



How to find and tell your galvanizing story

Stan Woods

velocity

2020
Nordic Software Summit

BY MONTERRO



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A large, dark, swirling black hole is centered in the image, surrounded by a dense field of stars and a faint blue nebula. The text is overlaid on the black hole.

The black hole of B2B brands



The brand love spectrum





The brand love spectrum



Anti-brands



The brand love spectrum



Anti-brands

 **RYANAIR**

**WELLS
FARGO**

 **DELTA**



The brand love spectrum



Anti-brands

Cult brands

 **RYANAIR**

**WELLS
FARGO**

 **DELTA**



The brand love spectrum



Anti-brands

 **RYANAIR**

**WELLS
FARGO**

Cult brands

 **slack**

HubSpot

 **salesforce**



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Cult brands





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Cult brands





The brand love spectrum



Anti-brands

Cult brands



The brand love spectrum





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The brand love spectrum



Anti-brands

Cult brands

The Meh-Zone



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**Marketing costs 10x
less and works 13-82x
better out here**





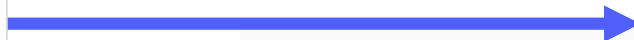
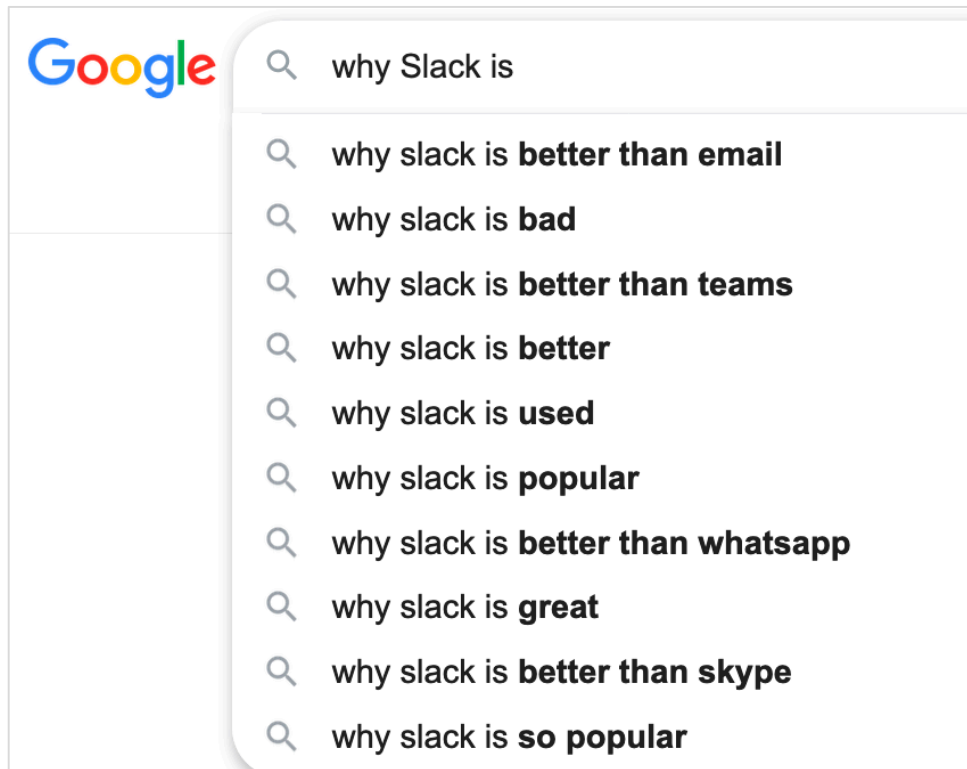
Job One: Get out of the Meh Zone





