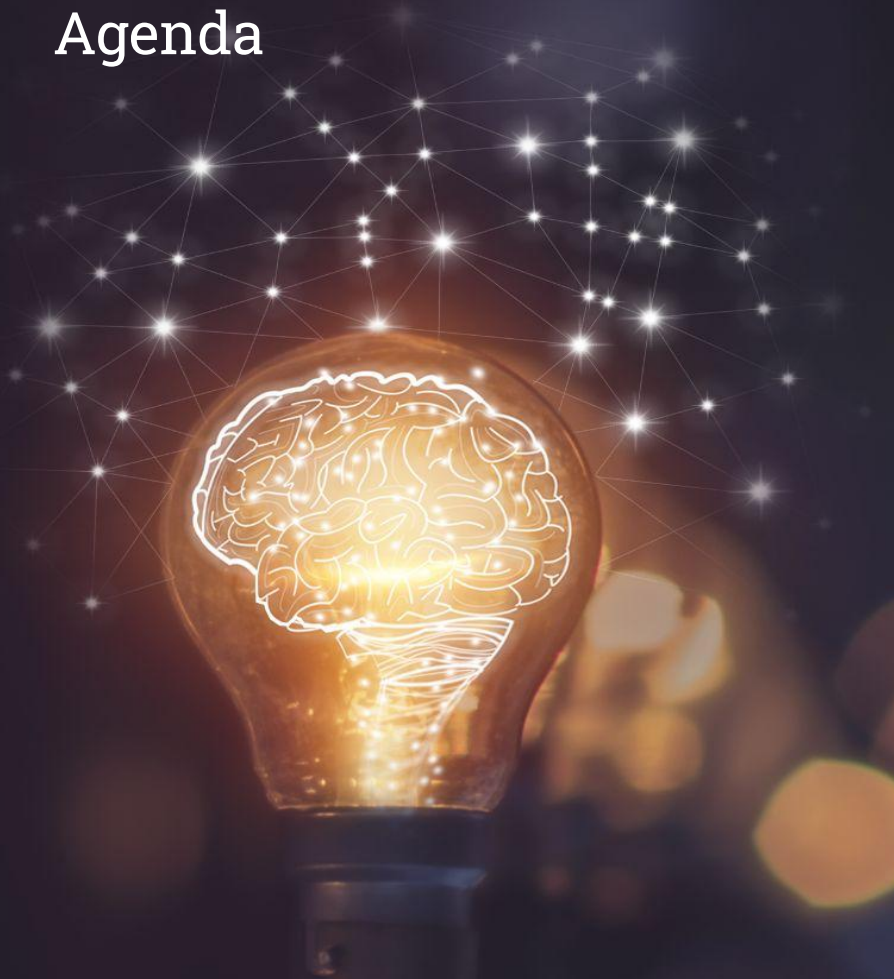




Unlock your GTM Success

Transforming Marketing into a
Value Center.

Agenda



- Shifts in B2B SaaS Marketing
- Achieving Marketing Nirvana
- ShiftLeft Overview
- Tailored GTM Solutions
- Our Expertise
- Next Steps

Shifts in B2B SaaS Marketing

The Digital Age of B2B Marketing is Here

Integrated approach wins: MQL+PQL+SQL

91% of SaaS companies plan to increase their PLG investment and use product qualified leads metric - VentureBeat

The B2B buyer's journey is evolving

Over 75% of B2B buyers and sellers preferred digital interactions over traditional sales interactions - McKinsey

Focus on hyper-targeting

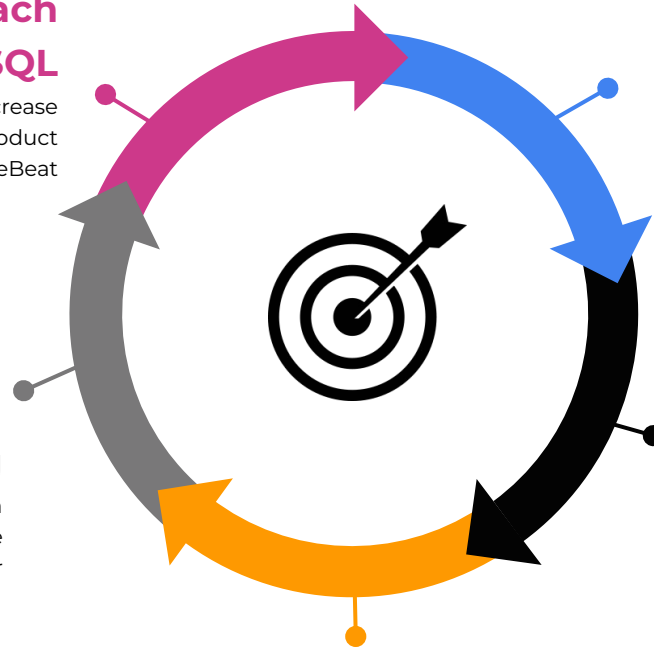
Over \$1 trillion globally wasted in marketing spend, including ineffective targeting and poor strategy - Forrester

Growing role of content in inbound marketing

Inbound marketing generates 3X more leads per dollar than traditional outbound methods - DemandMetric

Personalization is key in modern marketing

91% of customers prefer brands that provide personalized offers - Accenture.



