



Get Small to Go Big – Scaling ABX through Creative Integrated Campaigns

Casey Carey

CMO

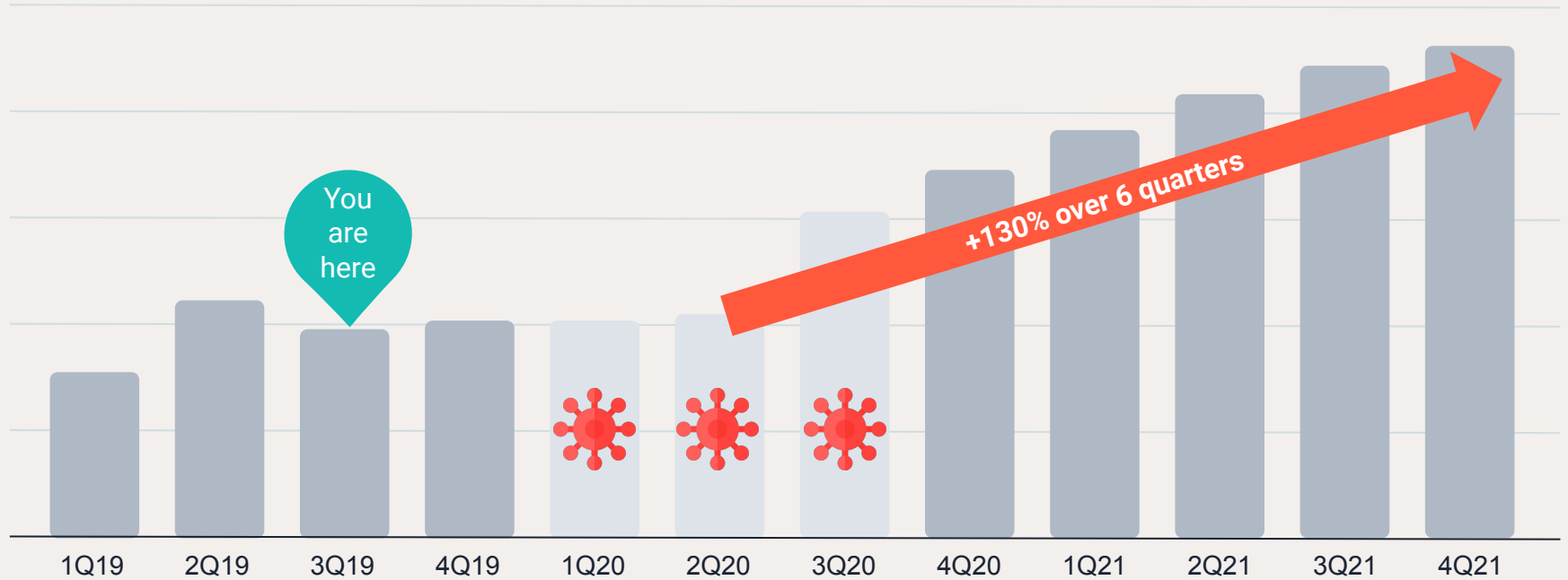
Kazoo

Agenda

- “Houston, we have a problem”
- The Big SHIFT
- Three Steps to Nirvana
- Some Results

The challenge that was in front of us

New ARR Bookings






**GET
SHIFT
DONE**

A change in strategy



A man with a mustache, wearing a dark blue polo shirt with a logo on the chest, is speaking. The background is slightly blurred, showing a yellow sign with the word "BELIEVE" in blue letters. Two white text boxes with black text are overlaid on the right side of the image.

