



SaaS Marketing Meetup

TOPIC 1 The position of Marketing



- “Marketing has to ‘fight for its right’ on a regular basis”
- “Sales and Marketing alignment is still an issue in most organisations”

In SaaS, many marketing teams feel that their budget could be raised due to successful lead and revenue generation. In reality, this isn't a given. Considering the mentality of sales minded organizations, the position of marketing has changed over the years. Marketing teams need to re-establish trust and show the value and (direct) impact they have on company growth. This starts with rebuilding the relationship between marketing, the company leadership and the sales team. Understanding each others' pains, gains and needs will bring forward the importance of the marketing team and its resonance throughout the entire organisation, from sales to operations to overall revenue growth.

“Life is too short to work for a CEO that doesn't understand Marketing”

Tip: Marketing teams are focussed on leads and volume instead of quality. Talk with the sales department to come closer to each other.

Keep track of the funnel

Mapp out your current situation. Map out the customer journey, see how leads behave through the funnel and prove your ROI. All these data points will help the rest of the organisation recognize the value of the marketing department.

How to generate confidence for your marketing team?

Look at the underlining performance of different marketing channels and the various campaigns within a channel. Done well, this gives you insight in where the market process needs optimizing and which channels can be boosted even more. Very early in setting up marketing, you can already start moving budgets from less to more performing channels and come up with new successful campaigns that drive the marketing funnel and sales pipeline.

TOPIC 2 Alignment Sales and Marketing



- “Where do issues arise in the alignment between Sales and Marketing?”
- “Who sets the Go-To-Market Strategy in your organisation?”
- “A SDR or BDR is mostly stuck in the middle”

Who sets the Go-To-Market Strategy?

Mostly, it's a mix between the go-to-market performer, who is responsible for knowing all the ins & outs of the market and stays on top of the trends and developments, and the sales team that provides feedback from clients and identifies new opportunities.

What are the targets for Marketing & Sales?

If Marketing doesn't hit its demand generation numbers, this will lead to Sales having to prospect themselves, focusing on new, outbound prospecting, or reworking older leads, instead of the new leads coming through marketing.

Where do issues arise in the alignment?

A Sales Development Representative or Business Development Representative is mostly stuck in the middle. Issues arise when it's not clear what the expectations are and what the common marketing and sales goals are.

Marketing should focus on providing the best insights for it to become easier for SDR/BDR/AE's to prioritize their leads with engagement data and the Ideal Customer Profile. Putting this data together makes a huge difference for sales and the alignment with the marketing team.

What does the ideal world look like?

In an ideal situation, the top of funnel target of the marketing team, working through to the bottom of the funnel, is aligned with the sales team's metrics in terms of conversion and amount of closed deals. Yet, in many growing SaaS companies this is not the case. Which of these 3 scenarios applies to your situation?

"Marketing rules the world"

Marketing owns the funnels and all documentation and anything pre-opp is written, checked and tested by marketing

"Sharing is caring"

Marketing owns the inbound, and possibly also outbound, funnel and provides messaging/content. Sales reps do write their own personalized documents

"High fences make good neighbours"

All focus is on sales, only marketing provides some templates for follow-ups



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