



FIVE PRINCIPLES TO  
**TRANSFORM  
GO-TO-  
MARKET  
STRATEGY &  
EXECUTION**

Marketing and selling a B2B product is complex. For sellers, getting the right message to the right audience, in the right format, and through the right channels, is a multi-dimensional challenge.

To succeed, smart B2B companies must clearly understand their target market, uniquely position their product, and find innovative ways to generate demand. No one team can do it alone, however. Sales, Marketing, and Product must be aligned to achieve full go-to-market potential.

Product Marketing is what brings it all together, and we ground our practice in these five principles for transforming your go-to-market strategy and execution.

# FOLLOW THROUGH, FROM A TO Z

A successful go-to-market strategy isn't a sprint; it's a marathon (especially in B2B).

It's not just about creating a brilliant plan; it's about executing it consistently and effectively. While shortcuts and quick fixes are tempting, our B2B reality is unforgiving – buyers don't always give you a second chance.

Rushing through the planning phase or skimping on execution won't do your strategy any favors.

## WE BELIEVE:

**Cheating hurts product marketing** – buyers know when you are overselling, and hasty decisions will often cause more harm than good.

**A lack of process** – creates accountability gaps that limit your ability to identify missteps, future improvements, and the true source of potential issues.

**Discipline and time** – are critical to getting it right. The first ensures strategy remains consistent, while the second enables higher-quality decision-making.

## CASE IN POINT:

With some 30 products marketed across 26 industries, Apteian needed to refresh its go-to-market strategy and execution. Using our proven process, we helped the software provider utilize customer insights to establish a fresh integrated marketing strategy, including new messaging, a website redesign, organic and paid search, multi-vertical public relations efforts, and ongoing demand generation activities.



# WALK THE LINES BETWEEN PRODUCT, MARKETING & SALES

Tension between these three is a tale as old as time. Have you ever grumbled about Product launching a feature without notice? Or Sales hyping an upcoming enhancement not on the roadmap? How many times have you been asked whether Marketing “gets it?”

Product marketers ensure each team operates in lockstep toward a common goal.

## THEY WALK THE LINES IN-BETWEEN TO:

**Build bridges, not walls** – and ensure customer intelligence, product enhancements, campaign announcements, and other critical updates are shared throughout the organization.

**Translate the bits and bytes** – into compelling stories and messages that inspire buyers to act.

**Support the three-legged stool** – by unifying goals and aligning incentives across departments.

## CASE IN POINT:

Effective sales enablement is only possible through collaboration. Bringing together its marketing, sales, and product teams, DefenseStorm partnered with us to launch a Cyber Risk Assessment tool, which it uses to capture sales-qualified leads, customer intel, and industry insights tailored for its solutions.





# DELIVER THE GOODS

B2B buying is characterized by process and hard logic. It is rarely an emotional decision, or one made on impulse.

The path to purchase also requires many steps and is typically accompanied by a competitive review, numerous decision makers, and a timeline of more than six months. Evolving buyer expectations are a challenge in and of themselves.

## SAVVY PRODUCT MARKETERS:



**Capture qualified leads** – and don't chase big numbers of largely unqualified suspects. Pros attract high-quality prospects who they can convert into customers.



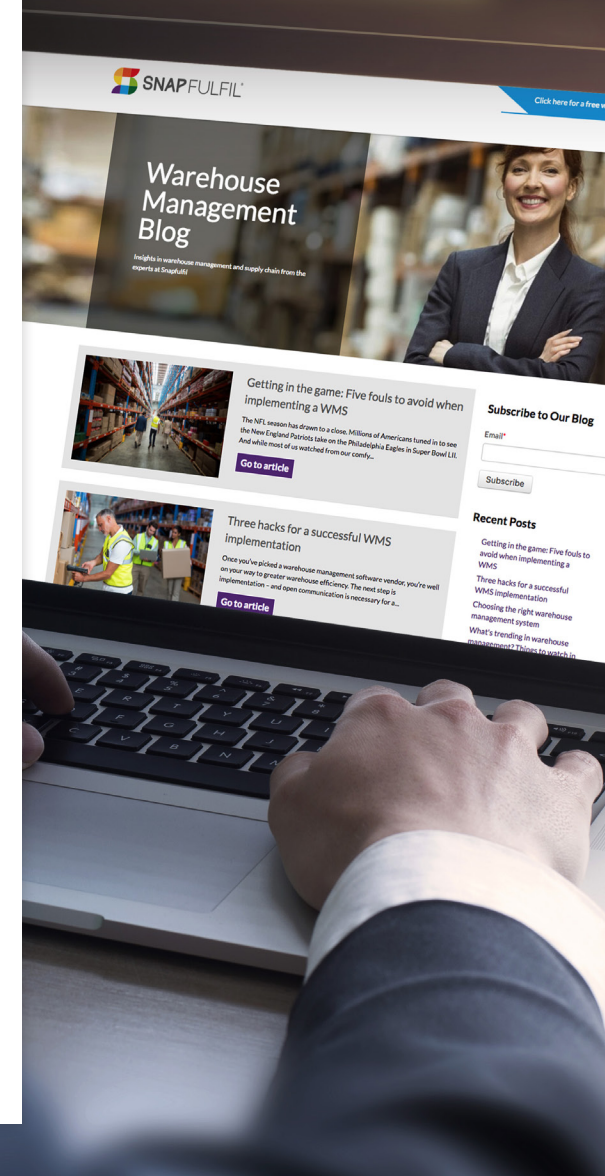
**Keep the content flowing** – with fresh, meaningful insights that educate, entertain, and persuade buyers.