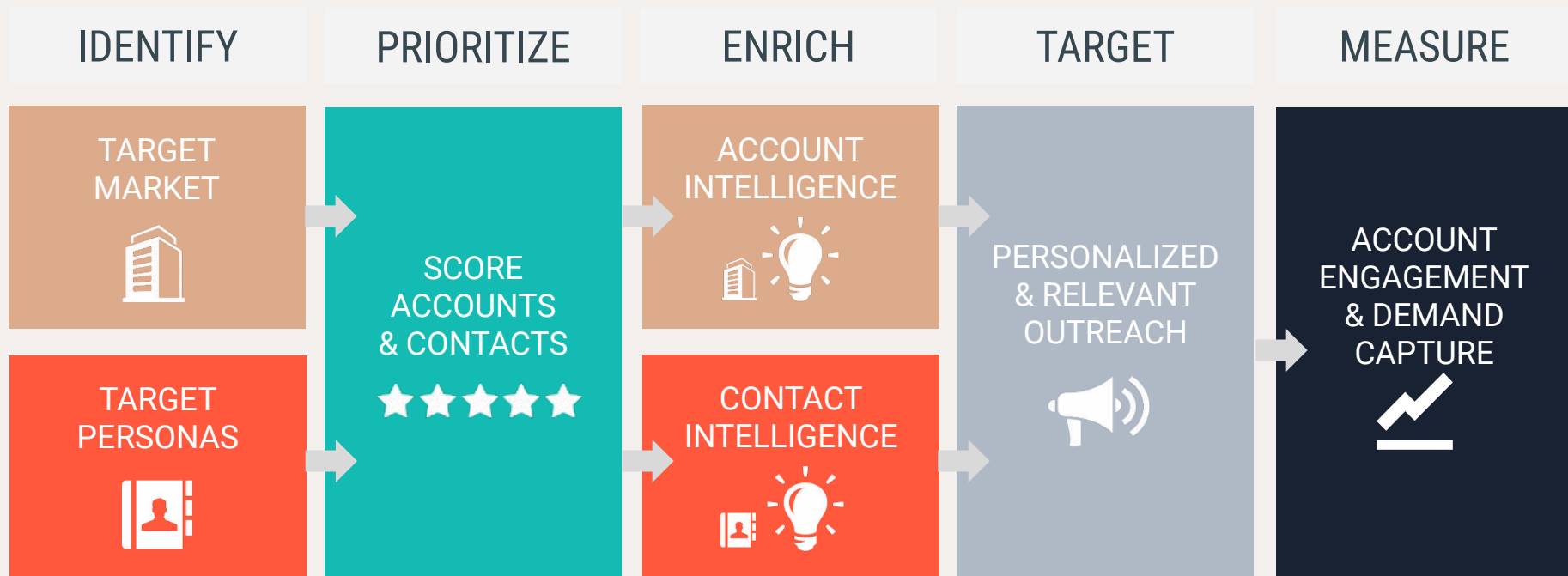
“Hey, takin’ on a challenge is a lot like ridin’ a horse.

If you’re comfortable while you’re doin’ it, you’re probably doin’ it wrong.”

The big strategy reset

Initiative	Status Quo		Future State
Brand	Two product brands	→	Single platform brand
Personas	Selling low	→	Selling high
Positioning	Being “A nice to have”	→	Being “A must have”
Segments	Casting a wide net	→	Using a fish finder
Campaigns	MQLs via email nurture	→	Integrated, micro-segments

The foundation of our GTM strategy



Our plan for using ICP & intent data



Our “6-box” prospect segmentation

Strategic segmentation to maximize efficacy of programs and media spend.



Buying Stage Score

	Target	Awareness	Consideration	Decision & Purchase	Customer
Strong					
Moderate					
Weak					



Ideal Customer Profile (ICP)



