



**WordPress
Ventures**

GTM strategies for high-performance agency growth

Sponsors



Today's Hosts & Presenters

Paul Fawcett / Head of Agency Partnership- SiteBox
Kasia Wegrzyn / Head of Customer Success - SiteBox
Munya Hoto / Chief Strategy Officer - ScaleWise
Brad Smith / Founder & MD - Succeed
Craig Wheeler / Founder & MD - Hello Conrad

15 January 2025, 12:00 PM UK time

SITEBOX™

What we'll cover in today's session



Paul Fawcett
Agency Partnerships
Co-Founder
SiteBox

1

Driving GTM Growth in 2025 – The GTM Playbook

Munya Hoto
Chief Strategy Officer, ScaleWise

2

Helping your Agency to Unlock your Competitive Edge

Brad Smith
Founder & CEO, Succeed Digital

3

GTM Best Practices for Digital Agency growth in 2025

Kasia Wegrzyn
Head of Customer Success, SiteBox

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITEBOX



 B2B Marketing

 **ScaleWise**

Ecologi
climate
friendly
workforce

Certified

corporation
PENDING

Session 1

Driving GTM Growth in 2025 – The GTM Playbook



Munya Hoto
Chief Strategy Officer
ScaleWise

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



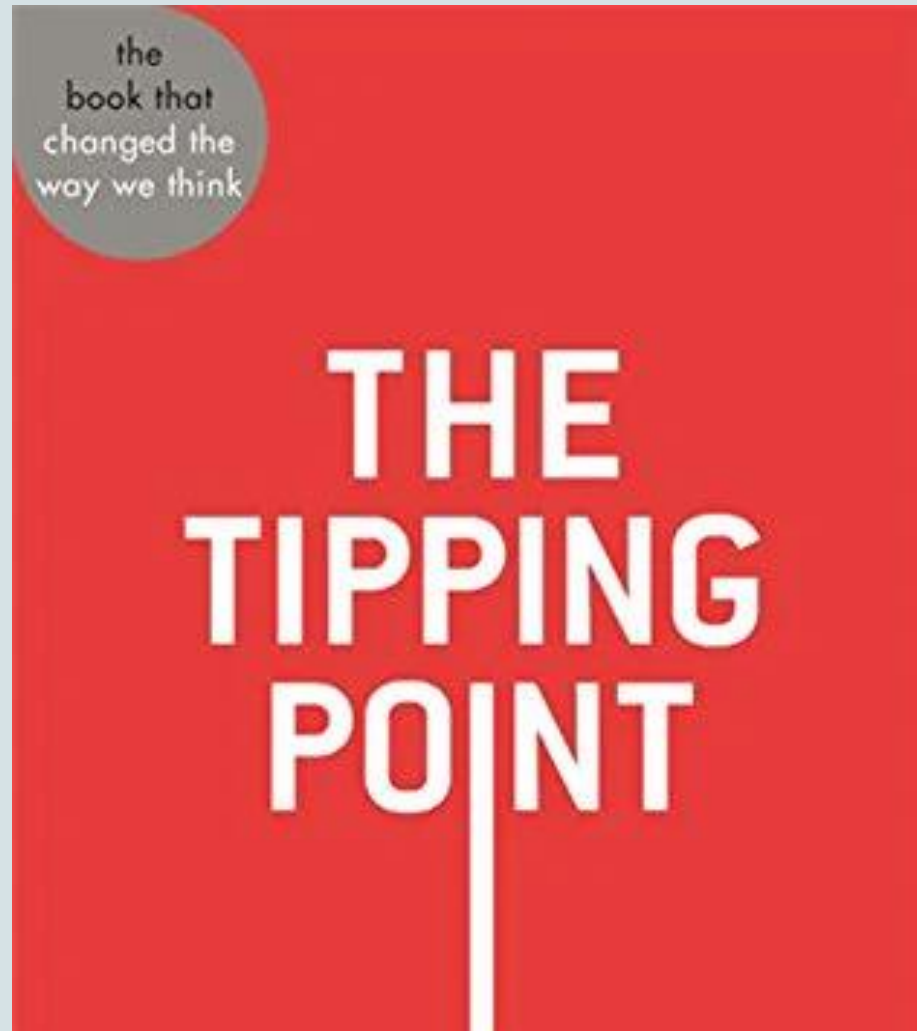
 B2B Marketing



Ecologi
climate
friendly
workforce



The Tipping Point



Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing

ScaleWise

Ecologi
climate friendly workforce



Prospecting has changed

60

3

13.2

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Top GTM Challenges (Agency/Service)

- Increased pressure on client budgets
- Reduced time to deliver - doing more for less
- Attribution and a tighter focus on efficient growth and ROI
- The perceived threat of “AI”
- Talent attraction and retention

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Top GTM Challenges (Prospect/Client)

Most prospects....

