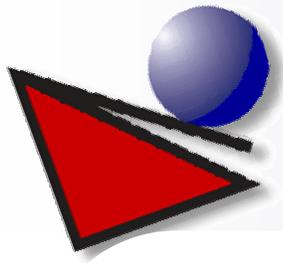
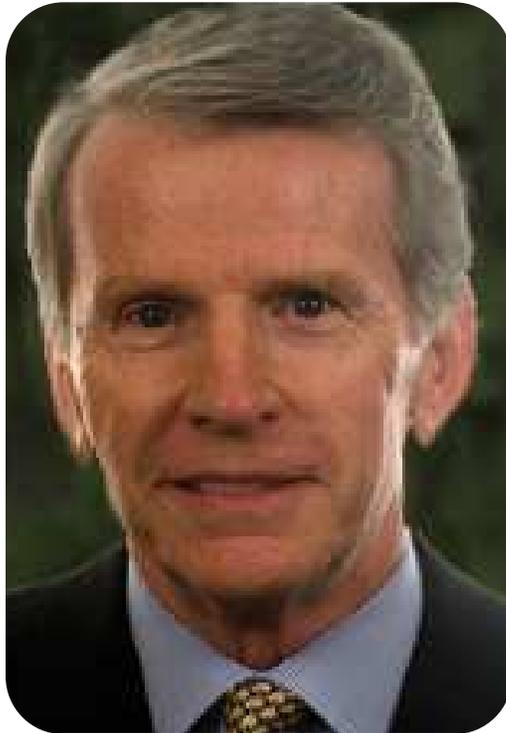


Beyond AdWords & eMail

Guerrilla Marketing for SaaS Lead Generation



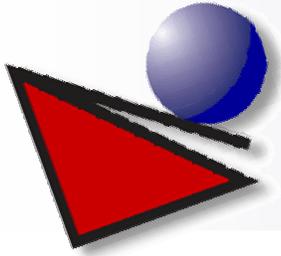
Argument



***“Customers are in control,
[and] they are demanding
... more accountability for
results.”***

– Ray Lane
Kleiner Perkins
“The Coming Service Revolution”
on *SandHill.com*, 2005

***This idea is giving some ISVs heartburn.
The rest are transitioning to SaaS.***



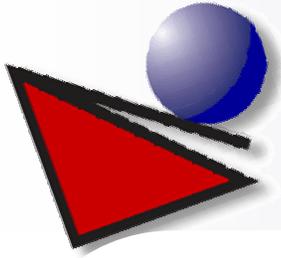
Accomplishment

“It is not enough to have knowledge; one must also apply it.

It is not enough to have wishes; one must also accomplish.”

**– Johann Wolfgang von Goethe
Man of Letters**





Accountability

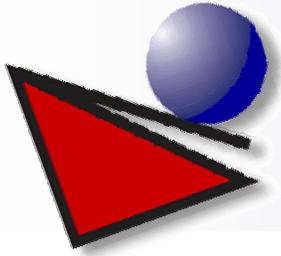


"Personally, I liked the university. They gave us money and facilities. We didn't have to produce anything.

You've never been out of college. You don't know what it's like out there. I've worked in the private sector. They expect results."

– *Dr. Raymond Stantz*
Future Ghostbuster

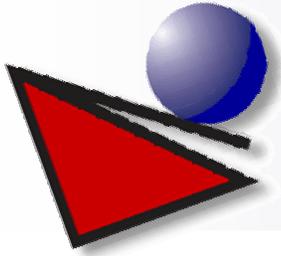




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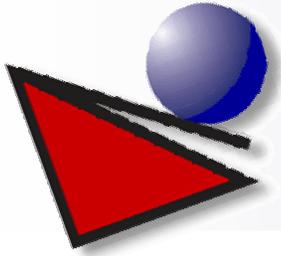
- Minimizing CACs
- Leveraging Your Expertise
- Flexing Other People's Muscle
- Spending Other People's Money
- Tracking, Catching & Warming





Guerrilla Topics

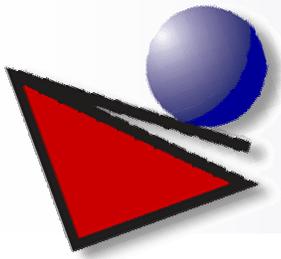
➤ Minimizing CACs



CAC

- What Is Your Customer Acquisition Cost?
 - Marketing = Advert, Brand, Lead Gen
 - Sales = COGS (base + incentive)



