


B2B Marketing Projects

Strategized & Implemented

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A blurred background of a desk with a notebook and a pen. The notebook is open, and a pen is resting on it. The text is overlaid on a dark rectangular box.

” Always deliver more than expected.

- Larry Page



B2B Milestones Achieved

A background image of a business meeting with several people in professional attire. The image is overlaid with a dark teal color and contains six text boxes with white and red text.

15+
years of Cloud
experience

100+
Product
Launches

1,000+
Marketing
Campaigns

30+
International
Companies

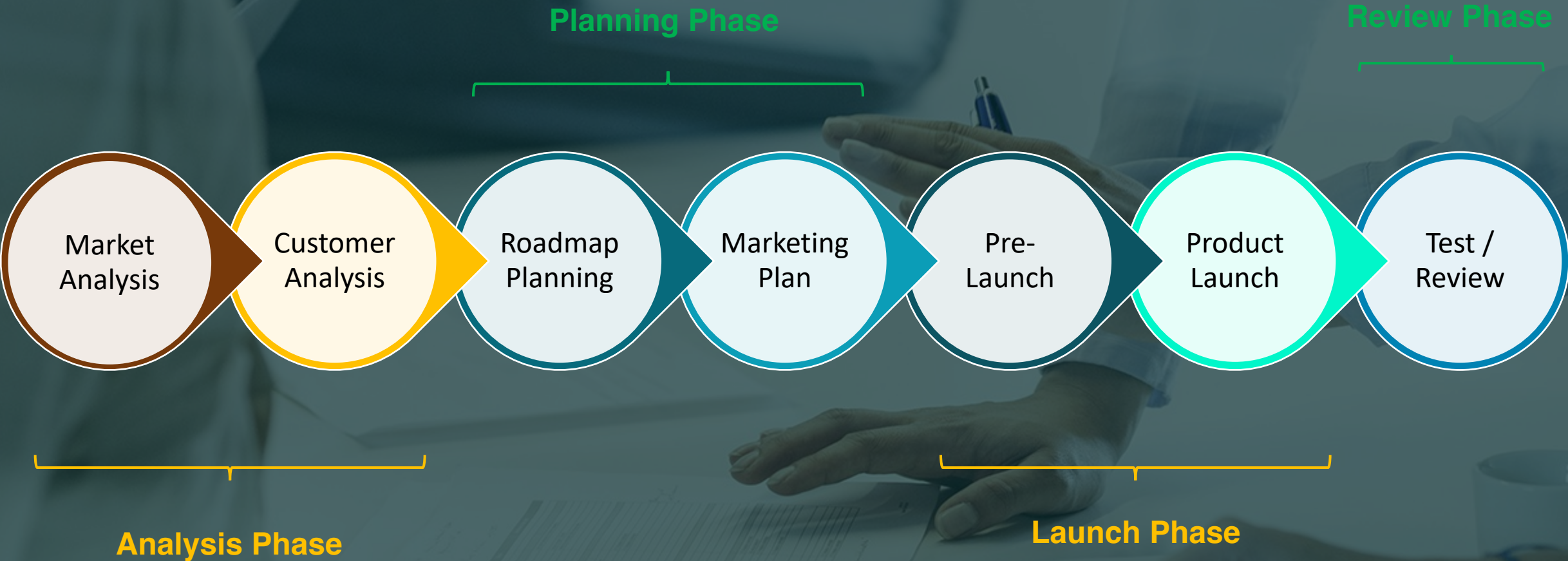
50+
International
Events

\$266mn+
Generated in
Revenue



My Go-to-Market Strategy

MY B2B GTM Framework





Experience Across PLC Stages

- ✓ Generating Value Proposition
- ✓ Marketing Plans
- ✓ Sales Pipeline Reconciliation



Demand Generation

Situation

A cloud start-up operating in EMEA wanted to establish into the US market for the first time.

Challenge

Generating customer traction(Leads) and converting them to sales remotely was a big challenge. They did not have a team in US, they were relying totally on marketing to achieve this.

- Market analysis to understand competitive landscape and their offerings and messaging to develop competitive messaging.
- Customer analysis to uncover current challenges and Personas.
- Came up with product messaging which targeted current challenges of the customers and competitors.
- Implemented targeted email campaigns to engage customers.
- Published industry specific content in form of Webinars, Industry Events, CXO Meets, White Papers, Demo etc.
- Enhanced marketing automation across digital channels and curated customer journeys to better engage with prospects.

My Strategy

Results

- Generated pipeline worth 35mn+ within 2nd year.
- Sales achieved within 2nd year in excess of 4mn.
- Bottom Line Increase of 7%.
- Developed a database of over 20,000+ prospects.



Sales Enablement

Situation

A software company in Toronto was getting a lot of leads but they were not able to convert them well to closed won.

Challenge

The sales team was very diverse which spanned across different countries. There were new product(feature) launch every quarter, so continuous enablement was required.

- Performed sales pipeline reconciliation to understand the gaps.
- Interviewed sales team to uncover their challenges.
- Designed sales collaterals like ppt, whitepapers, demo scripts, webinars, etc.
- Organized customer interviews and blind customer interviews to get insights into customer expectations and decision making.
- Created custom case studies based on segmentations like industry, size, solution etc. to implement targeted marketing.
- Created a platform for sales teams to brainstorm and share their strategies and challenges.

My Strategy

Results

- Sales cycle was reduced by 35%
- Conversion rate improved across sales stages (Upto 5%)
- Closed won rate increased by 12%



Product Marketing

Situation

A world's leading electronics company wanted to develop a go-to-market strategy to enter into a new market.

Challenge

With no existing presence in the market and price almost double of that of competitors, entering a new market was looking like a daunting task for this electronic giant (world leader).

- Facilitated customer interviews to understand their POV.
- Extensive voice of customer analysis.
- Came up with a value proposition for the customers.
- Implemented email campaigns to reach the prospective customers and educating them about this proposition.
- Designed buyers journey mapping across marketing channels.
- Elaborative sales pipeline reconciliation to understand the leads, opportunities, sales closed etc. through campaigns.
- Post rollout analysis to asses launch performance.

My Strategy

- Generated 50+ SQL (Only enterprise clients).
- Received PO's worth 5mn within 1st month.
- 8% increase in the annual revenue after 1st year.

Results



”

Don't find customers for your products,
find products for your customers.

- Seth Godin

**How can I add
value to your
Business?**

Let's Discuss!



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