
Build a Scalable Revenue Engine

Presentation for: Mike Dager



Services: Overview



Digital Marketing Strategy & Transformation

Strategy & Plans creating the clarity and confidence to transform digitally.



Digital Creative & Content

Concept and build a better buyer's journey to drive velocity and win rates.



Performance Media & Channel Optimization

Manage and optimize critical channels that drive digital performance.



Measurement & Analysis

Report, Analyze, unearth insights and focus on optimizing performance.

Prove Positive Pipeline



ABM Programs

End to End ABM campaigns to produce account pipeline & revenue.

Executive Summary

Focus on **building up the products** rather than GrammaTech as a brand

Focus messaging and targeting around **solutions that the products solve**

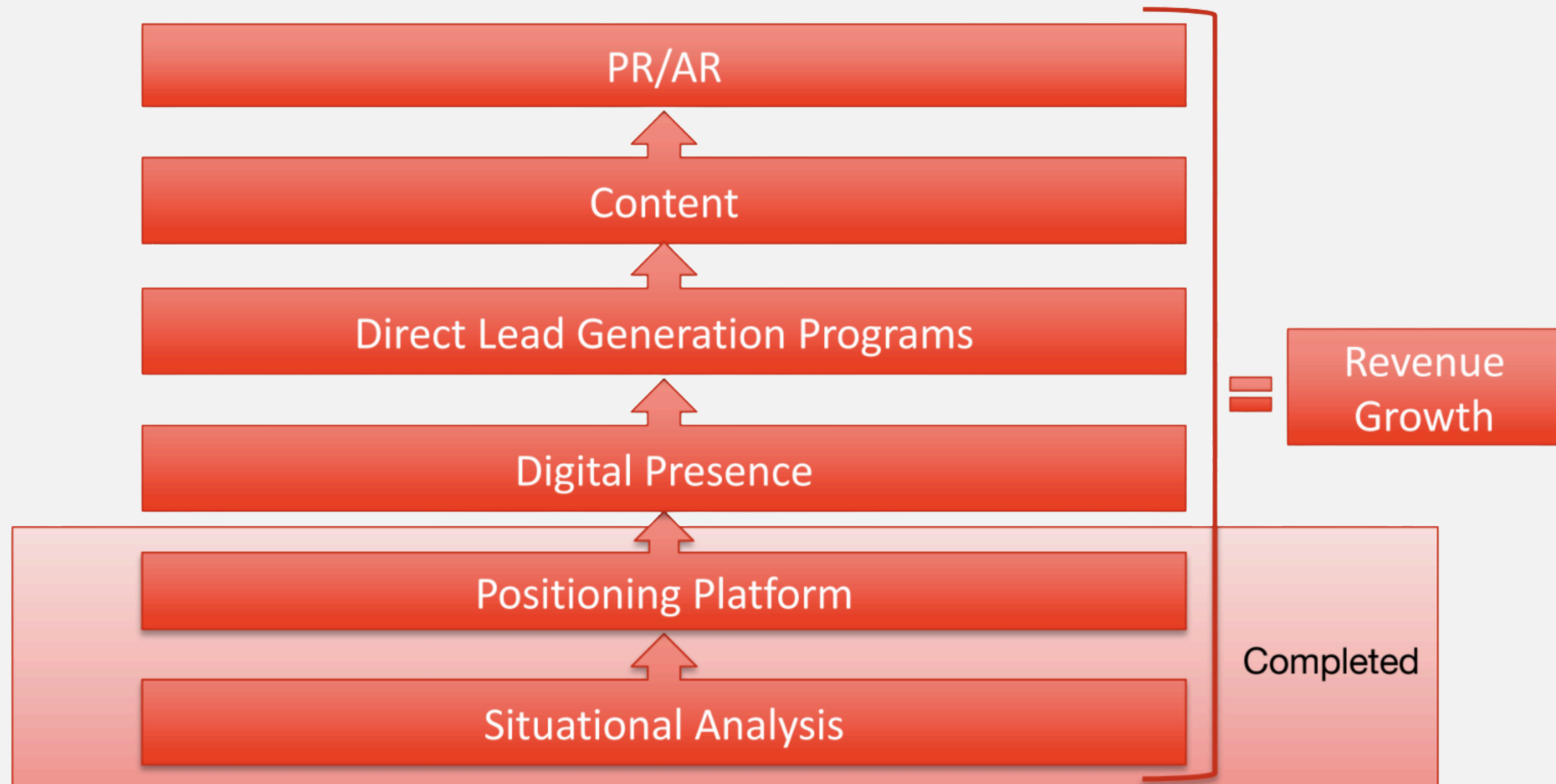
Build and optimize the performance machine for **hyper growth**