What's Keeping B2B SaaS Marketing Leaders Awake

Ever changing tech, data and skill sets

- ✓ Keeping up with technology and data laws
- ✓ Demonstrating ROI on marketing investments
- ✓ Managing marketing ROI, cost center to value center

Establishing a coherent brand identity

- ✓ Increasing need for personalization and hyper-targeting
- ✓ Creating differentiated messaging and content
- ✓ Building brand awareness in a crowded market

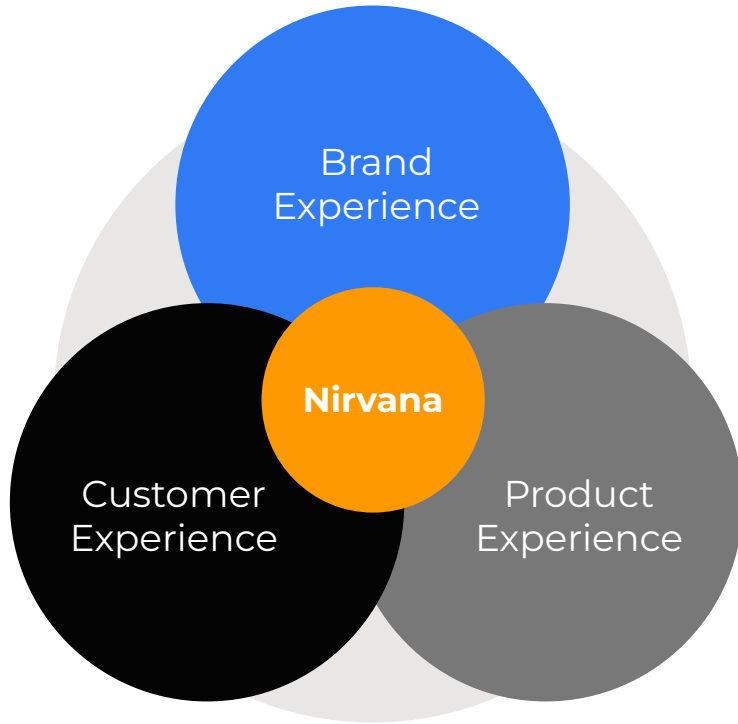
Adapting to market and customer needs

- ✓ Staying agile and responsive to shifts in the market
- ✓ Evolving customer preferences and needs
- ✓ Staying ahead in a competitive market
- ✓ Visibility across entire customer journeys and touchpoints

Staying ahead and relevant in today's market

- ✓ Establishing a data-driven GTM model, goals and objectives
- ✓ Cross-functional alignment on goals and KPIs
- ✓ Effective nurturing of leads across channels and touchpoints
- ✓ Departmental silos - marketing, product, sales and customer success

Achieving the Marketing Nirvana



- Building a **customer-centric mindset** and personalized content across all touchpoints.
- Establish hyper targeting and segmentation - **Right message, right time and right channel.**
- Design an **integrated GTM strategy** across marketing, sales, product and customer success - MQL, PQL, SQL and CSQL.
- **Adopt agile marketing** with continuous testing, monitoring and optimization of campaigns, content and messaging.

ShiftLeft Overview: Trusted GTM Partner

Introducing ShiftLeft

We are a team of Go-to-Market experts passionate about propelling B2B SaaS startups via agile, modern and personalized Go-to-Market to:

- Transform your marketing team from a **cost center to value driver**
- **Improve customer engagement** with brand loyalty
- **Accelerate business growth** and maximize **marketing ROI**.



Why Us?

