FIND YOUR AUDIENCE

REVENUE DRIVEN
MARKETING

BUILD A GO-TO-MARKET
THAT ACTUALLY WORKS

NOVEMBER 5TH, 2025 | SAAS NORTH

NATHAN YEUNG | LEAD CMO, FIND YOUR AUDIENCE

TREAT YOUR GTM LIKE

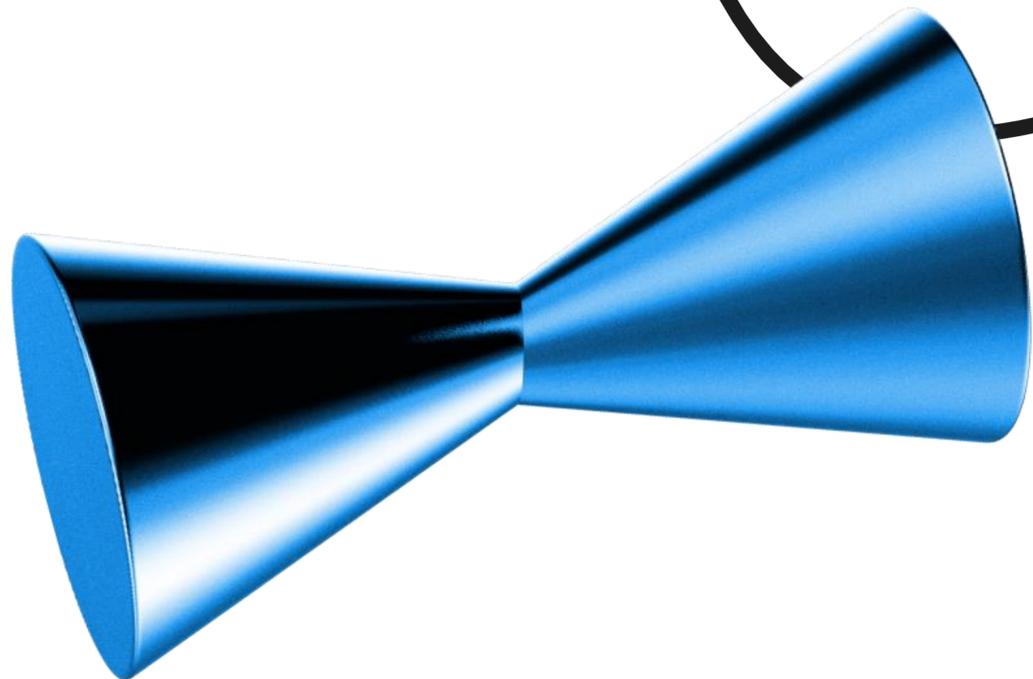# AN **INVESTMENT** **PORTFOLIO**

TODAY WE WILL:

REVERSE-ENGINEER YOUR GTM FROM REVENUE MATH

APPLY AI WHERE IT ACTUALLY PAYS BACK

LEAVE WITH A 90-DAY PLAN

OUTCOME: A MEASURABLE PLAN TIED TO PIPELINE, PAYBACK, AND EXPANSION - NOT ACTIVITIES

WHY MOST GTM STALLS IN 2025

- Acknowledge constraints: digital-first + flat budgets + tougher expansion
- Commit to revenue math over activity volume

61%

OF B2B BUYERS PREFER A REP-FREE EXPERIENCE

Sales must meet buyers where they are - digital first

7.7%

MARKETING AS % OF COMPANY REVENUE (FLAT YOY)