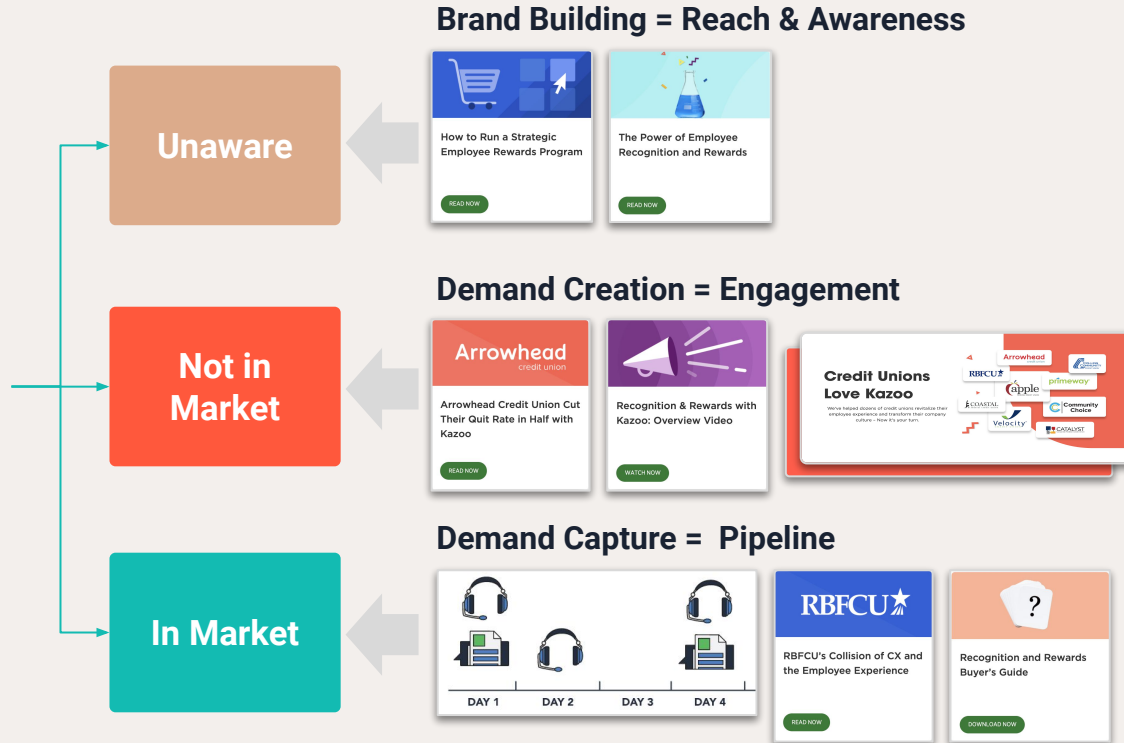
Core Prospect TAM

- Employees = 100 to 4999
- Geo = NOAM
- Domains != Kazoo, Competitor, Partner

A three-stage campaign strategy

Segments

- Sub-Industry
- Competitors
- Customers
- Review sites
- Current topics



First... Nail demand capture



Get really, really, really good at demand capture

Focus on identified demand

MQLS = hand-raisers

- Improve the quality
 - Purchase stage content
 - More product information
 - Pricing page
 - Demo gating
 - Event lead scoring

New positioning & messaging

Focused sales enablement

Process efficiencies and reporting

2Q19 v. 3Q21 net results

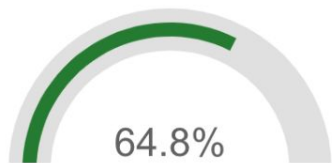
- 76% fewer MQLs
- 25% fewer opportunities
- ½ the marketing team and smaller budget

- Grew new ACV 38%
- Improved win rate 23 pp
- Improved MQL to Win Rate 3.6X

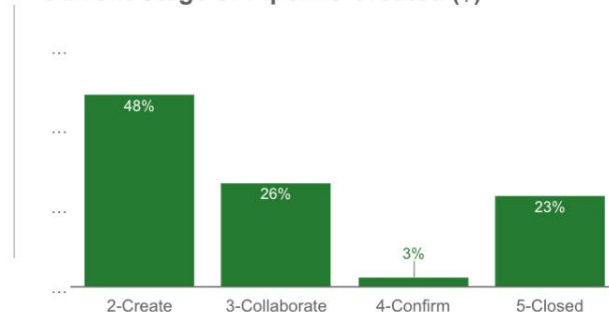
Things that matter most: pipeline created, % of in market demand captured, and MQL to Win Rate

Sourced Pipeline (QTD)

Plan **\$2.25M** ↓ -28%
 Actual **\$1.46M** ↑ 29%
 SQOs **51** ↑ 24%
 Avg Size **\$28.6K** ↑ 4%



Current Stage of Pipeline Created (\$)



Segments

Segments	SQOs	Marketing Sourced Pipeline	% Δ	% of Total
1 Small	13	\$284,120	7.5% ↑	20%
2 SMB	18	\$421,835	6.8% ↑	29%
3 Mid-Market	12	\$353,800	146.7% ↑	24%
4 Small Enterprise	5	\$309,990	24.8% ↑	21%
5 Enterprise	3	\$86,505	17.5% ↑	6%

YTD Pipeline \$7.61M ↑ 12%	YTD SQOs 232 ↑ 24%	YTD Avg Size \$32.8K ↓ -10%
CQ Pipeline \$1.76M	CQ Opptys 55	CQ Avg Size \$32.0K
NQ Pipeline \$660.52K	NQ Opptys 22	NQ Avg Size \$30.0K

