

Getting to your first 100 customers & beyond

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30 seconds about me





3 Steps to getting to your 100 customers and beyond



Nail your messaging







Who is your target audience and personas?

Who is your ideal customer profile?

Create your messaging manifesto

Target audience & personas



Audience	Developer	Marketing	IT Ops
Value driver	Build	Launch	Run
Key message by persona	Best Practices web development platform for building websites	Take control of your websites and launch faster	Stop wasting engineering resources on website infrastructure

STEP #1 Ideal customer profile



How would you describe your ideal customer?	Companies with more than 20 sales reps that have implemented CRM in the last year	
What attributes make for an ideal account? (firmagraphic info such as employee size, annual revenue, vertical etc)	Retail companies with 500+ employees, over \$50M in revenue, located in US	
What are their key objectives?	"global customer base," or "have data privacy needs"	
What is the infrastructure or operating environment of your ideal customers?	Amazon Web Services, SAP ERP, remote locations	
What are the key buying triggers that drive these accounts to take action?	New round of funding, international expansion, new product development	
What are the main reasons accounts don't buy from us?	"Status Quo" or "No Pain"	
What constitutes an account we absolutely can't sell to? Why?	"If they bought XX technology in the last 12 months, they will not buy from us"	

Messaging manifesto



Elevator Pitch	15 words about what you do	
Value Proposition	Key differentiators Focus on 3 value drivers	
Short Synopsis	Less than 100 words Boiler plate	
Why do you exist?	What's changed in the market to make your existence important? Why now? What is your viewpoint that makes you an expert? Other players that validate your message? (non competitors)	

Rethink demand generation





Define your marketing funnels

Set your marketing investment

Build a targeted campaign

Define your marketing funnels



Developer Funnel

Top of the funnel

Freemium, Free customer support, invitation to pair email, SDK, FAQ, Guides, meet-ups, Github page, community content, evangelism, Product Hunt, Reddit, Quora

Middle of the funnel

Pairing email, in-product marketing, deeper dive guides, role-focused content, user experience, pricing page, features

Bottom of the funnel

SDR involvement, demo with a team, customer stories, use cases, pricing page

Enterprise Funnel

Top of the funnel

SEO, paid marketing, product launches, website, PR, social media, content marketing, downloads, free trials, request a demo

Middle of the funnel

Sales development, email tracks, customer stories, retargeting, sales enablement, product demos, industry validation

Bottom of the funnel

Sales processes, field marketing, customer references, deeper industry validation

Set your marketing investment





STEP #2

Let's create your marketing-to-sales model.

STEP #2 Build a targeted campaign





Tactics on how to do that:

- 1. Identify key messages
- 2. Identify key theme
- 3. Identify key channels
- 4. Prioritize & test your tactics
- 5. Execute the right mix of tactics
- 6. Measure success

Pantheon campaign





A STEP #3 Hire the Right Team





1. Builds

2. Grows

3. Scales

Final Thoughts



Thank You

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