



Lean Marketing

Recommended tactics to reduce start-up risk and
increase probability of success

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Daniel Greenberg

The Years

- 25+ yrs in high tech B2B marketing
- 21 yrs in Internet
- 15 yrs in SaaS
- 8 yrs marketing automation



The Experience

CMO/VP Product Management positions at public and VC-backed companies.

- CMO, Tumbleweed (NASDAQ: TMWD)
- VP Global Marketing, ACNielsen (NYSE: ART)
- VP Product Management & Marketing, Macrovision (NASDAQ: MVSN)
- CMO, VP Product Mgt & Founder, ActiveDecisions
- CMO, TrialPay

Acting CMO at ...

- Loggly
- Duo Security
- 2Checkout
- Workshare
- BitzerMobile

Other Details

- Raised \$19M in venture capital, 2 ventures, 1 company acquired
- Executive and board level experience in both start-up & public companies
- MBA with honors, University of Chicago



We Drive More Revenue

Experts in B2B Marketing Strategy & Marketing Automation

CMO-ToGo helps B2B companies accelerate sales by optimizing and automating their marketing

Leading the
Leaders



100%

Satisfied Clients

25

Years in Marketing Strategy

8

Years in Marketing Automation



Marketing Strategy

We help you identify the biggest opportunities and then chart the quickest path to get there.

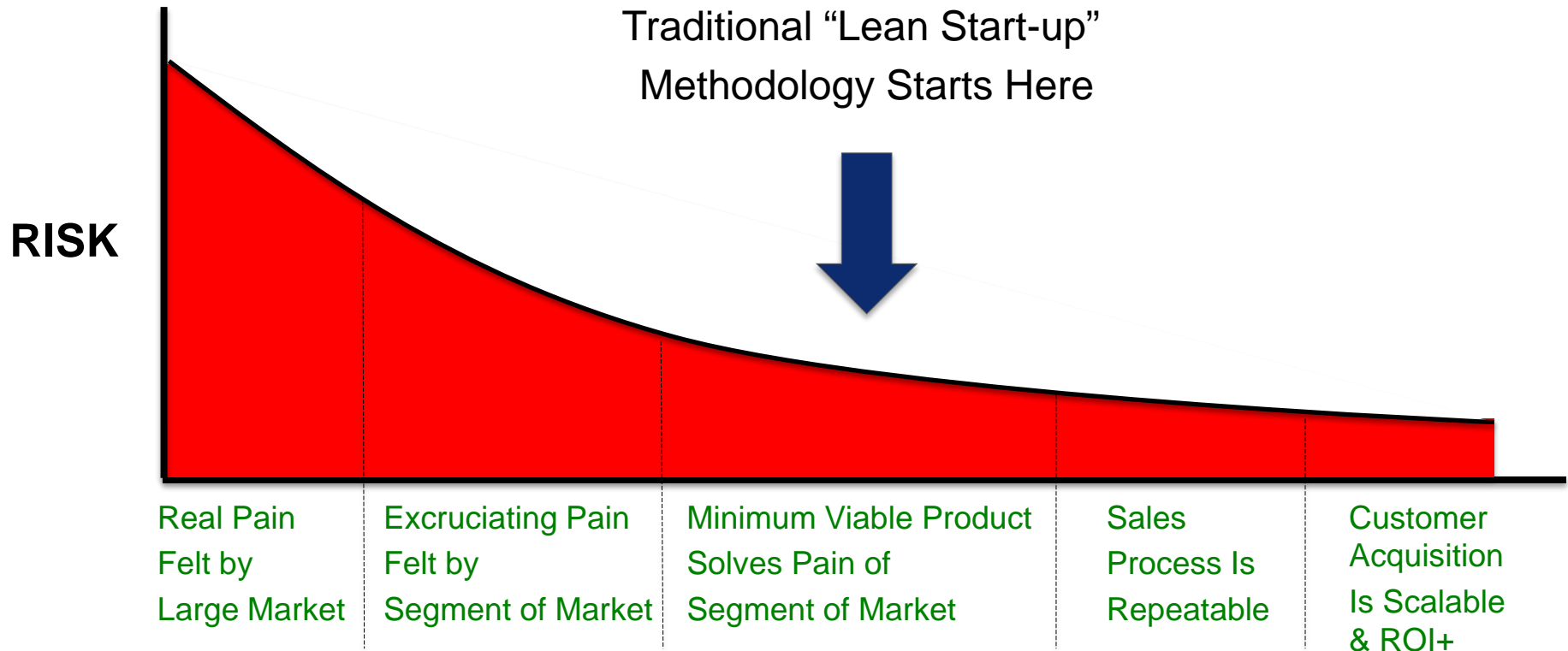


Marketing Automation

We craft effective programs that deliver results...then we automate them to free your team.

