

Slack GTM Strategy

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Today's Game Plan

**Growth
Opportunity**

**Target
Audience**

Value Matrix

**Recommended
Growth Moves**

Mock-Ups

**Prioritization &
Roadmap**

**Measurement
Plan**

**Considerations
for Marketing
Success**



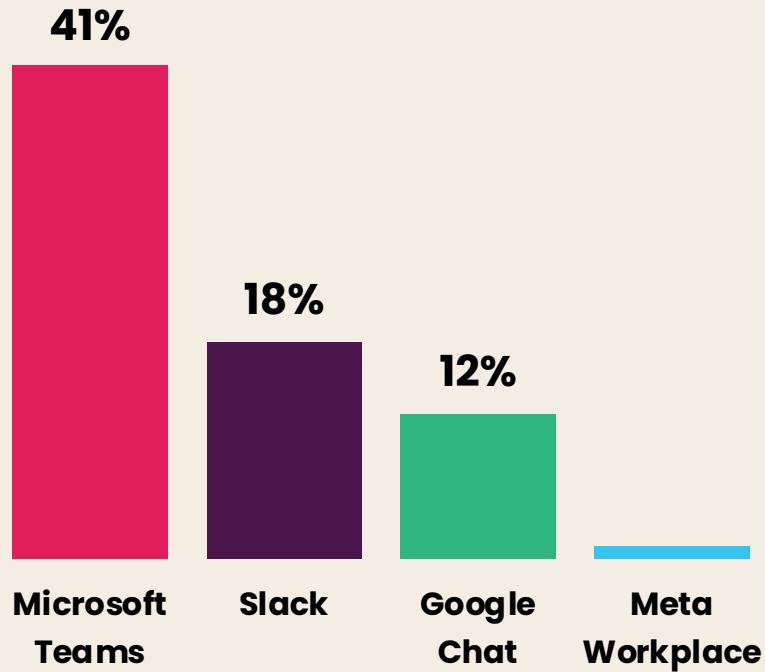
GROWTH OPPORTUNITY

**Let's get that
bread.**





Slack's Status Quo



Market Share

100K+

Organizations Use Slack



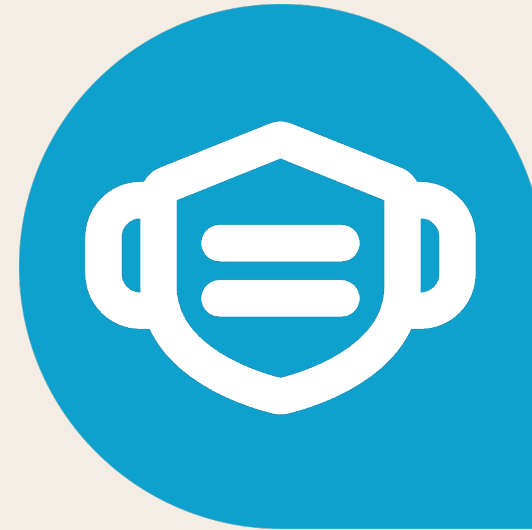
Of Fortune 100 Companies Use Slack



Webinar/Conference Potential Market



Market projected to grow significantly from 2022 to 2030



COVID accelerated growth, showing offline webinars can be replaced with online ones



Okay, so what?



Symposium is a growth catalyst



Symposium provides a holistic, one-stop shop platform for seamless planning and execution



TARGET AUDIENCE

**Whose got the
bread?**



Primary Target Audience : IT Managers (ITDMs)

- Make the **final decisions**
- Need to convince them Symposium will...
 - Make their job **easier**
 - **Integrate seamlessly** with the existing Slack interface
 - **Add value** with new features like auto record





Cornelius

DEMOGRAPHICS

Avg. 46, 84% Male, 70% white

TITLES

IT Manager

DEPARTMENTS

Information Technology

ORGANIZATION SIZE

5 – 500

INDUSTRIES

Any

SCALE

Start-up to Corporation

PURCHASE INFLUENCE

Makes purchasing decisions



// Reliability and efficiency
are what I look for. //

WORKPLACE REALITIES

- Has to manage technical problems as they occur, and ensure that the company's hardware continue to run with as little interruption as possible

PROFESSIONAL ASPIRATIONS

- Satisfied with current role, but always looking to optimize current tools used within role to make their job easier and more manageable

MESSAGING CONSIDERATIONS

- Integration above all, and value is a must. If Symposium is better for the company, it will do more for less than Teams or Zoom can currently provide, and that will be clearly conveyed with proof

TOP CHANNELS

- TechCrunch, Discord, YouTube, Microsoft Teams



Secondary Target Audience: Event Planners

- Not in charge of purchasing but **influential** in decisions
- Can create **fans** of Slack via Symposium by...
 - Making their jobs **easier**
- Can be **allies** and **advocates** in the renewal process





VALUE MATRIX

**Mapping messaging,
offer, and content**





ITDMs

Pain Points

Introducing new software can be difficult to integrate and promote

Video conferences, as they are, are unengaging

Paying for separate software is expensive

Value

Easy-to-use/understand conferencing software from existing users

Creating a more casual platform with more interaction between speakers and listeners

Symposium is cheaper when bundled with Slack than paying for separate software

Message

Make your job easier by choosing our software that is user friendly and your company already knows how to use.