CMOs report flat budgets in 2024-2025 - efficiency matters

↓ NRR

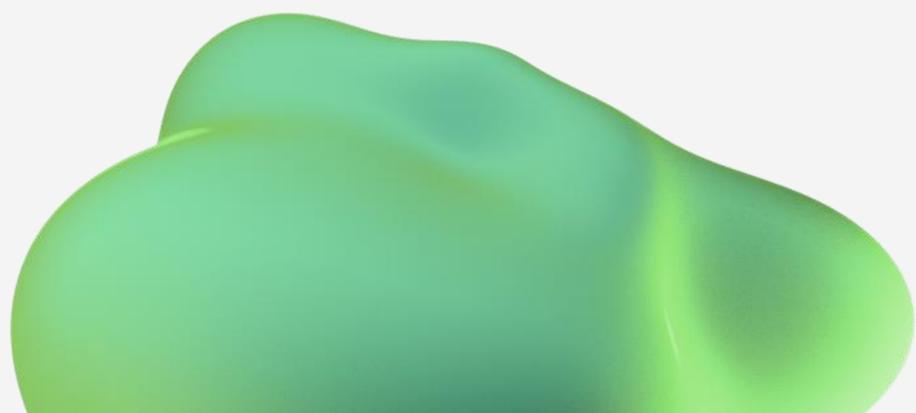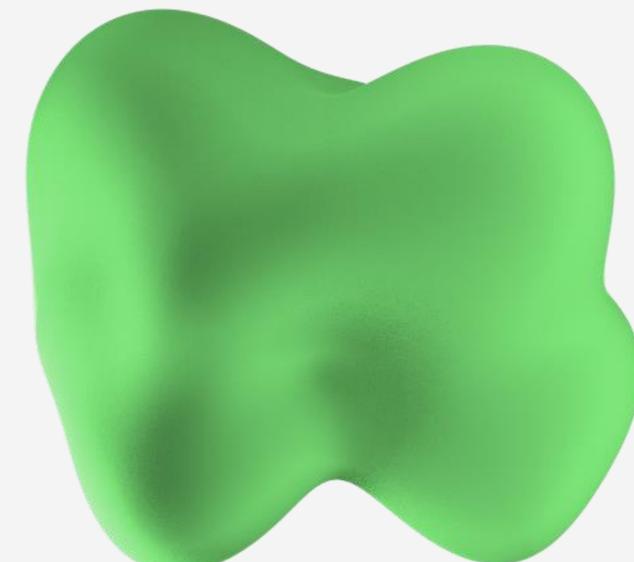**EXPANSION GETTING HARDER** ACROSS SAAS IPOS

Land-and-expand cannot be your only growth engine

BACKSOLVE FROM REVENUE TO PIPELINE

PIPELINE $ NEEDED = TARGET NEW ARR ÷ WIN RATE

OPPORTUNITIES NEEDED = PIPELINE $ ÷ ACV

WEEKLY GEN GOAL = OPPORTUNITIES ÷ WEEKS IN CYCLE

COVERAGE SANITY CHECK

Do NOT default to '3x' blindly. Derive from actual win rates:

Win rate 20% = 5x coverage • Win rate 25% = 4x • Win rate 33% = 3x

ACTION:

USE YOUR LAST 4 QUARTERS' DATA COMPUTE EXACT COVERAGE.

PORTFOLIO BUCKETS THAT MAP TO REVENUE

Capture Demand
High-intent search, review sites, partner marketplaces

Convert Demand
Website to signup → free trial → demos

Create Demand
Category stories, thought leadership, community (vital - buyers shortlist few)

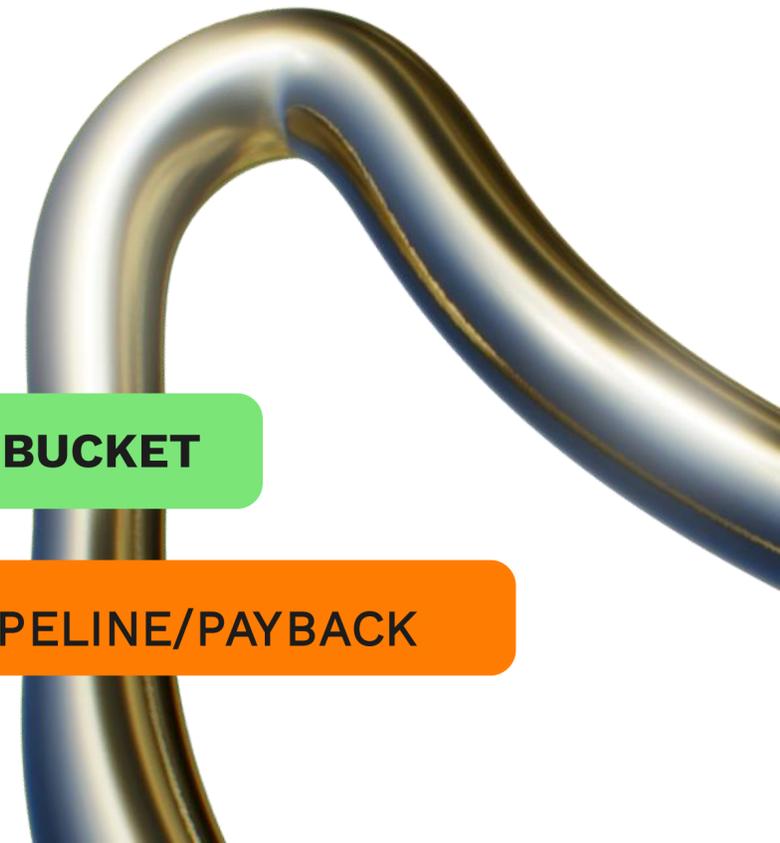### Product-Led Motions
PQL/PQA, in-product nudges, reverse trial