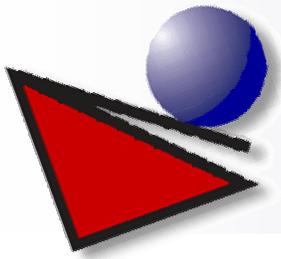


Tech Services Rev Gen



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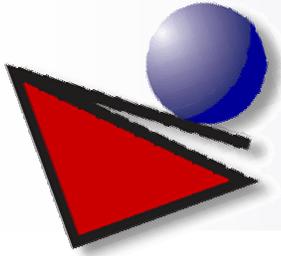




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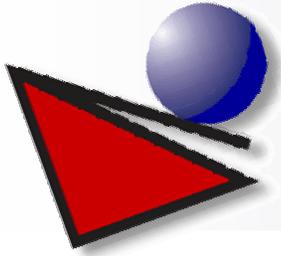
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Guerrilla Topics

- Minimizing CACs
- **Leveraging Your Expertise**





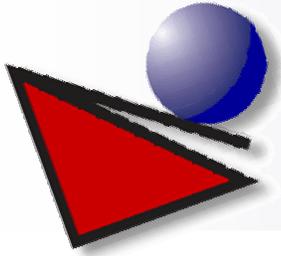
Givens

***Let's Agree:
You've IDed These Already...***

**Competitive
Alternatives**

**Points of
Difference**

**Economic
Buyers**



Expertise → Credibility

“We are all experts in our own little niches.”

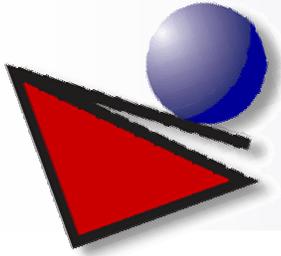
– Alex Trebek

Challenges of the New Brand:

Software or Solution?

Vitamin or Aspirin?

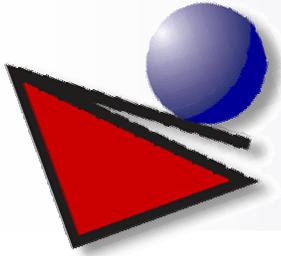




Expertise = Credibility

- Guerrilla Tactics Demonstrate Expertise
 - Print: articles, whitepapers, editorials, blogs, press releases, newsletters, interviews, etc.
 - In-Person: panel discussions, presentations, seminars, webinars, etc.
 - Interactive: surveys, workshops, user groups, tweets, blogs, videos, etc.
- Audience Is Key: Who Has What Pain?

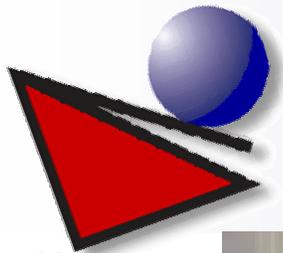




Guerrilla Topics

- Minimizing CACs
- Leveraging Your Expertise
- **Flexing Other People's Muscle**





Think Different

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workday.
We are happy to have you



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the opposite of ERP

Block

ERP OR WORKDAY?



TOTAL COST OF OWNERSHIP ▶

RAPID TIME TO VALUE ▶

SAAS IN THE ENTERPRISE ▶

The Opposite of ERP

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Find out how much your company can save.

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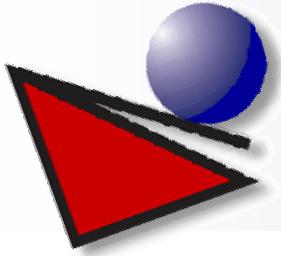


keychainlogicSM

Accelerating revenue on demand.

2008

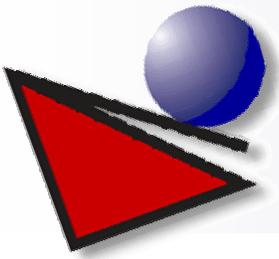
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Guerrilla Topics

- Minimizing CACs
- Leveraging Your Expertise
- Flexing Other People's Muscle
- **Spending Other People's Money**





