

# How to sell into marketing teams

and accelerate ramp with GrowthLoop + Snowflake

## Why marketers matter

Marketers have independent budget and decision making power because they drive revenue growth. They also tend to move much faster because they have quarterly revenue goals to hit.

- ✦ For Greenfield Accounts, this gives you a chance to “land” with Marketing workloads without “waking the bear” by convincing the CTO / CIO to displace an incumbent.
- ✦ For Existing Accounts, marketers need to segment, personalize, and measure. This adds data sources (e.g. all engagement data) and helps accelerate the urgency (accelerating ramp times). It also associates Snowflake with revenue generation, which helps justify larger ramped spend.

## Why selling into marketers is challenging

- ✦ Marketers’ business goals do not obviously connect to the Data Cloud, so it’s not important to them.
- ✦ Marketers do not “touch” Snowflake because they do not know SQL, so they are effectively locked out of Snowflake even if it’s available at their organization.

## The strategy

Identify the key marketer personas and connect the data cloud to their marketing goals and programs via starter questions and use cases. Look for accounts that are:

- ✦ Evaluating Salesforce Data Cloud, Adobe, Hightouch, or LiveRamp.
- ✦ Data ready (already on Snowflake)
- ✦ Having a CDP or martech replacement conversation
- ✦ Feeling AI pressure from the top
- ✦ Managing a marketing or RMN workload

## About GrowthLoop

- ✦ A Snowflake Native App
- ✦ Available on Marketplace
- ✦ US-based customers can purchase with MCD
- ✦ AI Integration with Snowflake Cortex
- ✦ GrowthLoop runs entirely inside Snowflake, reinforcing Snowflake as the system of record
- ✦ “One to Watch” on the Modern Marketing Data Stack