Develop a robust **multi-touch program** that scales

Develop a success model that will inform future media investments, content, and optimizations

What You Asked

Stage-based, Digital Centric, Audience First Approach





+ Strategy

Audience (Buying Group)

User: DevSecOps Programmer
Evaluator: VP Software Engineering

Values

- Be a leader in the organization
- Champion Shift Left, DevSecOps
- Make an impact on biz

Unmet Needs

- Improve quality and security
- Reduce time to market
- Optimize dev workflow
- Enable & empower employees

Roadblocks

- No time & needs education
- Lack of understanding of threats
- Seeing the bigger picture



Their World

Shift Left movement, DevOps and Agile development practices are all geared toward improving application quality by expanding the role of the developer.

It's not enough to just write code anymore. To succeed in a shift left world developers are expected to fully understand and support the build and deployment process.

The average developer today supports many more aspects of the development pipeline than the average developer of previous eras.

This is not bad thing, but new responsibilities create new challenges and opportunities for developers to educate themselves on security threats and be ready for the conversation and to quickly resolve issues.

They need education, understanding, new workflows and better tools to help collaborate and root out security threats

What's happening in their world? What are their unmet needs and pain points?

Why GrammaTech?



What's so special about you that it makes you a guide worth following? What's your vision to improve life for the hero?

Creating software that is safe, reliable and secure means arming the creators with education, understanding and workflow tools to meet new responsibilities.

At GrammaTech we believe developers are the first & best line of defense against cyber-threats and costly errors.

With the help of CodeSonar, teams are now able to deliver more resilient code in the shortest time, while gaining a more comprehensive code understanding from a trusted leader in software assurance and advanced cyber-security research.

Proof

- #1 rated SAST analysis technology
- 25+ years software assurance
- Only binary analysis for static code
- Trusted binary transformation technology
- Next gen monitoring technology

Why GrammarTech? How Can We Become A Guide Worth Following?

ESSENTIAL QUESTION

What big idea marries what developers and security pros really want with what GrammarTech offers?

How might CodeSonar improve the lives of programmers?