Sourced Bookings

CQ Plan **\$724.7K** ↑ 33%
 CQ Actual **\$117.8K** ↓ -13%
 CQ Bookings Forecast **\$829.0K - \$943.7K**

NQ Plan **\$559.0K** ↓ -23%
 NQ Bookings Forecast - - -

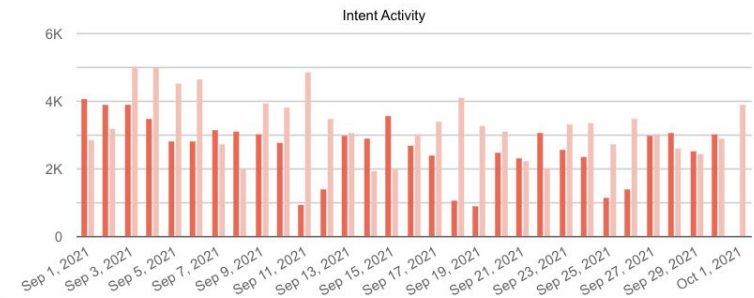
Next...
Get more “shots on goal”



Last Month Over Previous Month

SEGMENT PERFORMANCE

Accounts 9.3K ↓ -33%	Intent Activity 79K ↓ -22%	% Reached 81% ↑ 3%	% Engaged 37% ↑ 19%
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US TAM – Core

- ICP Fit = Strong or Moderate
- Buying Stage = Consideration OR Decision OR Purchase
- Geo = US
- Employee Size >99 AND <5000
- Type != Customer OR Competitor

CONSIDERATION

6,565

↓ -37.1%



Entered
488
↓ -23.0%

Stayed
4,660
↓ -42.3%

Entered
1,417
↓ -18.1%

DECISION

2,368

↓ -22.4%



Entered
586
↓ -28.0%

Stayed
433
↓ -79.0%

Entered
210
↑ 22.1%



PURCHASE

302

↓ -20.5%

Entered
144
↓ -32.7%

Stayed
158
↓ -4.8%

679

↓ -28%

New In-Market Accounts

Re-mapping content to the Buyer's journey

Pain/Problem
"enlighten me"

- The Only People Strategy that Matters for Your Company Right Now
- A New Future of Work - 9 Workplace Shifts

Solution
"guide me"

- A Framework for Creating Engaged Employees No Matter Where They Work
- The 6 BIG Problems Today's HR Leaders Need to Tackle
- Website - Solution Pages

Product
"show me"

- Why Remote Performance Management Doesn't Work (and what to do about it)
- What is an Employee Experience Platform?
- Website - Platform pages, pricing, and videos

Decision
"convince me"

- Platform Sales BOM
- Customer Videos
- Snapshot Demo

Micro-segment campaign components

Campaign BOM

- ❑ Campaign brief
- ❑ Primary messaging
- ❑ Account/contact/segmentation
- ❑ Buyer journey flow
- ❑ Partner strategy (if applicable)
- ❑ Media plan
- ❑ Campaign landing page
- ❑ Pillar asset (MOFU)
- ❑ Pillar asset BOFU)
- ❑ Case study/customer video
- ❑ OB AE/SDR cadences
- ❑ Supporting assets & creative

Sales Playbook

- ❑ What to Know
- ❑ What to Say
- ❑ What to Show
- ❑ What to Do

The Kazoo Two-Minute Story

Old Way Reports & Historical Information

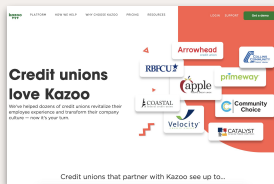
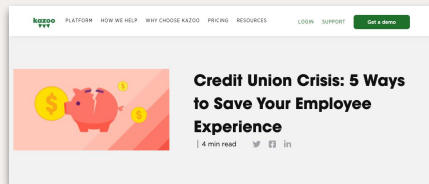
WHEN IS IT USED?

