



# EXPERIENCE MAKERS<sup>LIVE</sup>





# Marketing The Gigster Way: Creating an Agile Go-To-Market Plan

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# What did we do when the world changed?

- What is The Gigster Way?
- Organizational design for agility
- Adjusting our targets, message & tactics
- Measurement for impact
- Key takeaways



# What is The Gigster Way?

- Calibrated Talent
- Elastically staffed teams
- Peer Review
- Constant Measurement
- Data Driven Course Corrections

DATASHEET

## Gigster Innovation Management

Uniting Teams, Process, and Culture to Transform Digital Business

**CHALLENGE**  
**Digital transformations fail due to lack of a scalable innovation culture.**

The benefits of successful digital transformations can be plentiful, including improvement in productivity, revenue growth, profitability, customer retention, ROI, and market share. But the path to successful transformation has many potential obstacles. Executive and cross-functional alignment, the right strategies and processes, digital expertise, security, and technological tools each play a key role in achieving digital transformation success.

Today, more than 70 percent of digital innovation initiatives fail to be operationalized to deliver the results expected by executives, often because organizations:

- > Lack the innovation culture to align around common objectives
- > Take a technology-first, rather than customer-first approach
- > Struggle to create digital capacity beyond a pilot

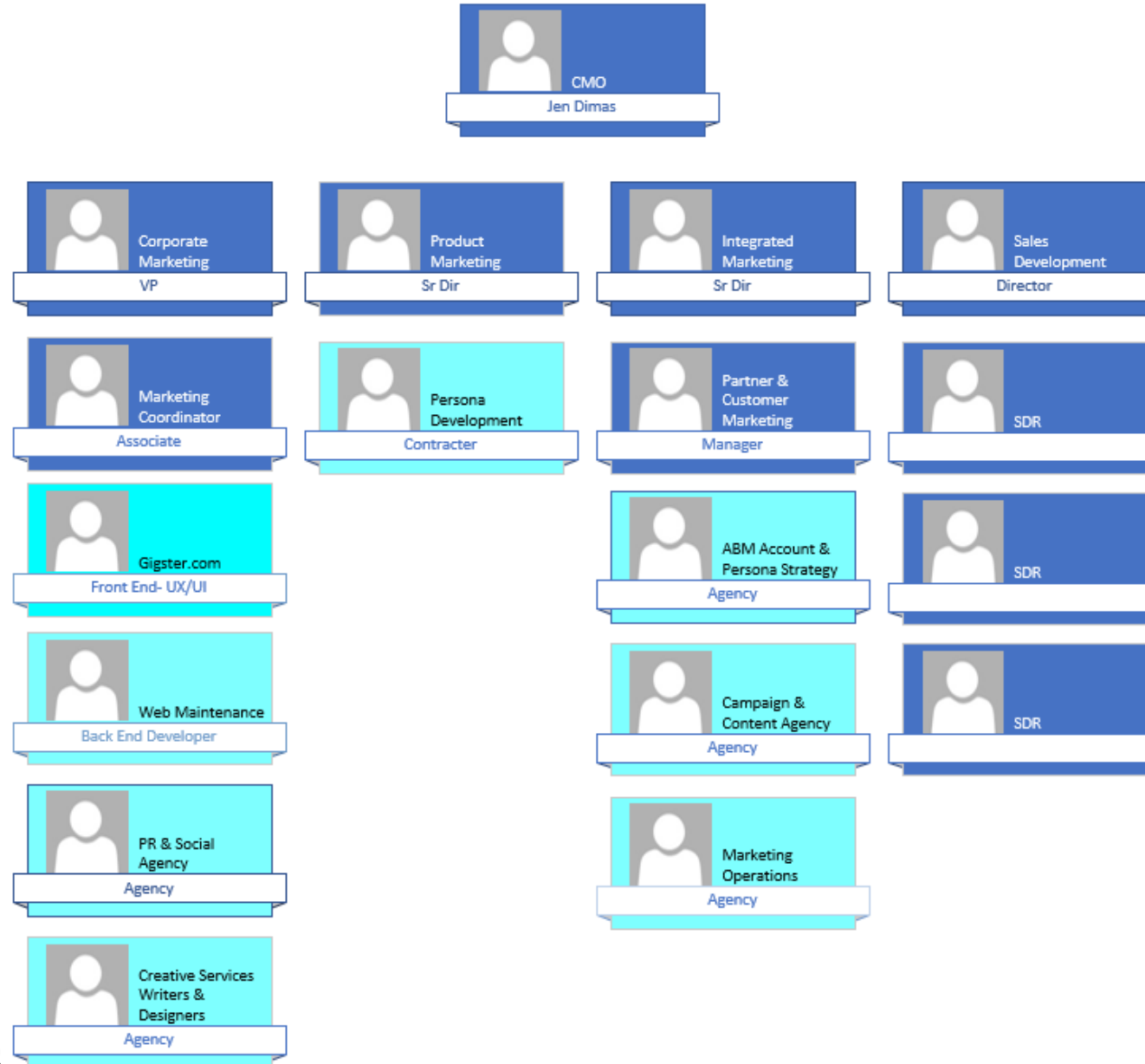
**gigster**

**KEY BENEFITS**

- Reduce start-up time
- Scale resource capacity
- Optimize productivity
- Increase business agility
- Maximize customer value
- Minimize delivery risk
- Accelerate digital transformation