**Go beyond awareness** – by focusing on qualified leads and traffic. After all, who cares how many website visitors you get if your content isn't compelling and no one is interested in speaking with Sales?

## CASE IN POINT:

The audience for supply chain-specific content is by no means small, but it does demand specialized content. With Arketi, SnapFulfil launched a content marketing program that established its executives as thought leaders and engaged buyer's throughout the sales funnel – ultimately achieving an 800% ROI.



## THE BENEFITS OF GRID **ACTIVE RISK** ASSESSMENT

### CONTINUOUS RISK ASSESSMENT

A consistent evaluation of risks and controls with centralization of data and maintain data integrity for visibility into how risks and systems of controls within your organization have evolved.

### INTEGRATED REGISTERS

Maintain integrated registers and generate risk assessments from the same platform where cyber risk is managed daily.

### LINKED RISKS AND CONTROLS

Link risks and control in the register to your organization's unique audit and policy universe to illustrate the full

### PROACTIVE INSIGHTS

Proactive and timely insights to better inform risk-based decisions for resource allocation.



# THINK LIKE A SCIENTIST

Product Marketing is the perfect blend of science and art. When you combine an artist's skillful creativity, whether through word or design, with a scientist's data-driven mindset, you can both evoke emotion with your campaigns and measure their impact.

Think of your average marketing campaign as a science experiment. We observe buyers to understand their needs, test various tactics to engage them, and analyze the results to know what works.

The scientific method is still around for a reason!

## THAT'S WHY WE:

**Launch, learn, & repeat** – to build on what works, avoid what doesn't, and maintain our competitive edge.

**Don't wait for reviews** – but instead look at marketing with an ongoing, iterative mindset.

**Pair data with insight** – so our positioning and messaging are aligned with buyer needs and expectations.

**Leave no stone unturned** – by experimenting with new strategies, tactics, and technologies to reach buyers wherever they are in their journey.

## CASE IN POINT:

Körber Supply Chain needed a new message to reflect the value of its recent merger. Following our messaging process, we launched dual research streams targeting supply chain professionals (to identify Körber's overall value proposition) and consumers (to affirm buyer decision-making). These insights informed Körber's new brand message: **Conquer Supply Chain Complexity**





# PLAY WHERE YOU WIN

Consider the number of potential buyers for your product or solution. Whether you sell enterprise software or manufacturing equipment, the addressable market of buyers rarely tops more than a few thousand.

Marketers will sometimes inflate buyer audiences by positioning their technology as “everything for everybody.” This strategy fails time and again, however, as marketing communications are lost in a sea of sameness – and competitors eat up market share by playing to their strengths.