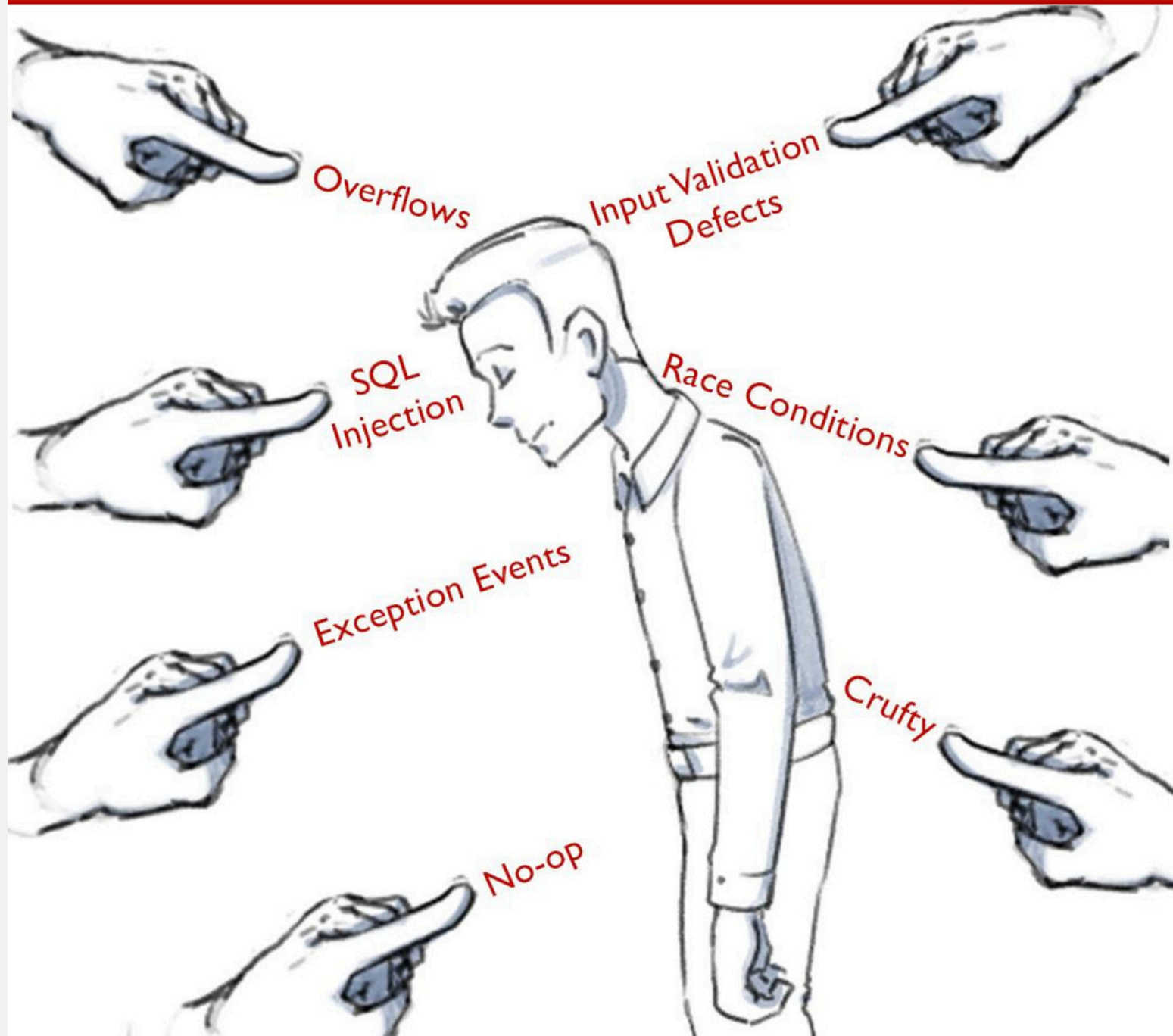
Selling Idea

Protect the coders. Protect the code.

Software vulnerability is a big deal, but it's not the full picture. Programmers are equally vulnerable now that Shift Left / DevSecOps has shifted the responsibility of static security testing onto your shoulders. Programmers need education and security that's built into an efficient workflow. CodeSonar delivers trusted protection to find, understand and eliminate threats from every line of code you write. Get security that surrounds your code with CodeSonar.



Go from coding scapegoat to coding GOAT.