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Microsoft Teams





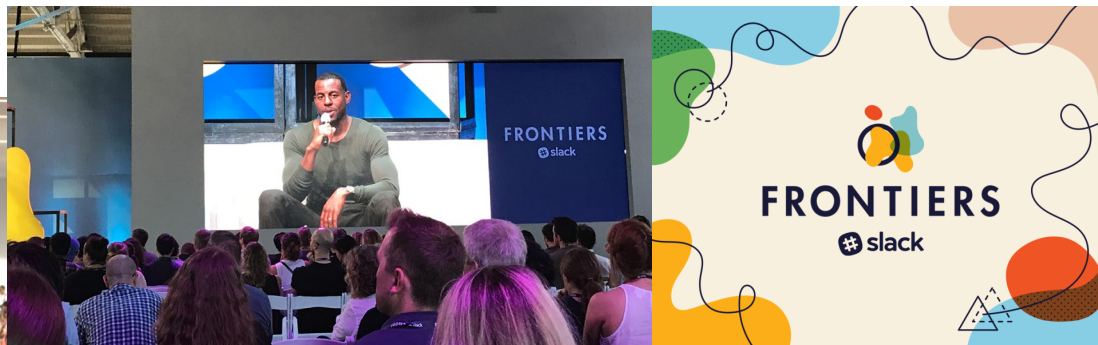
Microsoft Teams

Google

- 🔍 why Microsoft Teams
- 🔍 why **use** microsoft teams
- 🔍 why **does** microsoft teams **keep installing**
- 🔍 why **does** microsoft teams **keep reinstalling**
- 🔍 why **is** microsoft teams **on my computer**
- 🔍 why **can't i create a team in** microsoft teams
- 🔍 why **does** microsoft teams **keep popping up**
- 🔍 why **can't i uninstall** microsoft teams
- 🔍 why microsoft teams
- 🔍 why **is** microsoft teams **not working**
- 🔍 why **won't** microsoft teams **uninstall**



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Microsoft Teams



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acrolinx





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**The big, fresh,
surprising,
magnetic,
galvanizing story.**



A galvanizing story is a clear, compelling, structured narrative at the heart of your brand that unites everything you do and say.



**Your who.
Your why.
Your DNA.**



jolt, startle, impel, stir, spur, prod,
shock, urge, motivate, stimulate,
electrify, excite, rouse, arouse,

Galvanize.

To shock someone into action.

awaken, invigorate, fire, fuel,
animate, vitalize, energize, exhilarate,
thrill, dynamize, inspire...



Galvanize.

To shock someone into action.

Marketing that
doesn't reek of
marketing.

Empathetic.
Audience-first.

Designed to trigger
things that can be
measured.



**Without a galvanizing story,
strategy and execution are
disconnected; content is
isolated; tactics are stuck
in their swim lanes.**



**With a galvanizing story,
strategy, content, marketing,
sales, demand generation
all have a focus, a shared,
guiding concept.**



Andy Raskin



Share Image

Photo by [Olu Eletu](#)

The Greatest Sales Deck I've Ever Seen

It's Zuora's, and it's brilliant. Here's why.



Andy Raskin **Following**

Sep 15, 2016 · 8 min read

A few months ago, my friend Tim took a new sales job at a Series C tech company that had raised over \$60 million from A-list investors. He's one of the best salespeople I know, but soon after starting, he emailed me to say he was struggling.

"I've landed a few small accounts," Tim said. "But my pitch falls flat at big enterprises."



Andy Raskin



galvanizing story

**“A ~~sales narrative~~
works best when
everyone tells it.”**




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Drift





 LIVEPERSON

Sign In

AI-powered chatbots


Automate up to 70% of messaging conversations on your website, SMS, Facebook Messenger, Apple Business Chat, WhatsApp and more. LivePerson has a complete solution to create, manage, and optimize bots for businesses of all sizes.

 Hi! I'm the concierge bot
Want to see me in action?

 ChatBot


Automate customer service with ChatBot within 10 minutes

Enter your business email here

 PURE CHAT


Pure Chat: Free Live Chat Software

The easiest & fastest way to add live chat to your website. Free.

 chatfuel

Increase sales, reduce costs, and automate support on Facebook

Chatfuel is the world's leading chatbot platform for Facebook Messenger.



Intercom Live Chat Software

Live chat for your whole business

Connect with people on your website and in your apps to grow revenue, accelerate sales, and improve support.



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Not just a company.
A movement.