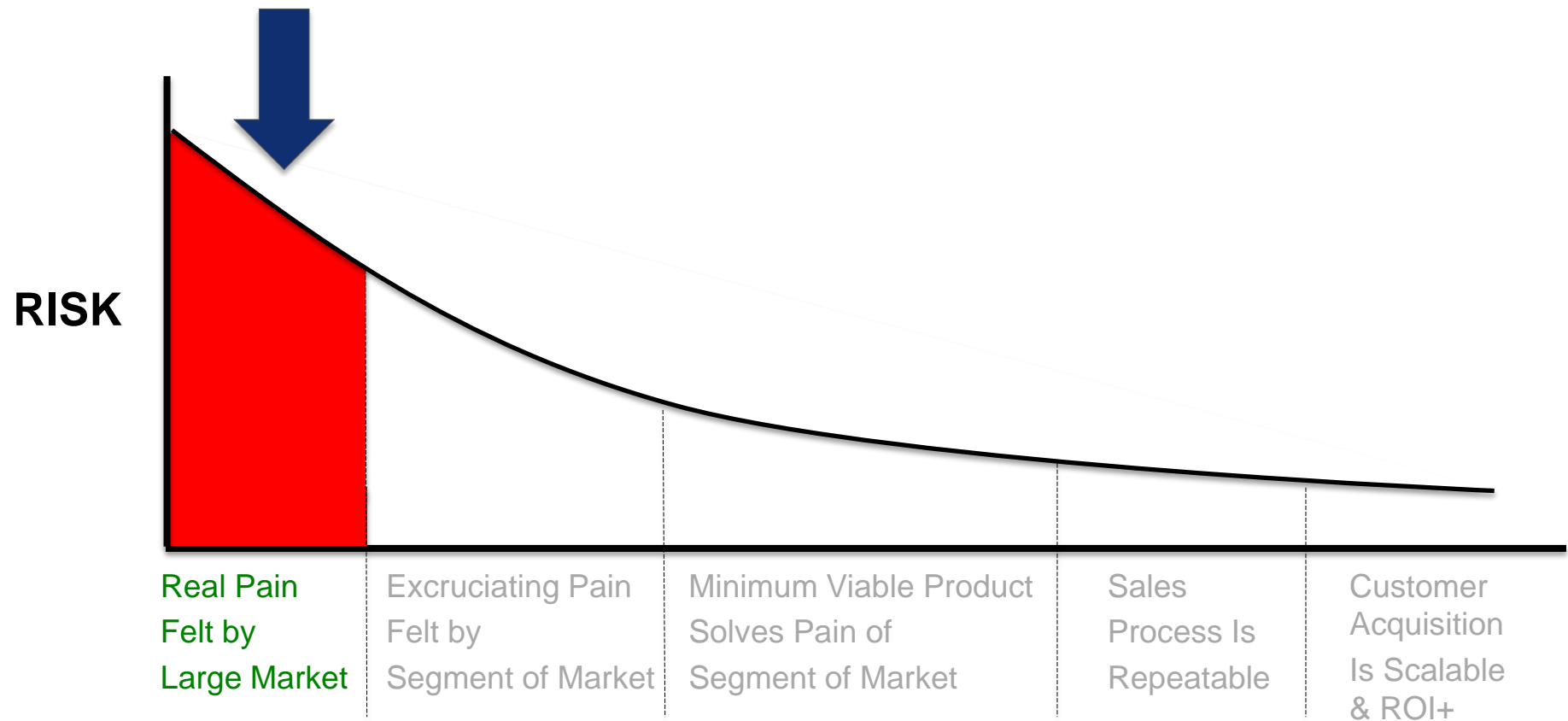
Critical Stages of Venture Risk

Skipping stages can lead to spectacular investment loss



Critical Stages of Venture Risk

You Should Start Here



Start with Your Positioning Statement

For...
(customer segment)
Who need...
(top need/pain)
Your Company/Product
Is a....
(product category/customer frame of reference)
That...
(benefit)
Our product is the best because it...
(unique selling point/secret sauce)
As evidenced by...
(proof points)

hypotheses

Validate Your Hypotheses With Target Customers

HYPOTHESES

(customer segment)

(top need/pain)

(product category/customer frame of reference)

(benefit)

In-person



Phone



Email

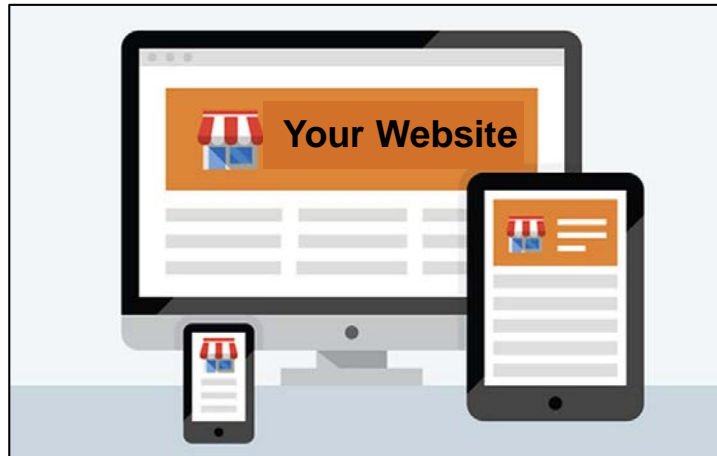


Search
Engine
Marketing



Then, Begin With The End In Mind

Build your marketing materials first...