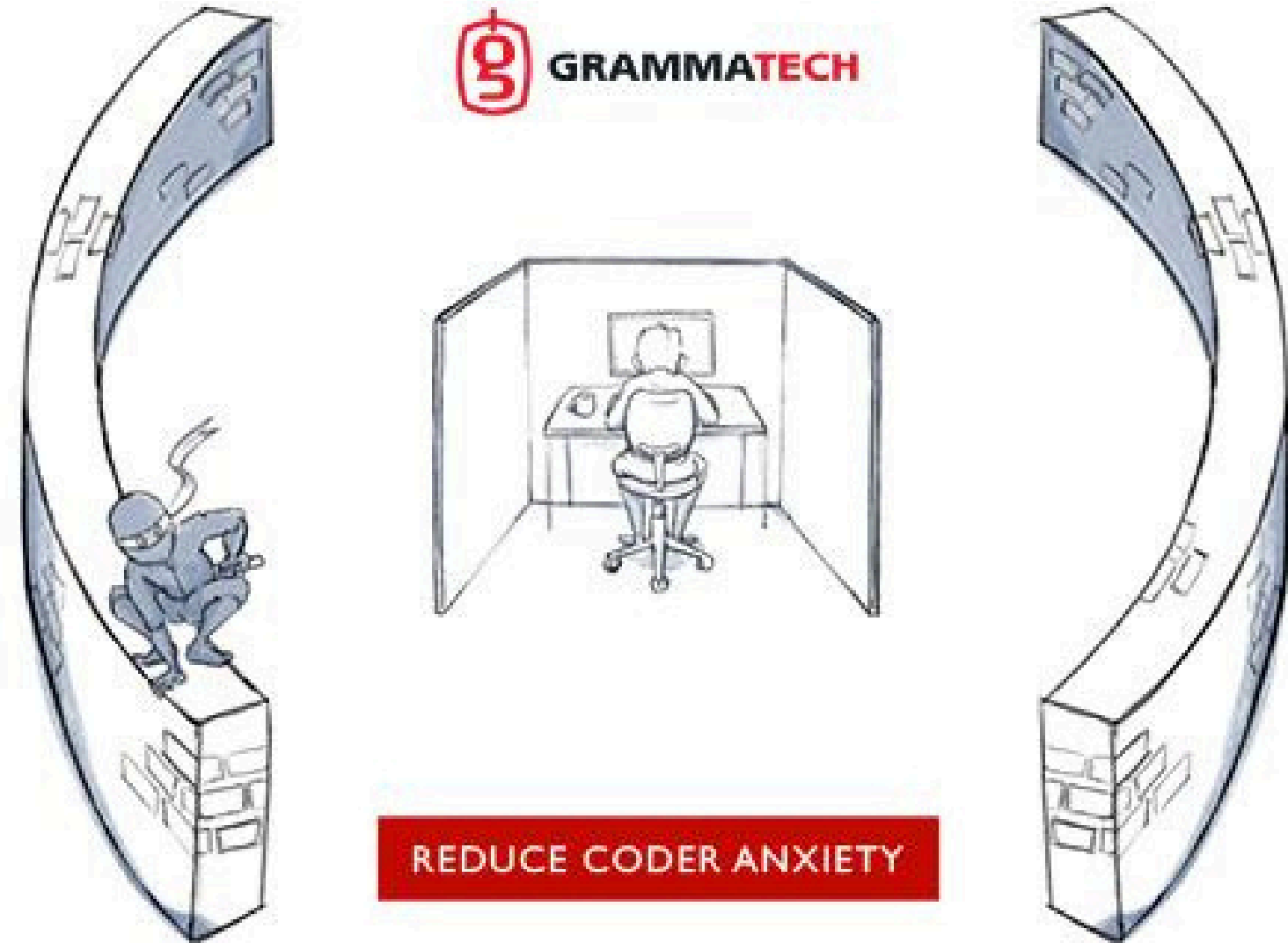
The expectations we place on developers to work fast, innovate and deliver pristine, error-free code is rising exponentially. With application layer Cyber Attacks also growing, the pressure isn't letting up. Your best defense is a good offense, This eBook will arm you with the right tools and education to "Go From Coding Scapegoat To Coding GOAT."

