Partnerships									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New site PR									
Off-page leadership & thought	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New hire PR plan									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New site PR									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Content Partnerships									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Podcasts									
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Speaking gigs									

Top six tips

By this stage, filling a calendar is pretty straightforward, before you do these are my top watch outs:

1. Don't overfill the calendar – *ensure its deliverable*
2. **Make sure every piece of content has a purpose! – Align to your ICP and target segments and customer buyer journey**
3. Think channel first content – *if your audience are on LinkedIn create content specifically for LinkedIn*
4. **Repurpose, repurpose, repurpose – start with the most difficult piece of content first then rework.**
Eg video > short form videos > written content > newsletter
5. **Leverage the experts in your business – use them to create thought leadership and get buy in**
6. Consider partnerships and how to 'rent' an audience – *think podcast outreach, speaking at events, contributing to guest articles, thought leader linkedin posts etc.*

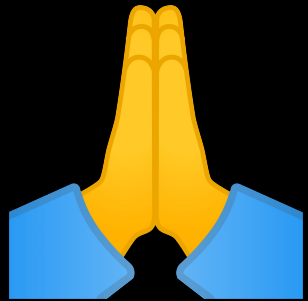
FREE 30 Minute GTM Surgery

- ✓ Troubleshoot current challenges
- ✓ Quiz us more on GTM best practices
- Share learnings
- ✓ Dive into specific pain points

* Book your session: <https://calendly.com/richard-marriott-scaled>

Thanks.

Questions?



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