Augment your team and scale your marketing efforts faster:

- **Innovative and tailored Go-to-Market** solutions based on stage and needs
- **Industry experience** across startups and enterprises, **patent and certifications** - Customer Journey, PLG, customer lifecycle marketing, content strategy
- **Deep expertise in data-driven approaches**, market intelligence and voice-of-customer
-



Tailored GTM Solutions at Scale

ShiftLeft Powers Long-Term Marketing Success

Integrated GTM:

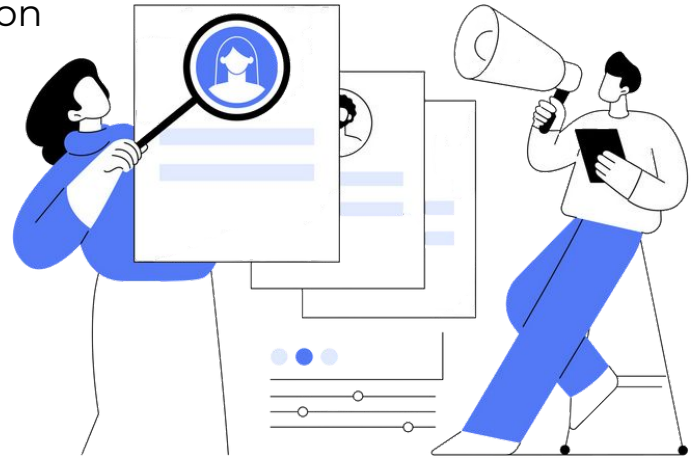
- Integrated marketing across all touchpoints
- Leveraging relevant channels and segmentation
- Regular audit, tracking and optimization

Personalized Engagement:

- Tailored customer lifecycle campaigns
- Persona-based messaging & content
- Product-Led/Hybrid GTM

Customer-Centric Strategies:

- Customer journey mapping
- Persona development
- Voice of the customer research



Flexible GTM Solutions: Build. Grow. Lead

- Early-stage startups: Establishing product-market-fit, customer intelligence and market research
- Mid-stage startups: scalable Product-Led, Sales or Hybrid GTM strategies
- Enterprise-scale: Multi-channel campaign/content strategy, customer journey and market leadership

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Integrated GTM Process that Scales with your Business

Audit & Assessment

Audit existing KPIs and systems, and create a tailored GTM strategy with buyer personas, and marketing stack recommendations.

Channel Planning and Buyer Journey

Craft channel-specific strategies aligned with the value proposition, customer inputs and map out a seamless buyer journey for targeted personas.

Content Strategy and Development

Design and implement content strategies aligned with the customer journey, using targeted messaging to engage and nurture prospects across channels.

Monitoring & Optimization

Execute campaigns, monitor performance, and adjust tactics for optimization. Provide basic and advanced KPI reporting while ensuring successful campaign execution and outcomes.

Our Expertise

Leadership Team



Anwesa Chatterjee
Co-Founder & CEO



Deepti Illa
Co-Founder & CMO



Lyndsay Wise
Chief Evangelist

With over four decades of combined experience, our team has deep knowledge in helping businesses bring their products to market successfully using our trusted, data-driven and modern approaches to drive business outcomes.

Experience across SMBs and Enterprises



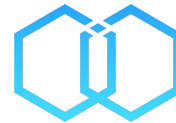
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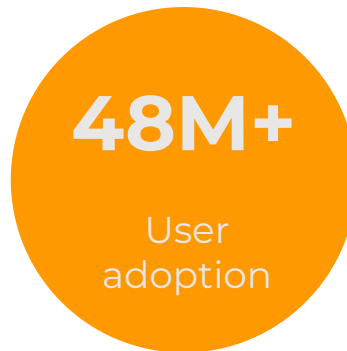
Our Progress and Accomplishments



Combined Experience creating awareness & demand at global brands,



YoY Revenue growth at Google Maps Platform.



PLG (lifecycle) programs targeted at GA users to prevent churn



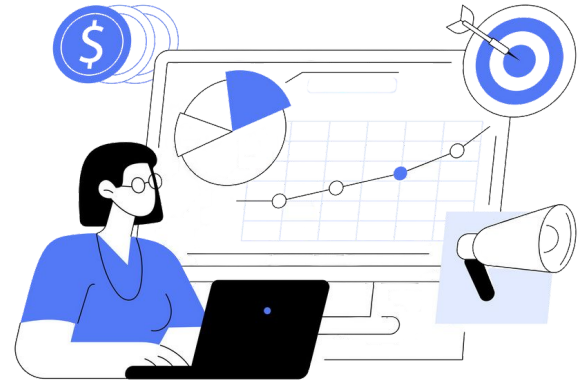
Scaled demand at startups as well as public companies creating value for the business

Next Steps



Next Steps

- **Schedule a Discovery Call:** Reach out to discuss your needs and learn about our services.
- **Provide Company Information:** Share your company background and marketing materials.
- **Attend Workshops:** Participate in customer journey and messaging workshops to refine your strategy.
- **Review Customized Solution:** Examine our tailored presentation and provide feedback.
- **Confirm Partnership:** Formalize our collaboration and embark on the project together.



Contact Us



Based out of silicon valley, California, serving globally, supported by remote global teams across the US, Canada, Europe and India.

<https://www.shiftright.space>

+1.(650) 564-4823

Book your free 1-hour consultation today

<https://calendly.com/shiftright-space/1-hour-free-consultation>



Thank you

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