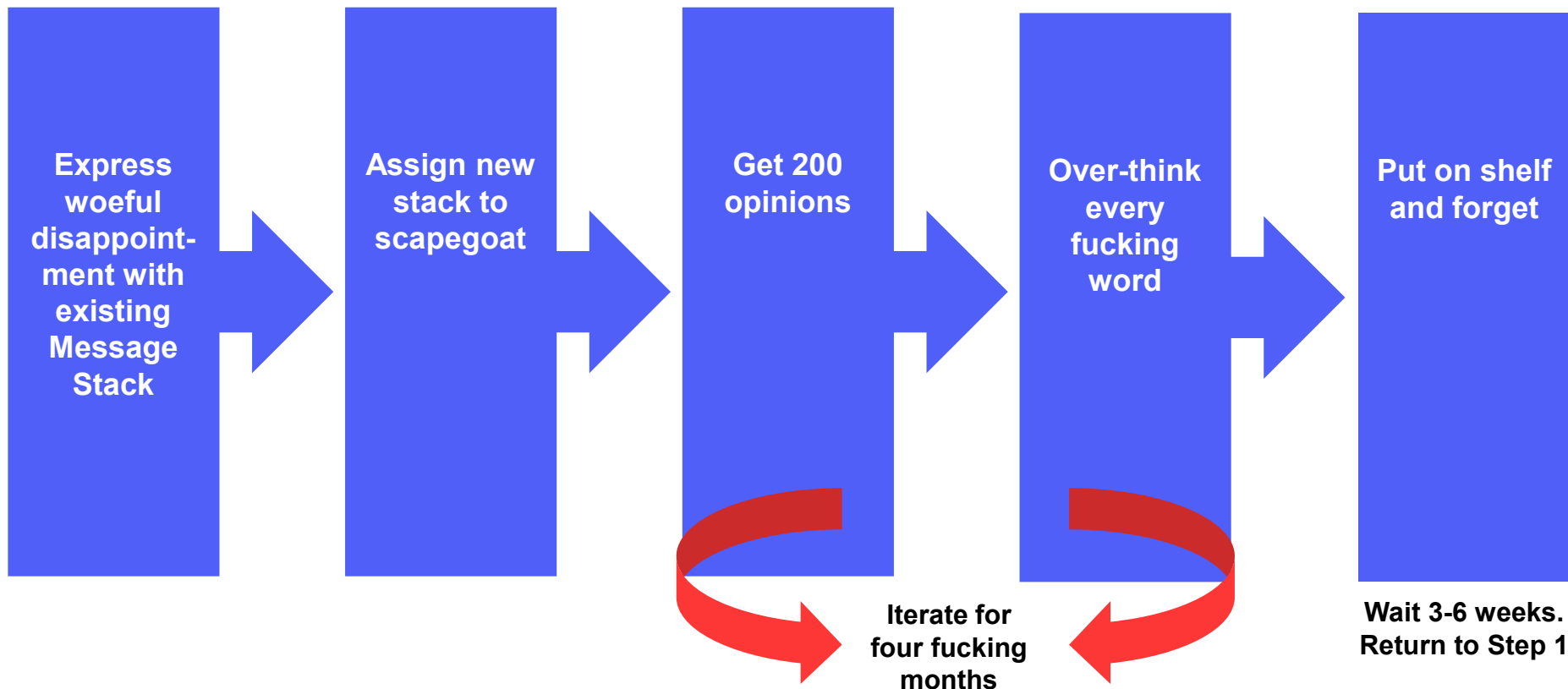


**A galvanizing story is
not a “message stack”.**



Traditional 'Message Stack' Process

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Typical Message Stack

Over-aspirational generalization that no one really believes but the senior execs love.

Something a bit closer to what we actually do but that
our prospects still don't give a shit about.

Over-claim 1
Written to please
Stakeholder 1

Over-claim 2
Written to please
Stakeholder 2

Over-claim 3
Written because,
you know, you
need three.

