



HowToSaaS

Digital Security

Some of the clients we've helped to scale enterprise value with marketing



See the marketing strategy we created for a digital security company



[DOWNLOAD](#)

Website Strategy - Key Pages - How It Works

Empower everyone to make data-driven decisions

Grow Your AUM and Receive More Referrals

2023 Expense Summary (Marketing)

Overall, 2023 program spend of \$917,083 at 60% of total budget already in a healthy range for demand generation (~50%).

Category	2022		2023	
	Amount \$	Amount %	Amount \$	Amount %
People	\$182,911	24.48%	\$466,722	29.48%
Support	\$320,500	42.89%	\$151,900	10.00%
Programs	\$243,798	32.63%	\$897,883	60.52%
Total	\$747,209	100.00%	\$1,515,305	100.00%

ALESSA

Challenges

Missed sales targets due to a lack of quality pipeline.

Unfocused go to market strategy, with many customers outside of the true ICP.

Opportunistic approach leading to highly customized features to meet individual needs.

Solutions

Identified opportunities to test new lead sources and optimize existing ones.

Developed a focused go to market to target 'best fit' prospects with highest ACV potential.

Analyzed marketing and sales metrics to determine ROI, acceptable cost per opportunity and budget needed to meet sales quotas.

Two-pronged approach of inbound and ABM motions for different market segments.



Challenges

Under pressure to grow rapidly after a significant recent funding round.

Single channel lead flow. Reliant on events with inconsistent pipeline that missed some potential partners.

Limited capacity to scale marketing due to lack of dedicated marketing team.

Solutions

Built data framework to track marketing spend.

Validated or disproved demand gen theories. Clarified which activities were generating revenue.

Explored new demand generation channels to broaden demand generation reach and improve consistency.

Developed new marketing team structure. Built out role descriptions and advised during the hiring stage.



Mike Devine
CMO, Fortra

How To SaaS is one of the best partners I've worked with. The team was extremely pragmatic and focused on the highest value areas. Our team is much better positioned now to further grow marketing contribution to pipeline and generation more winnable SQLs.



FORTRA

Learn how we can help your business scale with marketing optimization

[BOOK A CALL](#)