- Testing & Workflow
- Understanding Threats
 - Race Conditions
 - Input Validation Defects
 - Exception Events
 - SQL Injection
 - Overflows
- Working with CodeSonar

Social Media Comps

It's that moment of
feeling vulnerable
and a good friend
helps you through it.

Protect the coders.
Protect the code.



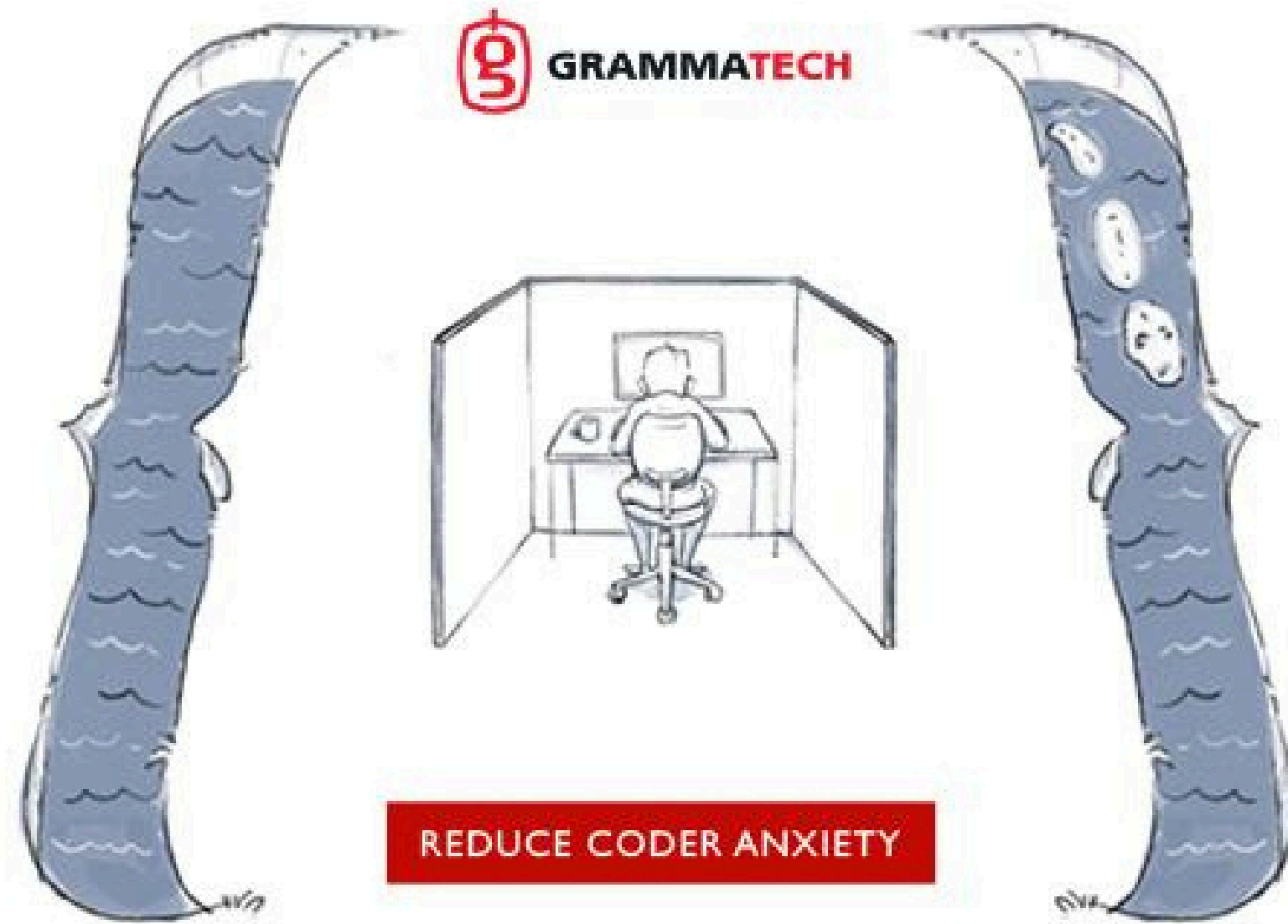
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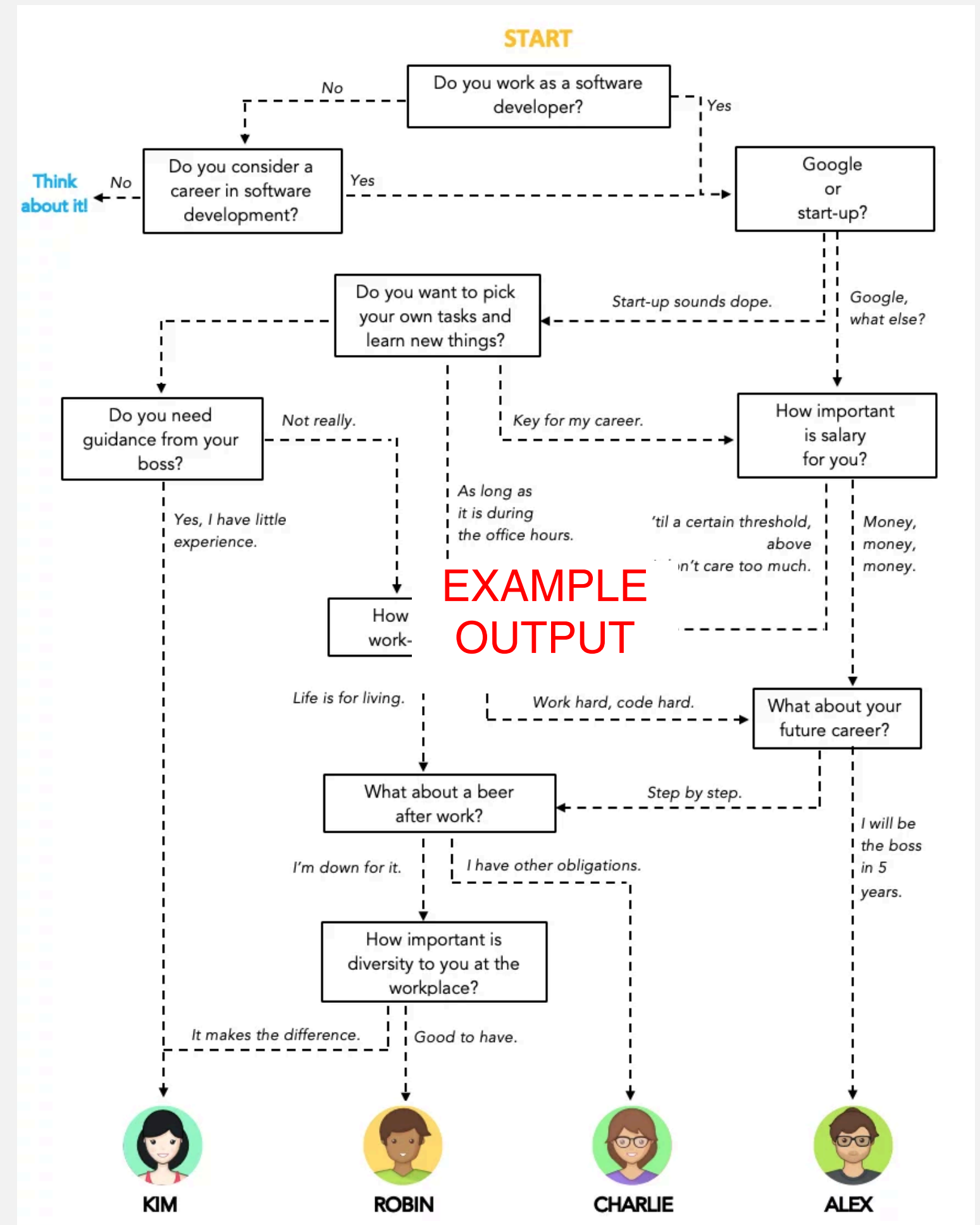


Quiz

What is my risk tolerance?

