

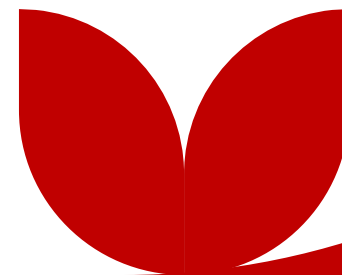


Business Case Presentation

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Role: Growth Marketing Manager

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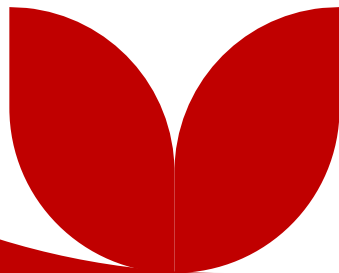
Part 1: Strategy Development

Objective:

To increase awareness and engagement for Sana's Serviceable Addressable Market (Commercial, Ecommerce & IT Managers and above, B2B Manufacturing using Microsoft or SAP ERP) with a quarterly budget of \$50,000.

1. Targeting & Segmentation:

- **Firmographic Filters:** Mid-to-large B2B manufacturers (100–5,000 employees) using Microsoft Dynamics or SAP ERP.
- **Role-Based Personas:**
 - E-commerce Managers - Focus on operational efficiency & webstore adoption.
 - Commercial Directors - Focus on increasing revenue, returning orders, and customer retention.
 - IT Directors - Focus on ERP integration, reducing silos and total cost of ownership.



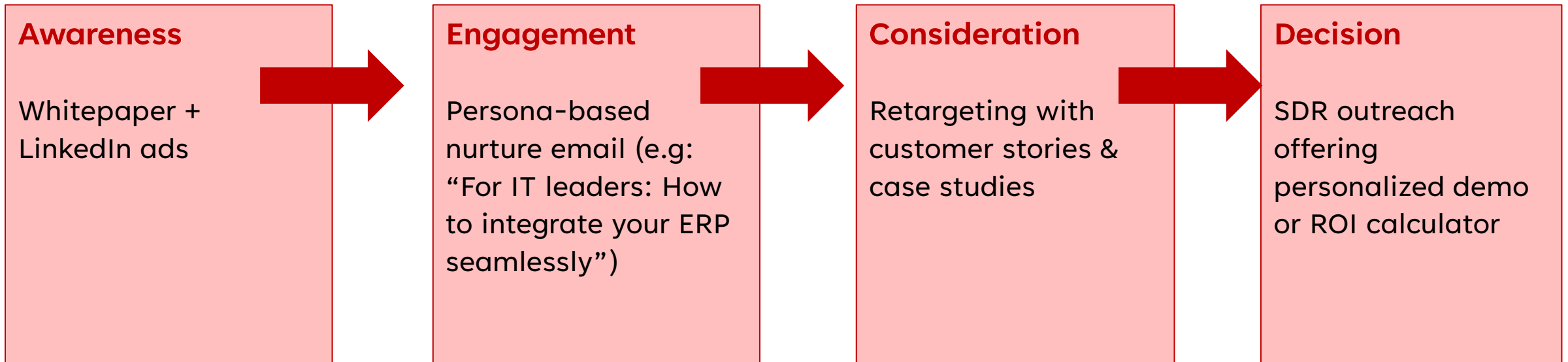
2. Strategic Pillars

Objective	Strategy	Tactics
Awareness	Reach the right accounts through targeted channels	○ LinkedIn Sponsored Content & InMail ○ Targeted Display via 6sense/LinkedIn matched audiences ○ Thought leadership content (whitepapers, webinars, customer stories)
Engagement	Nurture and educate personas on value	○ Persona-specific nurture email sequences ○ Retargeting on social & search ○ Industry-specific landing pages with tailored value propositions
Conversion	Move high-intent accounts through the funnel	○ Account-specific outreach via SDR + marketing alignment ○ Personalized demos & case studies ○ Paid search with solution and competitor-aligned keywords

3. Channel Mix

Channel	Role	Budget Allocation
LinkedIn (Paid & Organic)	Awareness & Engagement	30%
Paid Search (Google/Bing)	High-intent lead capture	25%
Email Nurture	Engagement & Conversion	15%
Retargeting (Display/LinkedIn)	Engagement	10%
Content Syndication & Webinars	Thought leadership	10%
SDR/Outbound Enablement	Conversion	10%

4. Nurture Journey Example



Part 2: Paid Search Strategy

Scenario: At a recent company AvSight, a US-based SaaS Provider for Aviation MRO - I led a Google Ads strategy to drive high-quality demo requests.