- Used in phone conversations, trade shows, individual face-to-face conversations, group presentation introductions, e-mails
- When every time we have a quick opportunity to introduce us
- Help to create interest in conducting a face-to-face customer conversation

Year after year, surveys show that only about 1/3rd of employees are fully engaged. This is quite a loss for companies spending \$1.8B annually on HR Tech. We help companies close the this engagement gap by retraining their customer, top-down HR processes. We help them improve their employee experience. Specifically, we focus on the true drivers of engagement

- Connection
- Performance
- Appreciation
- Growth

Sample micro-segment campaign



Total Audience – 588 CUs, \$14.5M potential ACV

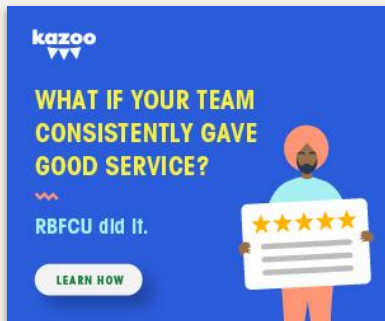
In Market Audience – 78 CUs

Campaign Content

- 5 Ways to Save Your Employee Experience
- RBFCU Case Study
- CU Solutions page

Results (first 90 days)

- Reach = 74 accounts (95%)
- Impressions = 114K
- Spend = \$1,650
- Solution page visits = 28 accts (38%)
- Case Study visits = 26 accts (35%)
- Open opportunities = 5 (\$136.5K)



Outbound Plays

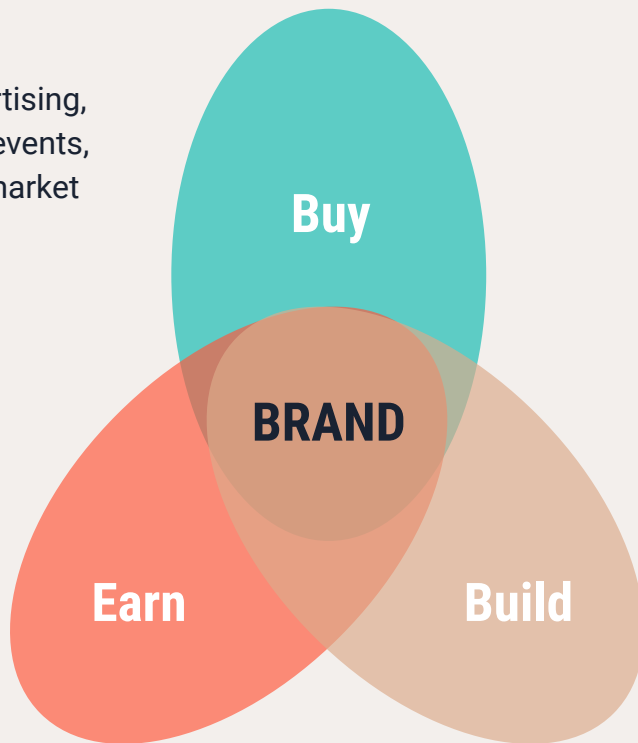


And... Build the brand



Three strategies for creating a B2B brand

Primarily through paid advertising, sponsorships, and industry events, focus on sustained target market reach and frequency.



Use social media, press, analysts, review sites, influencers, partners, and customer advocacy, to leverage word-of-mouth within the market.

Use content, owned events, and communities to consistently engage with and provide value to the target market.

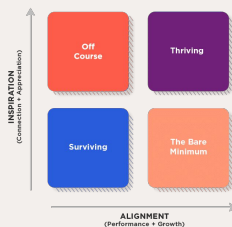
Thought leadership – building the EX category

The future of work is here. Is your company ready?

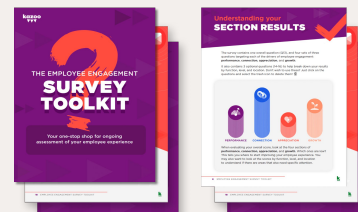
Manifesto for the Future of Work



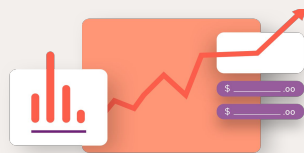
The Kazoo Thrive Index



Employee Engagement Survey Toolkit



Employee Experience Impact Calculator



The Employee Experience Business Case



Next up...



Celebrate... The results



Get SHIFT Done results

+32

domain authority

+307%

organic traffic

+454%

brand search clicks

+63pp

MQL quality

+70%

4Q21 MQLs YoY

+21pp

deal win rate

Closing thought

"Lead generation is not the strategy. Great marketing is the strategy and ~~leads are~~
demand is the result."



Thank You!