On your way home from work, do you drive in the slow lane or the fast lane? Each person has a different propensity for risk. When writing code, your risk propensity can help improve your code choices and better deliver against company goals. Complete the questionnaire to determine your risk profile.

[TAKE THE QUIZ]



Stage-Based Journey

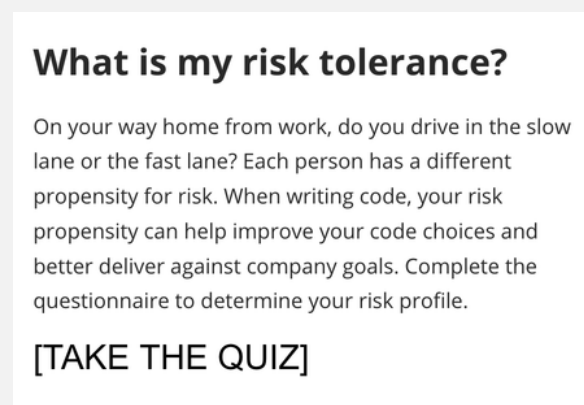
TOFU
Problem Aware
I want to know more
(Ad)

MOFU
Download the eBook
Go from coding
scapegoat to coding
GOAT
(Book)

MOFU
Take Your Risk
Tolerance Assessment*
Is your risk tolerance a
good fit for your
company?
(Quiz)

BOFU
Put Your Code to the
Test
Free analysis and
report
(Demo/Trial)

SALES
Email nurture
Educate drive to trial
(Free Trial)



*<https://www.tryinteract.com/quiz/risk-profile-personality-quiz/>

Why This Approach Works

Software integrity is cost of entry > Reimagined testing sounds nice but unclear > A teammate for security is impactful > But what we really need is a better understanding.

SYNOPSYS[®]
Software Integrity

Build secure, high-quality software faster

Synopsys solutions help you manage security and quality risks comprehensively, across your organization and throughout the application life cycle.

sonarqube

Your teammate for
Code Quality and Security

SonarQube empowers all developers to write cleaner and safer code. Join an open community of 100+ thousands users.

GRAMMATECH

Code Understanding

Finding problems is not sufficient, the developer needs to understand the problems that have been uncovered.

CodeSonar provides comprehensive capabilities, helping developers understand code rapidly.

**GO FROM
CODING
SCAPEGOAT
TO CODING
GOAT**

Snyk Code

Static Application Security Testing re-imagined for the developer

FOCUSED ON
END PRODUCT
SECURITY

FOCUSED
DEVELOPER
NEEDS



+ Performance Foundations

Setting a Foundation for Demand Capture

GOAL: A smoothly running demand capture engine - the ability for GrammaTech to be in front of actively researching prospects, and the delivery of a captivating first exposure to the brand

- Organic search & SEO help ensure buyers can find you when they are actively researching
 - Having a well-optimized site, not just for product keywords, but for needs-based searches, can help position organic search as a useful guide throughout a users' journey
 - Ensure technical elements are sound for SEO & UX
- Paid search can help augment SEO - allowing GrammaTech to appear in search results pages (in the ads section) for keywords where organic rankings are low
- Keyword research will be done against both product and pain point keywords, and aligned to buyer stages
 - This will help inform inbound content that needs to be created
- Build a baseline display/social retargeting program to support email marketing efforts
- Depending on agreed upon speed to ABM - supplement with a traditional demand gen, vertical/job title focused program using existing assets to drive early lead gen wins

Define & Align For ABM Success

GOAL: Alignment of GrammaTech stakeholders & BOL on **WHO** we want to target and **HOW** we'll measure

- Business Discovery Workshop
 - Onboarding (Content, TAL, ICP from Client)
 - Sales/Marketing Alignment & interviews
- ABM Technology Discovery and Recommendations
 - Using existing tech stack - take advantage of pre-existing capabilities; ex; Hubspot use cases
- KPI Alignment
 - ABM Metrics are DIFFERENT! We need to make sure all stakeholders are tracking to the same goals
- ICP & TAL Development
 - Intent Analysis
 - Account Data Analysis
 - Buyer Persona & Stage Development
 - Segmentation and segment prioritization - where do we start?