1. Strategy:

Structure

Campaign Segments: Branded, Competitor, Industry Terms, Solution Terms

Match Types: Exact & Phrase for precision

Ad Copy: Persona-driven (IT-focused copy for ERP-related keywords, Commercial for ROI-related)

Landing Pages: Tailored per ad group with dynamic headline insertion

Optimization:

- Negative keyword list to reduce irrelevant traffic
- Bid adjustments for high-performing devices, geographies, and time slots
- Smart bidding (tCPA) after hitting conversion volume

2. Was it successful? Yes ☒

3. Optimization:

- Identified highest-performing keywords (e.g., “ERP-integrated ecommerce”) and increased bids.
- Paused low-performing competitor campaigns and reallocated to solution-based keywords.
- A/B tested ad headlines: Benefit-driven headlines (“Reduce Order Errors by 50%”) outperformed feature-led ones.
- Reduced CPA by 28% and increased demo conversions by 41% within 2 months

Part 3: Performance Metrics & Optimization

Current Metrics:

Accounts Reached: 700 / 1,000 targeted

Accounts Engaged: 10% of 700 (Goal: 25%)

CTR: Low for Commercial persona ads

Email CTR: High, but landing page sessions low

1. Performance Analysis

- **Reach:** Solid (70%) — healthy top of funnel.
- **Engagement:** Significantly below target → messaging or targeting misalignment.
- **Channel Breakdown:**
 - **Ads for Commercial persona:** Low CTR → mostly due to generic messaging not aligned with their business pain points (e.g: revenue growth, retention).
 - **Emails:** High CTR but drop-off on landing page → disconnect between email message and landing page content (e.g: unclear CTA, generic content, poor UX).

2. Optimization Actions:

- **Ad Creatives:**

- Shift messaging for Commercial persona to emphasize business outcomes - e.g: “Increase Returning Orders by 30% with ERP-Integrated Commerce.”
- Test more personalized CTAs (e.g.: “See How Manufacturers Like You Scale Online Revenue”).

- **Landing Pages:**

- Personalize per persona with relevant case studies, pain points, and outcomes.
- Add clear above-the-fold CTA (e.g: “Book a 15-Minute Value Consultation”).
- Reduce friction: shorter forms, optional fields, trust signals.

3. A/B Testing Plan

Element	Variant A	Variant B
Ad Headline	“Transform B2B E-commerce with ERP Integration”	“Boost Revenue & Efficiency with ERP-Integrated Webstores”
Landing Page CTA	“Book a Demo”	“See a 15-Minute Custom Walkthrough”
Email → Landing Page	Generic landing	Persona-specific LP with dynamic content

Part 4: Account-Based Experience

Tool: 6sense | Stage: Awareness

1. Using Intent Data

- **Identify accounts** showing early-stage intent (e.g: searching for “ERP ecommerce integration”, “B2B webstore for manufacturers”).
- Prioritize based on:
 - **Fit score** (Microsoft/SAP ERP users in manufacturing)
 - **Intent score** (rising or peak intent)
 - **Engagement score** (on-site visits, content downloads)

2. Multi-Channel Outreach Steps

- **Email:** Persona-specific drip sequence introducing key B2B commerce challenges solved by Sana.
- **LinkedIn Ads:** Creative retargeting these accounts with thought leadership assets (e.g: “The Manufacturer’s Guide to ERP E-commerce”).
- **Display Retargeting:** Strengthen value messaging using intent keywords.
- **Sales Enablement:** Provide SDRs with account insights from 6sense (topics, keywords, recent activity) to tailor outreach.

3. Measurement of Success:

Stage	Metric	Success Indicator
Awareness → Engagement	Engagement rate (CTR, email opens)	25%+ engaged accounts
Engagement → Consideration	Content downloads, landing page sessions	2x increase over baseline
Consideration → Pipeline	MQL → SQL conversion rate	20%+
Pipeline Velocity	Time from awareness to opp creation	Decrease by 15–20%

THANK YOU!

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