



# 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.



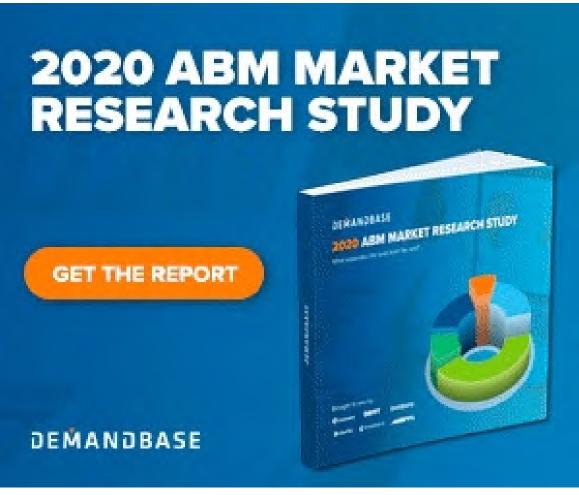


















02

# **AUDIENCE DRAFTING**

- Podcast Roadshow
- Permissionless Co-Marketing
- Others Commenters

03

04



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# **CONTENT GROWTH LOOPS**

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

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

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- **Understand Behaviors & Intent**
- **Build Social Presence**

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#### **ADD TRUE VALUE**

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