Add Value



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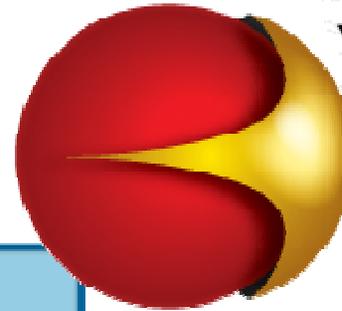
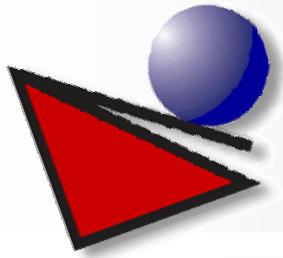
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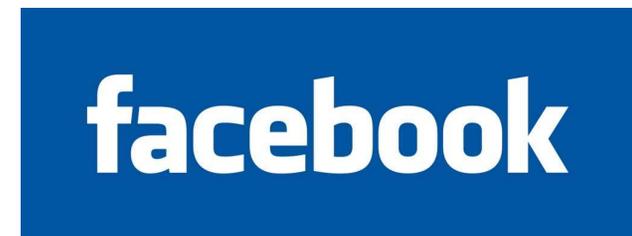
Network

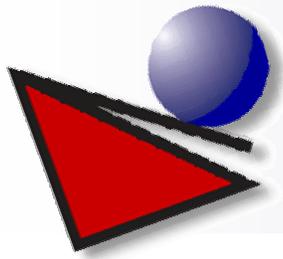


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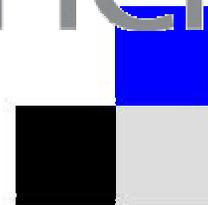
XING



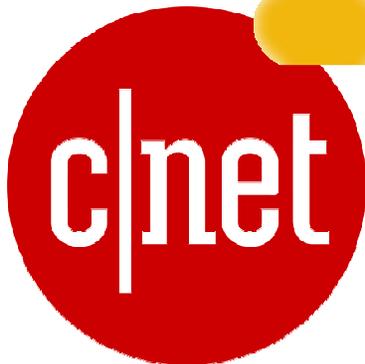


Drive Traffic

TechCrunch

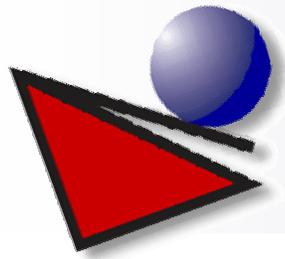


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Bloglines 





Keep Track

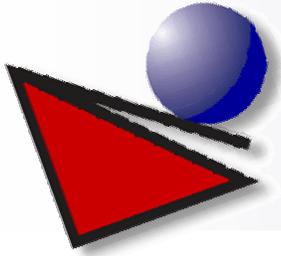


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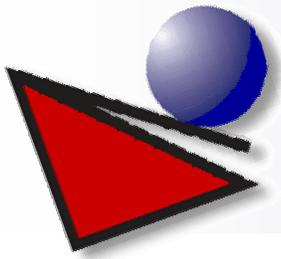




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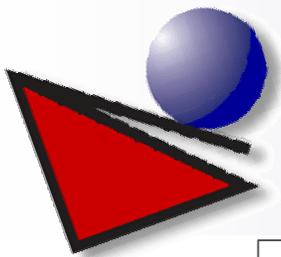
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Beyond Automation