Slack Symposium makes virtual conferencing fun and engaging by bringing the interactive features of slack that you know and love into the virtual meeting space.

Save money and streamline your tech portfolio with Slack Symposium + Slack Messaging.



RECOMMENDED GROWTH MOVES

**How will we get
that bread?**





GROWTH MOVE	Gear up for growth (starting a new chapter)		
Shift in Consumer Behavior + Perception	Moving the consumer view of slack from tool to toolbox -> slack is no longer just a messaging tool, but is now a digital hub and more for your company/workplace. Slack from a productivity tool (internal) to a control tower (external)		
Brand Equities to Leverage	Perception of internal productivity/communication tool that can reach larger audiences and fun to use.		
Value to Communicate	Seamless integration		
Communication Principles	<ul style="list-style-type: none">• Eliminating loss productivity through seamless integration, through API• Slack Symposium can be launched on Slack, existing servers can be used, invoice can be added to the existing Slack licenses.		
"Tasks" to Influence Behavior	Task #1: Overview of what workarounds/communication are being involved to host a web conference	Task #2: Encapsulate all the steps/hours and separate means of communications to use for conference preparation	Task #3: Show the ideal "dream" of seamless conference preparation and execution
Goals & Outcomes	Business/Market Impact: Pageview, Number of sales Leads, Slack Symposium Purchase from those leads	Audience/Behavior Impact: Longer Usage of Slack Symposium Wider Usage of Slack Symposium	Brand Impact: Brand awareness, preference, influence within a new category, brand expansion (tool to toolbox)



MOCK-UPS

Putting words into pictures





Seamless Integration

The screenshot displays the Slack interface for creating a Symposium. The left sidebar shows the workspace 'Acme Inc.' with a list of channels: #event-planning, #marketing-team (with a notification badge), #finance-team, and #halloween-party-2022. The main content area is the 'Symposium' creation form, which includes sections for: 'What should we call this symposium?' (with a text input field containing 'Name's Symposium'), 'When's this symposium?' (with 'From' and 'To' date pickers set to 10:00 AM and 12:00 PM, and a 'Time Zone' dropdown set to 'Central Time (US and Canada)'), and 'Who's invited?' (with a 'Select participants...' field and a 'Pick a channel' dropdown). At the bottom of the form are 'Cancel', 'Save Draft', and 'Schedule' buttons. On the right, a 'Thread #event-planning' is visible, showing a conversation about scheduling the event. The thread includes messages from Ahmed, Ash, Kev, and Molly, and a video player for 'Slack | Symposium'.

Fun & Casual Nature





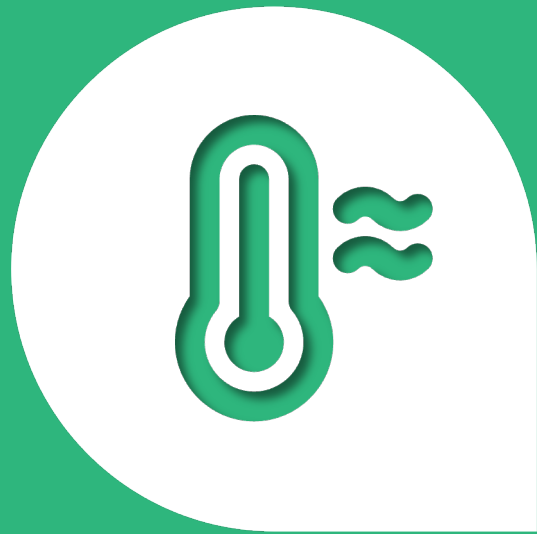
In-Person Conference to VR Conference



Society with Symposium:



Society without Symposium:



MEASUREMENT PLAN

Connecting KPIs across moves





KPIs

"Leading" Marketing Objectives	"Lagging" Marketing Outcomes
Drive adoption of Slack Symposium via new leads and existing Slack customers	Showcase and demonstrate the value of Slack Symposium to ITDMs and event planners, creating loyalty among them

Core Channels	Leading KPIs	Lagging KPIs
Website	<ul style="list-style-type: none"> • Intent to Learn Metrics <ul style="list-style-type: none"> • Increased page views • Increased click-through rate • Intent to Buy Metrics <ul style="list-style-type: none"> • Increased sales leads regarding Symposium 	<ul style="list-style-type: none"> • Usage Metrics <ul style="list-style-type: none"> • Longer and more extensive usage of Slack • Brand Metrics <ul style="list-style-type: none"> • Increased product and brand awareness
Organic Search		
Owned Social / Email		
Paid Media		
Partner Channels		

Data + Technology Requirements	Web analytics tools, form submission and lead tracking tools	Usage analytics tools
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**CONSIDERATIONS FOR MARKETING
SUCCESS**

Realizing the value from growth moves





Considerations for Marketing Success

- **Regular meetings** will be held **across different teams** to better facilitate the launch of symposium
- **Finance team** will **work with** the **marketing team** to set an **advertising budget**
- **Marketing team** will send out **regular updates** about each milestone reached and each subsequent goal thereafter



Thank you