- Have no data strategy or integrity
- Have a blended GTM motion that dilutes focus and execution
- Have current initiatives that do not have a direct relationship with key outcomes that will drive pipeline growth and development
- Have a complex web of tools and technology that are underutilised and taxing on capacity
- Need to specialise across critical functions in the demand gen department to drive efficiency

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Mastering the DemandGen Levers

Strategy

People & Process



Skills
Efficiency
Alignment

Tools & Technology



Automation
Connection
Scalability

Content & Channels



Buyer's Journey
Multi-format
Multi-channel

Data & Analytics



Single source of truth
Real-time insights
Feedback loops

Execution

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Key Areas of Focus for 2025

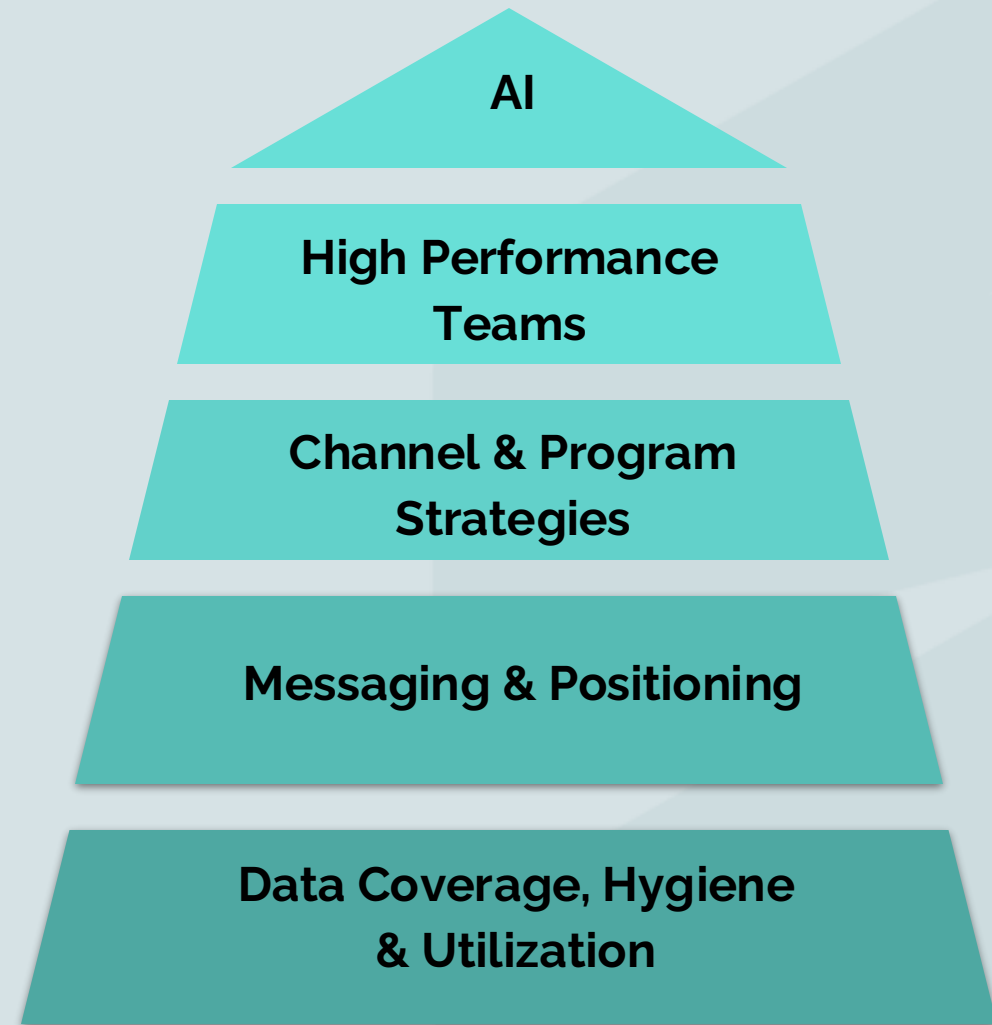
- Value proposition and client- currency
- Process optimisation and automation
- Communication through data and insights
- AI as an enabler not a threat
- Employer proposition and talent development

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Key Areas of Focus for 2025



Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing

ScaleWise

Ecologi

climate friendly workforce

Certified



corporation PENDING



Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



••• B2B Marketing



Ecologi
climate
friendly
workforce



Session 1

Questions

The GTM Playbook



Munya Hoto
Chief Strategy Officer
ScaleWise

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



 B2B Marketing



Ecologi
climate
friendly
workforce



Session 2

Helping your Agency to **Unlock your Competitive Edge**, and achieve better results in New Business

» SUCCEED



Brad Smith
Founder & Director
Succeed

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



 B2B Marketing

 **ScaleWise**

Ecologi

climate
friendly
workforce

Certified



corporation
PENDING



Brad Smith

Founder & Managing Director
Succeed Digital Consulting

I've worked in digital and helped agencies for over 20 years, run my own agency for over 6 and there's plenty I don't know.