Expansion
Success-led growth, pricing & packaging, monetization

✓ **ASSIGN EVERY ACTIVITY TO ONE BUCKET**

KILL ANYTHING UNMAPPED TO PIPELINE/PAYBACK

WHAT 'GOOD' LOOKS LIKE IN 2024-2025

SALES OUTREACH TO >50% OF SIGNUPS
MATERIALLY IMPROVES CONVERSION

Metric	Benchmark	Impact	Source
Buyer digital shift shift	61% prefer rep-free	Design self-serve + assist	Gartner 2025
Marketing spend	7.7% of revenue	Prioritize high-ROI plays	Gartner CMO
Free trial conversion conversion	~10% median	Set explicit targets	OpenView
Freemium conversion	~5% median	Outreach to >50% helps	OpenView
CAC payback	<12 months	Faster = more capital	Industry
AI revenue uplift	3-15%	Choose use cases, not toys	McKinsey

A MODERN SAAS FUNNEL

ACTION:
SHIP REVERSE-TRIAL.
INSTRUMENT PQL/PQA. SET
SLA ≤ 1 BUSINESS DAY.

1 SELF-SERVE DISCOVERY
SEO topics + review sites + partner directories

2 TRUST ACCELERATORS
Ungated proof, ROI calculators, customer stories, trials

3 LOW-FRICTION CONVERSION
Trial, reverse trial, or live demo within 24 hours

4 SALES-ASSIST MOMENTS
Outreach to >50% of signups with clear value hypothesis

5 PRODUCT-LED SALES
Track PQLs/PQAs, trigger human help off usage signals

FIND YOUR
AUDIENCE

WHAT 'GOOD' LOOKS LIKE IN 2024-2025

Channel	%	Speed	Measure	Notes
Paid Search & Review Sites	20%	Fast	CAC weekly	Quick signal
Founder Content & & Community	20%	Slow	Compound	Strong over time
Events & Webinars	15%	Med	Pipeline $	High ACV
Partnerships/Ma Marketplaces	15%	Med	Partner ARR	High ceiling
PLG Growth Engineering	20%	Fast	Conversion	Upgrades/pricing
ABM Air Cover	10%	Slow	Accounts	Precise lists

REBALANCING RULES

❌ **KILL:** CAC > TARGET +3MO

⚠️ **WATCH:** CAC AT TARGET +1–3MO

☑️ **INVEST:** CAC < TARGET

Rebalance monthly. Upweight channels beating payback target.

FIVE AI PLAYS WITH MEASURABLE ROI

+2 pts conversion

Message Testing at Scale
Generate 10 variants, test on review-site traffic and retargeting

+15% trial starts

Creative & Landing Page Iteration
AI for concepts, humans finalize

-20% cycle time

Rep Enablement
AI digests call notes, proposes next steps, reduces follow-up time

+25% free-to-paid

Lead & Account Scoring
Blend firmographics + product usage to prioritize PQLs/PQAs

3-15% revenue uplift

Forecast Assist
AI flags slippage and stalled ops

PICK TWO. DEFINE SUCCESS METRIC. **90-DAY PAYBACK** ON TOOL COST. **ADD GUARDRAILS.**

[1] McKinsey: Leaders report 3-15% revenue uplift, 10-20% sales ROI uplift

THE REVENUE SCORECARD
TRACK WEEKLY:

