



Drowning in a Sea of Sameness:

**MAKE YOUR MARKETING
STAND-OUT**



ABOUT ME

- Based in Chicago - 3 kids, 2 dogs
- Former VP of Marketing at Help Scout, G2 and Thryv
- Currently Running Curdis.co where I build and execute proven marketing strategies for the world's fastest growing SaaS companies.

CURDIS



Take Your ABM Program To The Next Level With 6sense

Learn how BusinessOnline and 6sense partner to deliver B2B performance marketing results faster.



terminus

Modern Marketing is Multi-Channel

Deliver more pipeline and revenue through multi-channel ABM.

[SEE HOW >>>](#)



Triblio
ABM Platform

"2-3x more conversions"

Eric Martin
Marketing Director
SalesLoft

[View Case Study](#)

Do more with less: How to use ABM

A must have for small teams

[SEE WHY](#)

RollWorks

act-on WEBINAR

Building Personas

Thursday, September 19th
8 am PDT • 4 pm BST

[REGISTER NOW](#)

2020 ABM MARKET RESEARCH STUDY

[GET THE REPORT](#)



DEMANDBASE



STAND OUT





5 SIMPLE WAYS

01

AUDIENCE DRAFTING

- Podcast Roadshow
- Permissionless Co-Marketing
- Others Commenters

02

03

04

05



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CONTENT GROWTH LOOPS

- Social to Newsletter
- Newsletter to Social
- Event to Social

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DON'T BUILD A BLAND

- Ad's with real people
- Copy that isn't boring
- Look at competition

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MARKETING'S DIRTY SECRET

- Understand Tech Stack
- Understand Behaviors & Intent
- Build Social Presence

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ADD TRUE VALUE

- Or none of the other stuff really matters all that much.

curdis.co

THANKS!