But what I DO know is how to find, nurture and secure new business!

» SUCCEED

Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



Agency Overview.



90

Clients collaborations within the last 6 years



30

Industries worked in the last 6 years



17

Core team members



Fully Remote

but no offshoring or near shoring

We're proud to be



The Drum.
Recommended
Until Jul 2025

Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



 B2B Marketing

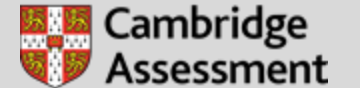
 **ScaleWise**

Ecologi
climate friendly workforce



Some of Our Clients.

» SUCCEED



Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing



Ecologi

climate friendly workforce

Certified



corporation PENDING

» SUCCEED



#justbenice

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



••• B2B Marketing

ScaleWise

Ecologi
climate
friendly
workforce



What we know.

And want to share.

1. POD's not USP's: unique service, price, delivery time, sector expertise.
2. Know your audience, but know your customer better.
3. Turn services into products: easy to wrap up, easy to buy, easier to deliver
4. Consider the different routes of reaching your prospects: cold calling agencies, webinars, events, paid media etc.
5. Be consistent with your outreach channels and keep revisiting old contacts and clients, there could be quick wins.
6. Keep measuring what is and isn't working and dedicate the time to foster and maintain relationships.
7. Outlook for 2025: look for where technology can streamline your business and client deliverables- your clients are interested in understanding this.
8. 4 Pillars you can't live without in new business.

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



What makes you different?



Who cares if you're not here tomorrow?

Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



Rule No.1 – Know Thy Audience (Important)



Rule No.2 – Know Thy Customer (Even More Important)

Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



Adds to basket



Package up your services

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



••• B2B Marketing

ScaleWise

Ecologi
climate
friendly
workforce

Certified
B
corporation
PENDING

How many touchpoints



Does it take?

Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



••• B2B Marketing

ScaleWise

Ecologi
climate friendly workforce

Certified
B
corporation
PENDING

Consistency is king



Do you stick at it?

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing

ScaleWise

Ecologi
climate
friendly
workforce

Certified
B
corporation
PENDING

Measure, measure



And measure again

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Where are you using



Technology to create value?

Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing

ScaleWise

Ecologi
climate friendly workforce

Certified
B
corporation
PENDING

4 Non-negotiables



Of new business

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



Questions?

If you're curious, have questions, or just want to explore how we can work together, reach out anytime.

We'd love to discuss further how we can help you win more new business in 2025 and help you approach your GTM strategy with a fresh new approach!



Brad Smith
Founder & Director
Succeed



Get creative using GTM strategies for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing



Ecologi

climate friendly workforce

Certified



Panel Discussion

Explore GTM Best Practices for Digital Agency growth in 2025



Moderator
Kasia Wegrzyn
Head of Customer Success
SiteBox



Today's Panelist's

Brad Smith / Founder & Director - Succeed

Craig Wheeler / Founder – Hello Conrad

Paul Fawcett / Head of Agency Partnership- SiteBox

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITEBOX



 B2B Marketing

 **ScaleWise**

Ecologi
climate
friendly
workforce



Panel discussion questions

What is your most effective GTM activity or channel that generates leads, which in turn generates stronger relationships and results in better deals?



What do you think digital agencies can do right now to prepare themselves for growth in 2025; differentiation, focus on a niche, look for referrals, revisit old client relationships, enter awards etc?

We know AI is changing how agencies and clients operate, so what's your prediction for how digital agencies will need to further embrace the technology this year and how could it affect the performance (good and bad) of GTM plans for agencies?

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series



SITΞBOX™



B2B Marketing

ScaleWise

Ecologi
climate
friendly
workforce



SITEBOX™

**Thank you
for join us!**



Paul Fawcett
Agency Partnerships
Co-Founder
SiteBox

Next
Event



How to transform your security & performance for clients and end users

Fortify and speed up your websites and applications to ensure maximum trust and performance for your visitors.

February 2025, 12pm-2pm
Ivy Brasserie, Soho, London

Get creative using GTM strategies
for high-performance agency growth

WordPress Ventures Event Series