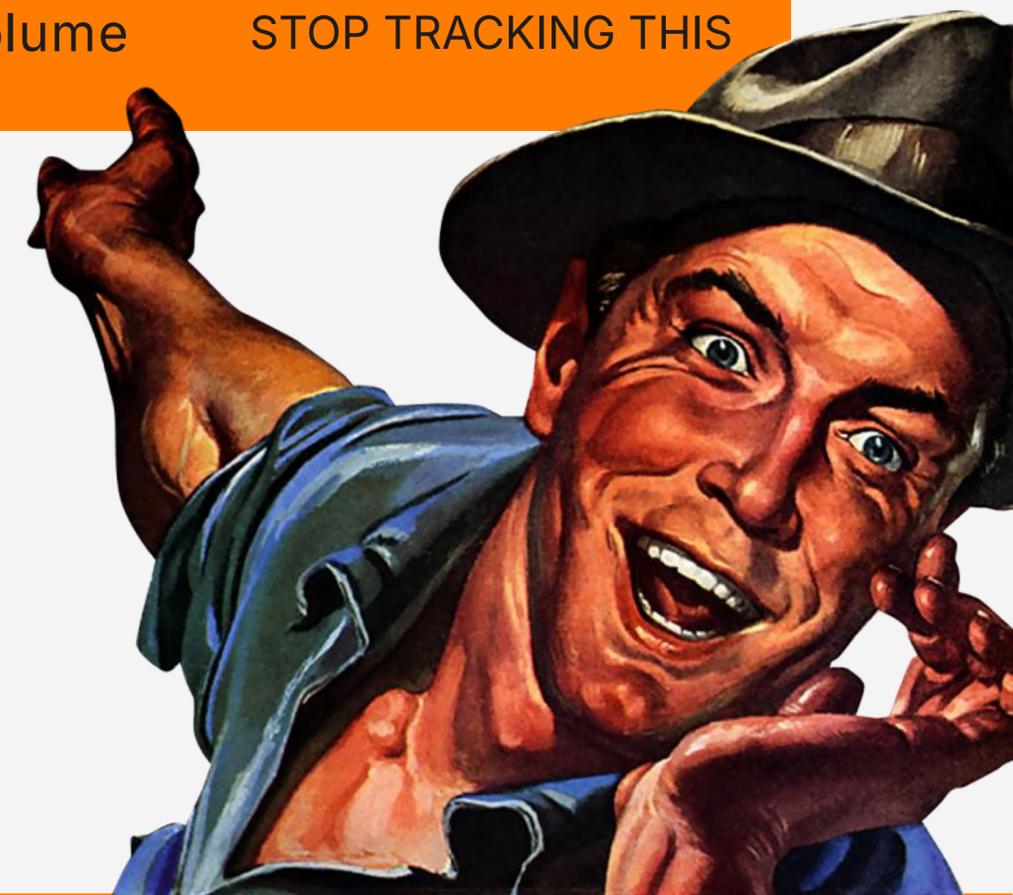✅ Pipeline created   by source, by segment

✅ CAC payback by channel   by segment

✅ Free-to-paid conversion   and time-to-convert

✅ Win rate, cycle time   forecast accuracy

✅ NRR and expansion pipeline   watch for softness

❌ MQL Volume   STOP TRACKING THIS

REPLACE 'MQL VOLUME' WITH **PIPELINE $ AND CAC PAYBACK** IN YOUR WEEKLY

PUBLISH SINGLE GTM DASHBOARD: MARKETING + SALES + PRODUCT + SUCCESS

WORKSHOP:
FILL THESE 9 BLANKS

Homework

1. New ARR target this quarter = _____

2. Win rate = _____%

3. ACV = $_____

4. Pipeline needed = Target ÷ Win rate = $_____

5. Opportunities needed = Pipeline ÷ ACV = _____

6. Cycle length in weeks = _____

7. Weekly opp target = Opportunities ÷ Weeks = _____

8. Payback threshold in months = _____

9. Portfolio split across channels = _____

YOU HAVE 3 MINUTES.
USE REAL NUMBERS. NO GUESSING.

30 ... 60 ... 90

DAYS 0-30
- ✓ Deploy or fix trial - add reverse-trial or high-intent demo path
- ✓ Turn on outreach to >50% of signups with value hypothesis
- ✓ Stand up GTM scorecard - replace MQL goals with Pipeline and Payback

DAYS 31-60
- ✓ Ship 2 pricing or onboarding experiments aimed at shortening payback
- ✓ Launch one partner marketplace listing and one co-marketing webinar
- ✓ Start ABM air-cover for top 100 ICP accounts

DAYS 61-90
- ✓ Rebalance budget to the two best-payback channels
- ✓ Roll product-led sales playbook - PQAs → named SDR coverage, SLA ≤ 1 day
- ✓ Present board update: pipeline created vs plan and CAC payback by channel

ACTION:
CALENDARIZE 3 SPRINT REVIEWS **NOW**

TIE COMP TO PIPELINE & PAYBACK

YOUR IMPLEMENTATION TOOLKIT

Download the complete workshop package:

EXCEL PIPELINE CALCULATOR
• Revenue backsolve • Portfolio scorer • Weekly tracker

90-DAY SPRINT TEMPLATE
• Action items • Owner assignments • Sprint reviews

14-DAY QUICK WINS CHECKLIST
• PQL/PQA setup • Outreach playbook • Pricing experiments