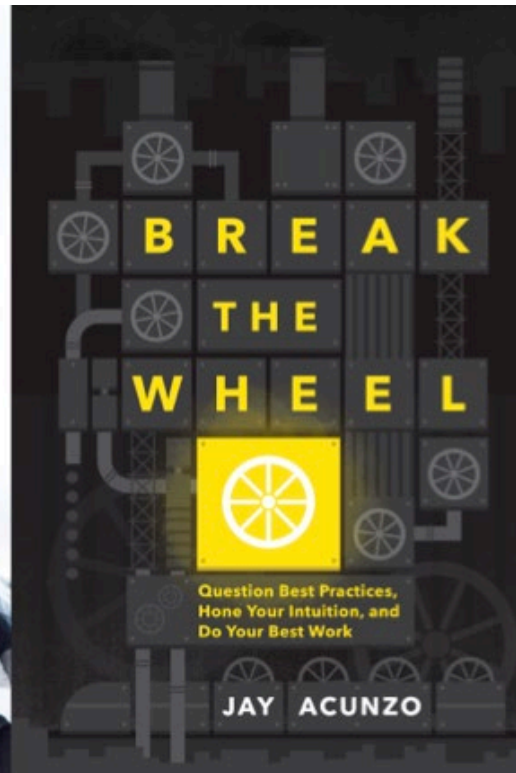
A.I.

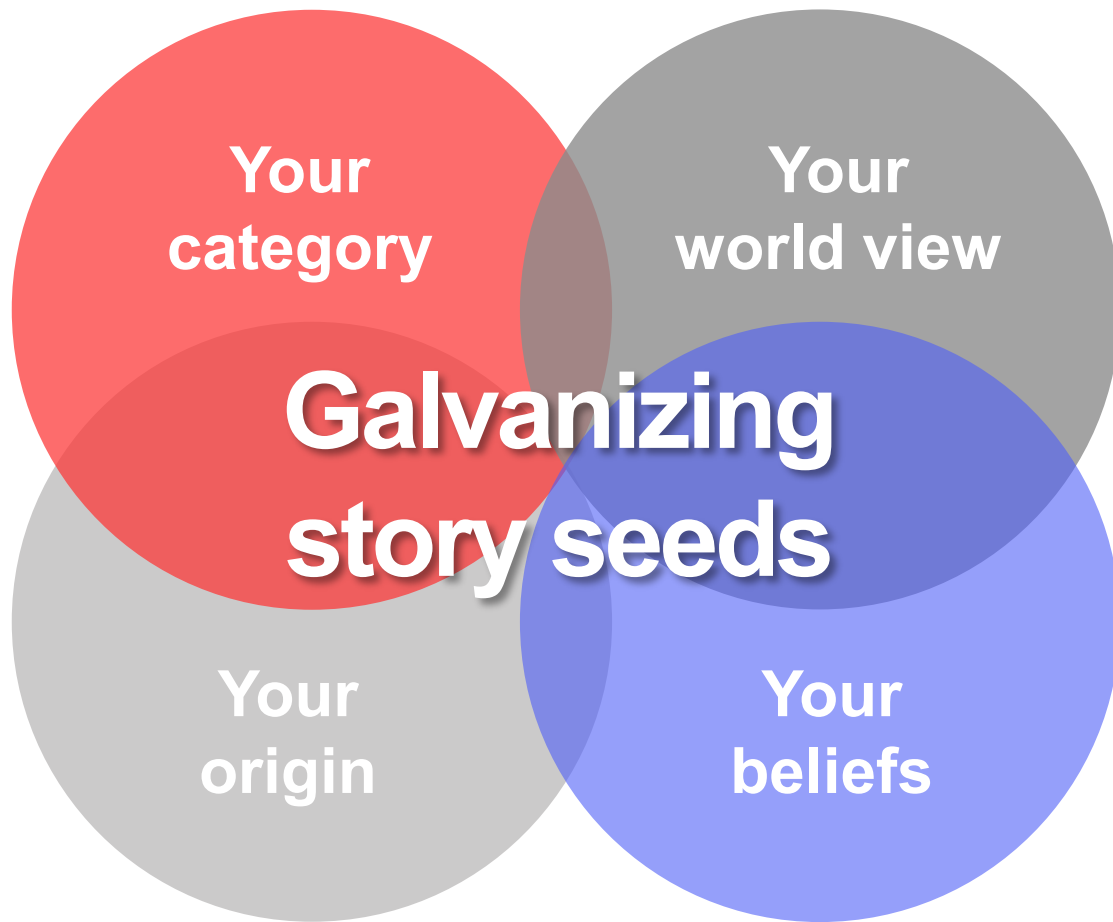
**(not
really AI)**

Kool-Aid



“The differences between us and others may be small but I believe they make all the difference in the world.”