Building an ABM Execution Strategy

GOAL: Determine **WHAT** to promote (content) and **WHERE** to promote (media) for a *successful* ABM campaign launch

- Content & Creative Gap Analysis
 - Content Mapping
 - Content & Creative Calendar Development
- Media Plan Development
 - Account Channel Identification
 - Channel Stage Mapping
 - Messaging & Testing Strategy
- KPI Conversion and Reporting Validation
- Campaign Launch
 - Daily monitoring
 - Monthly reporting & re-alignment
 - Sales feedback - as close to real time as feasible

Start with 1-2 key segments and build a fully-baked, cohesive plan. Refine, report & optimize.

Then, SCALE using learnings from initial run.

Measuring Against Outcomes

1

Use Cases

Shape perception of early stage opportunities by building brand familiarity

Outcome Based KPIs

- TAM/SAM/SOM
- Account Awareness
- Account Engagement
- Intent signals driving better MQLs

2

Nurture accounts not far enough along for sales by reinforcing the value of the solution or product

- Account Score
- Pipeline Velocity
- Contacts per Account
- Request Quote/Demo Engagement

3

Increase penetration on key accounts when sales gets a meeting to reinforce the message

- Account Engagement
- Predictive modelling to improve sales connect rates
- Unique Channel Touches per Account

4

Proposal support to by expanding the footprint of visibility within the account's buying committee


- Time to close
- Account Awareness
- Renewal / Churn Propensity
- Opportunity win rate

Focus Measurement on Step Functions



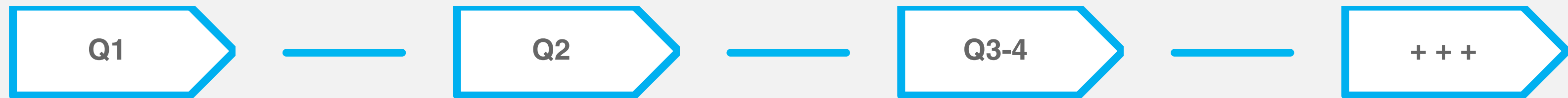
Stage-Based Tiered Conversion Goals

- Track everything and focus on what matters to achieve greater digital performance
- Move past last click attribution
- 1st, 2nd, and 3rd touch etc have value
- Secondary metrics can be indicative of performance
 - Social shares
 - Repeat visits
 - Video completion rates
 - Pages viewed post click
 - Session length; >30 sec, >2 mins, >5 mins, etc
 - Lift in brand and/or product related searches
- Create a holistic view of engagement by account



Better discern intent. Know when to hand off to sales and what insights are important to them. Create a feedback loop to better prioritize metrics and accounts.

Deliverables & Timing



Foundation

- SEO Technical & Table Stakes Audit + Go Forward Plan
- Paid Search 'Table Stakes' program launch
- Light demand gen
- ABM Business Discovery
- ABM Technology Map
- KPI Alignment
- ICP & TAL Development

Early Growth

- Build initial ABM Campaigns
- Including Creative, Media Activation & Measurement
- Launch, Measure & Optimize
- Regular alignment with Sales

Growth

- Create & Launch additional Priority 2 campaigns
- Introduce ongoing testing plan
- Audience refinement

Acceleration

- Deeper & dynamic personalization
- Expanding multi-touch revenue reporting
- Potential adoption of an ABM enablement platform



**Thank
You**