## **PRODUCT MARKETING HELPS B2B TECH COMPANIES:**

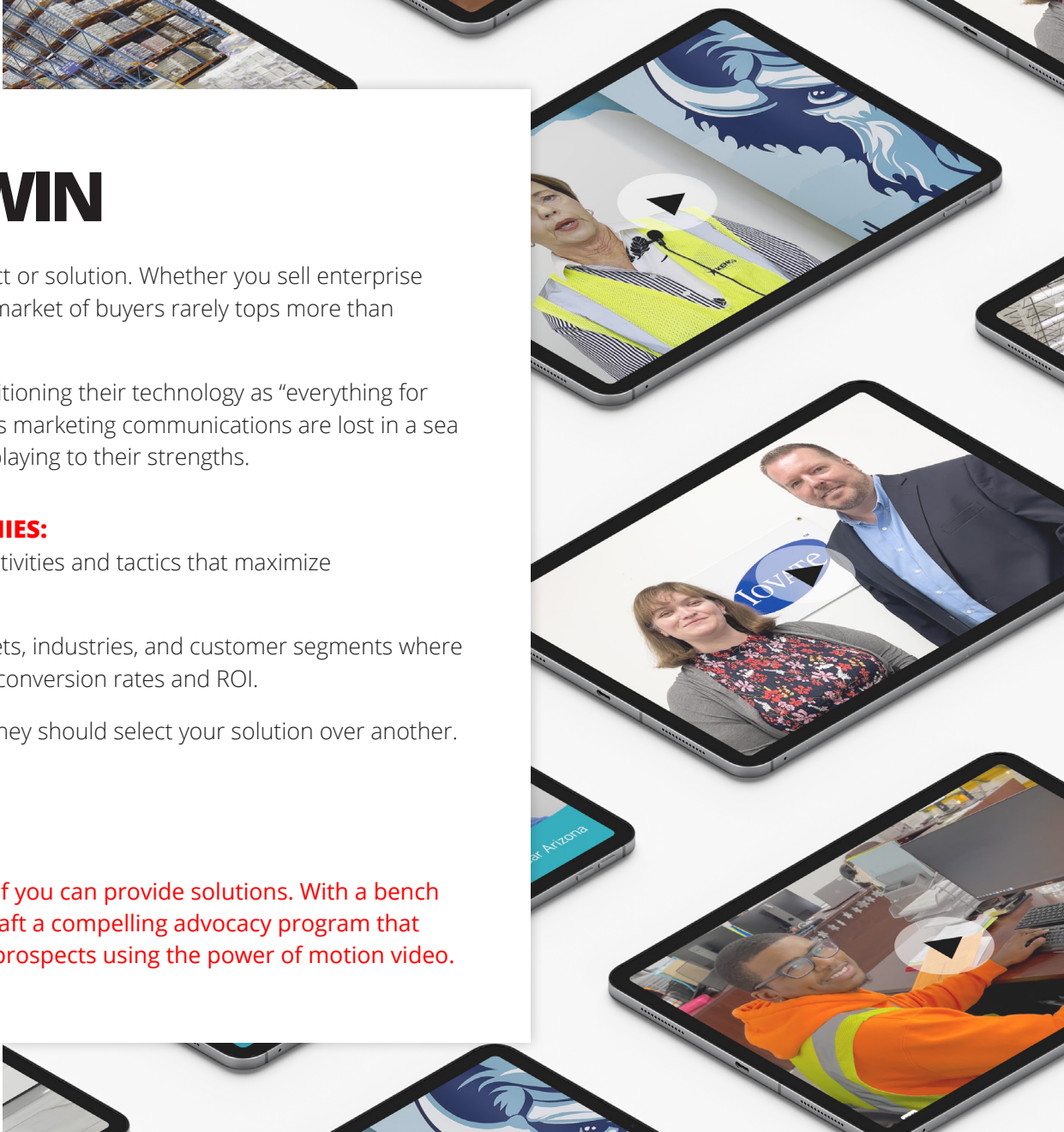
**Grow revenue, grow!** – by directing resources to the activities and tactics that maximize revenue growth.

**Know their hunting grounds** – and pinpoint the markets, industries, and customer segments where your technology excels. Precision targeting yields higher conversion rates and ROI.

**Demonstrate value** – and avoid telling prospects why they should select your solution over another. Prove your worth.

## **CASE IN POINT:**

Buyers are out to solve challenges, and they want proof you can provide solutions. With a bench of customer champions to tap, Kenco engaged us to craft a compelling advocacy program that demonstrated the real-world value of its solutions for prospects using the power of motion video.



# ACHIEVE FULL MARKET POTENTIAL WITH PRODUCT MARKETING

Complacency is a marketer's greatest enemy. Emerging technologies and the rapid pace of innovation continue to redefine the way we identify, reach, and engage technology buyers.

Failure to adapt is no excuse. Product Marketing plays an integral role keeping Product focused on the right features and enhancements, Sales moving prospects through the funnel, and Marketing's campaigns aligned with product benefits and differentiators.

**Let's unlock untapped potential and transform how you go to market. Reach out to Mike Neumeier at 404.451.7832 or [mneumeier@arketi.com](mailto:mneumeier@arketi.com).**