...then ask customers if they would buy it

SOUND CRAZY?

Sense: Personalized Intelligence for your Connected Home

by **Silk Labs**



604

backers

\$133,672

pledged of \$100,000 goal

26

days to go

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This project will be funded on Thu, Mar 17 2016 9:39 AM EST.



Buy keywords associated with your “pains” or “category”



All News Videos Images Shopping More Search tools

Pre-sell Your Product Here

About 19,200,000 results (0.69 seconds)

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Marketing Automation Software

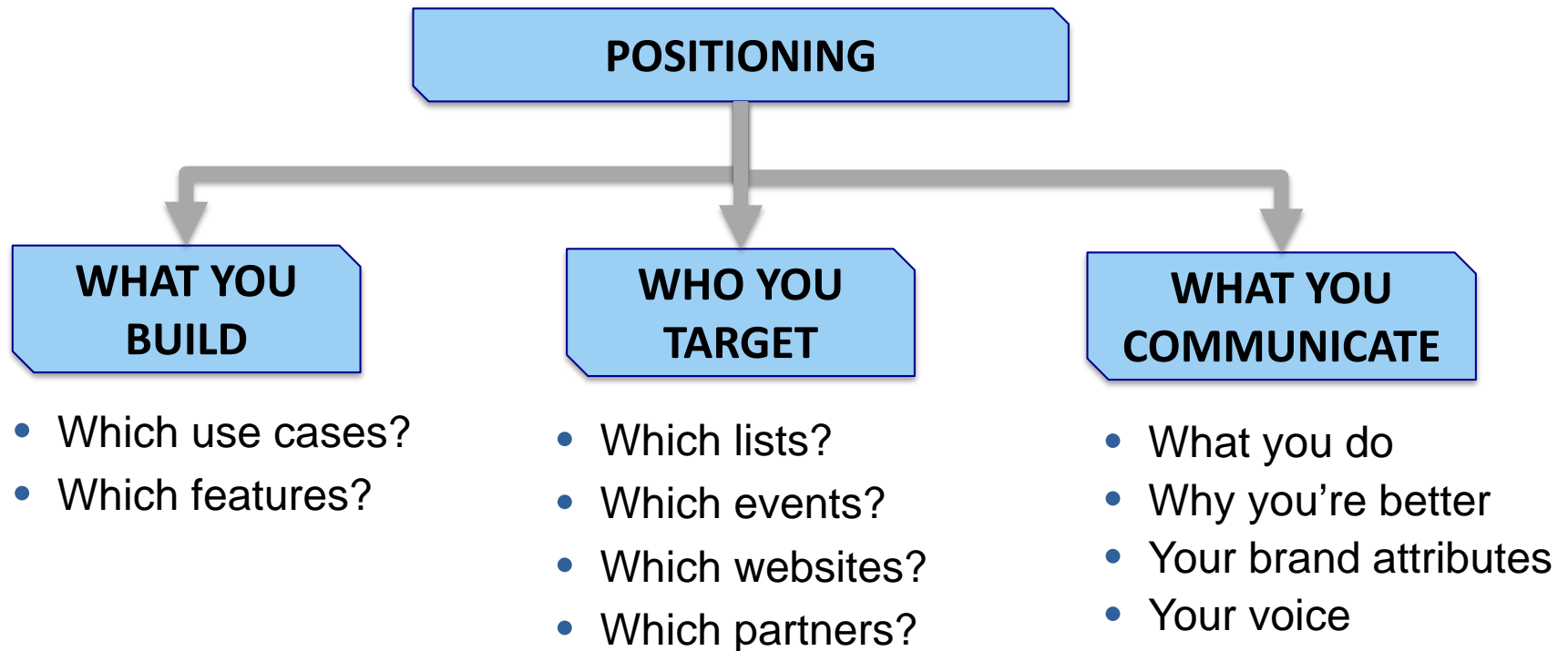
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Marketing Automation Tool

POSITIONING IMPACTS EVERYTHING



Marketing Strategy

We help you identify your biggest market opportunities and then craft a tactical plan to realize them

- Gap Analysis & Opportunity Identification
- Competitive Analysis
- Positioning & Messaging
- Marketing Plan
- Org Recommendations

Marketing Execution

We create demand gen programs that work

- SEM
- SEO
- Content Marketing
- Online Advertising
- Webinars
- Events
- Email Marketing
- PR Management

Marketing Automation

We deliver on the elusive promise of marketing automation

- Funnel Design & Reporting
- Drip Campaigns & Nurtures
- Lead Scoring & Assignment
- Integration of Customer Databases
- Analytics & ROI Measurement

Questions?

Daniel Greenberg
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