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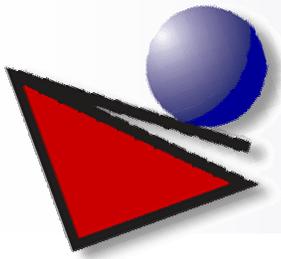
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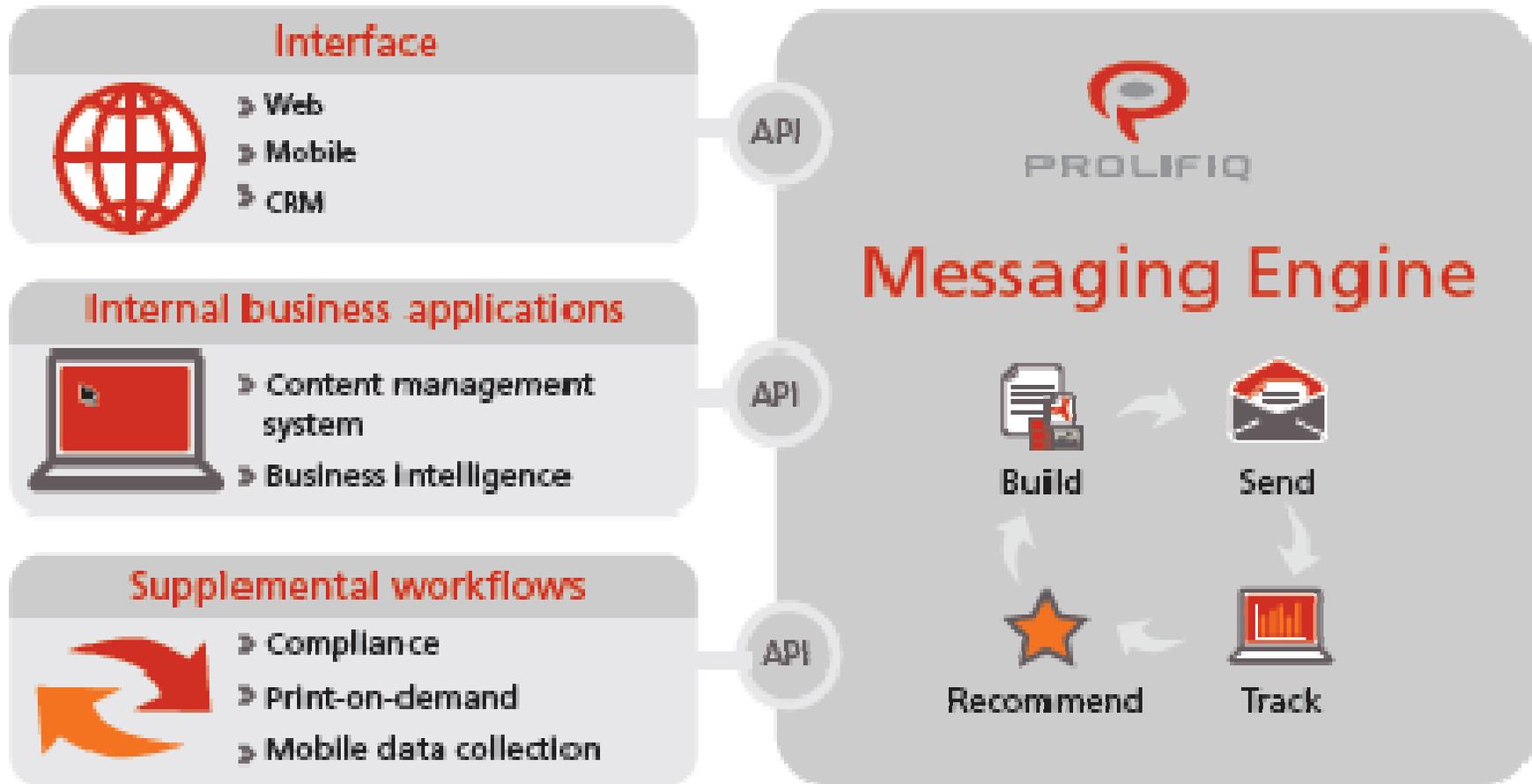
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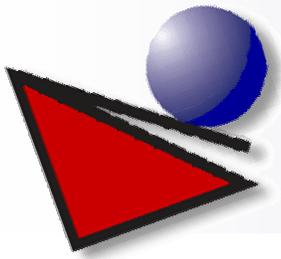
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Beyond Webforms

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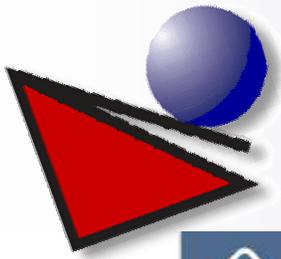
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	Organization	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Phone	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Job function	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
	Salary	<input type="checkbox"/> <input checked="" type="checkbox"/>

Field properties

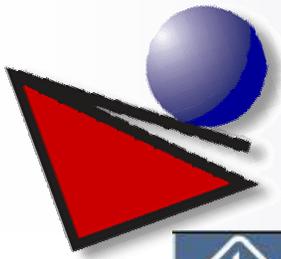
Type: **Drop-down**

Label:

options	score	d
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25,000 to 50,000	5	<input type="checkbox"/>
50,000 to 75,000	8	<input type="checkbox"/>
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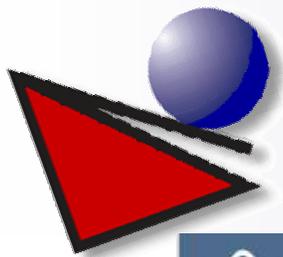
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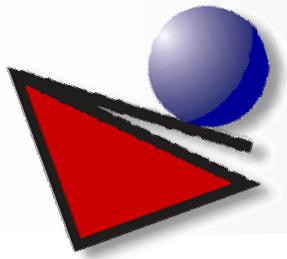
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