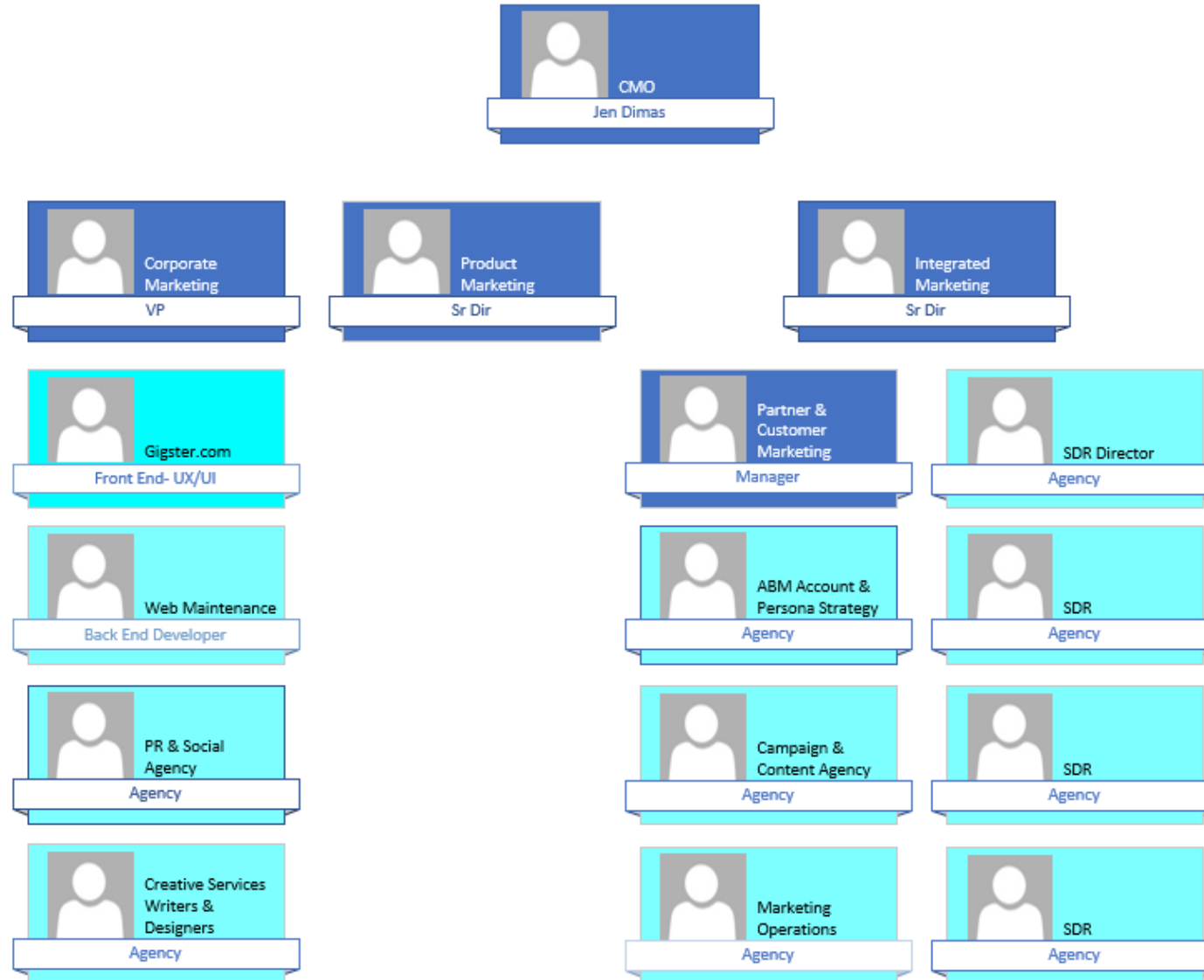
# Organizational Design for Agility: Before March

- 10 Gigster FTE
- 7 Agencies



# Organizational Design for Agility: March on...

- 5 Gigster FTE
  - 4 FTE Contractors
- 7 Agencies



# Adjusting targets, message, and tactics

- Target account list
  - Refocused on industries and sub-segments who
    - Have prioritized SW development in this crisis
    - Have investment abilities in this crisis
- Adjusted Message for the moment
  - Non-Humble Brag → Informational tone, focused on education and engagement



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# Adjusting targets, message, and tactics: Adjusted for Customer Preference

- Was 70/30 Demand/Awareness... now more like 50/50
  - Initial mass email pause, initial outbound call increase
  - Webinars added to mix- small and large- the new field marketing
  - Social program double down
  - Website content increases
  - Longer term, still integrated, watching and adjusting



# Measurement for Impact

- Went from quarterly to monthly demand and close plans/targets
- Target account engagement on gigster.com
- Social measurement- more focus here
- Take time to look at full stack motions



# 3 Key Takeaways

## For Marketing Leadership

1. Growth stage teams should prepare for constant change
2. Leverage powerful partner networks
3. Create shorter time periods to evaluate success metrics

## For Marketing Team Members

1. Create content that can be reused- reformatted- changed
2. Don't get too attached to plans... be prepared for changes
3. Measure! Data is your friend— you can help your management make great decisions based on what you are seeing



# Contact me with any questions...

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