Origin
stories

The Humble Origin



Origin
stories

Palo Alto





Origin stories

Cupertino





Origin stories

Seattle





**Origin
stories**

Bellevue

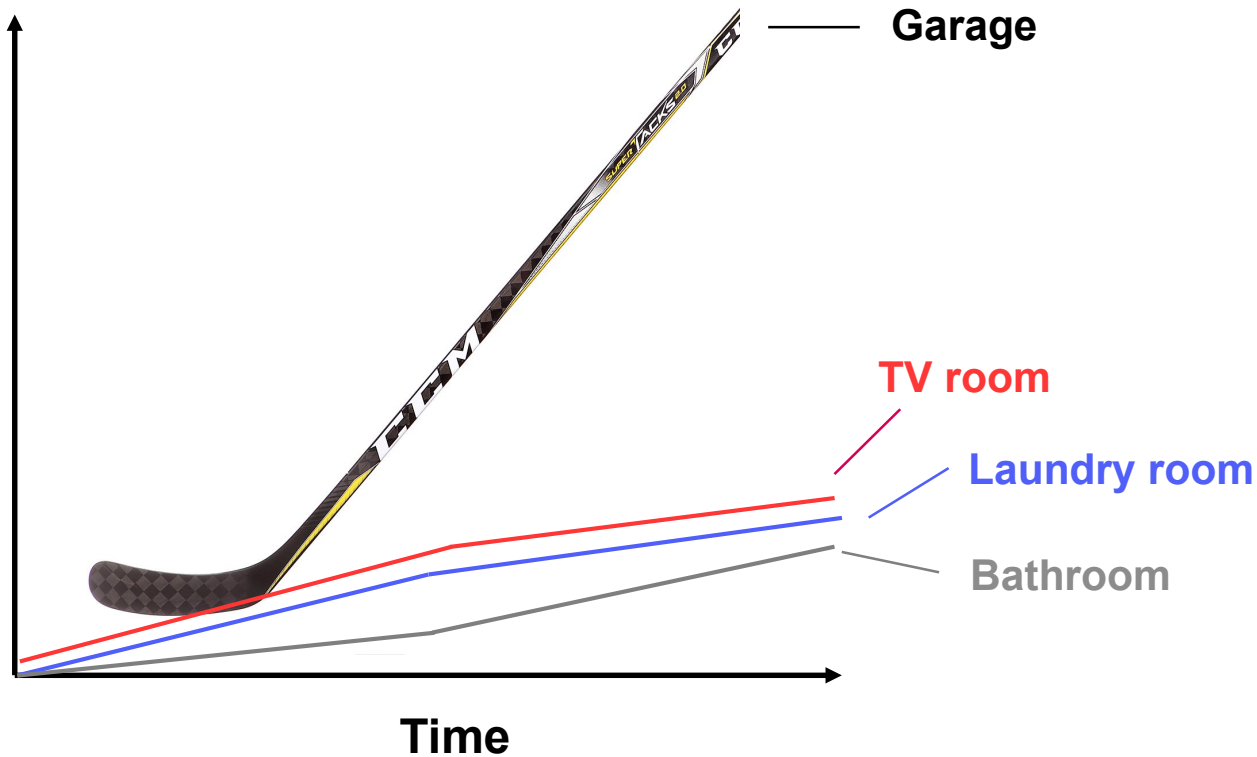




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Origin stories

Market Cap
(in squillions)



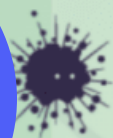


Origin
stories

The Lucky-Ass Pivot



Origin stories



Tiny Speck

Tiny Speck is a small company building something enormous. We show up in the afterburst of highly charged particle collisions; we are the only-imagined baryon consisting of two charmed quarks and one strange. We will blow your minds.



ABOUT

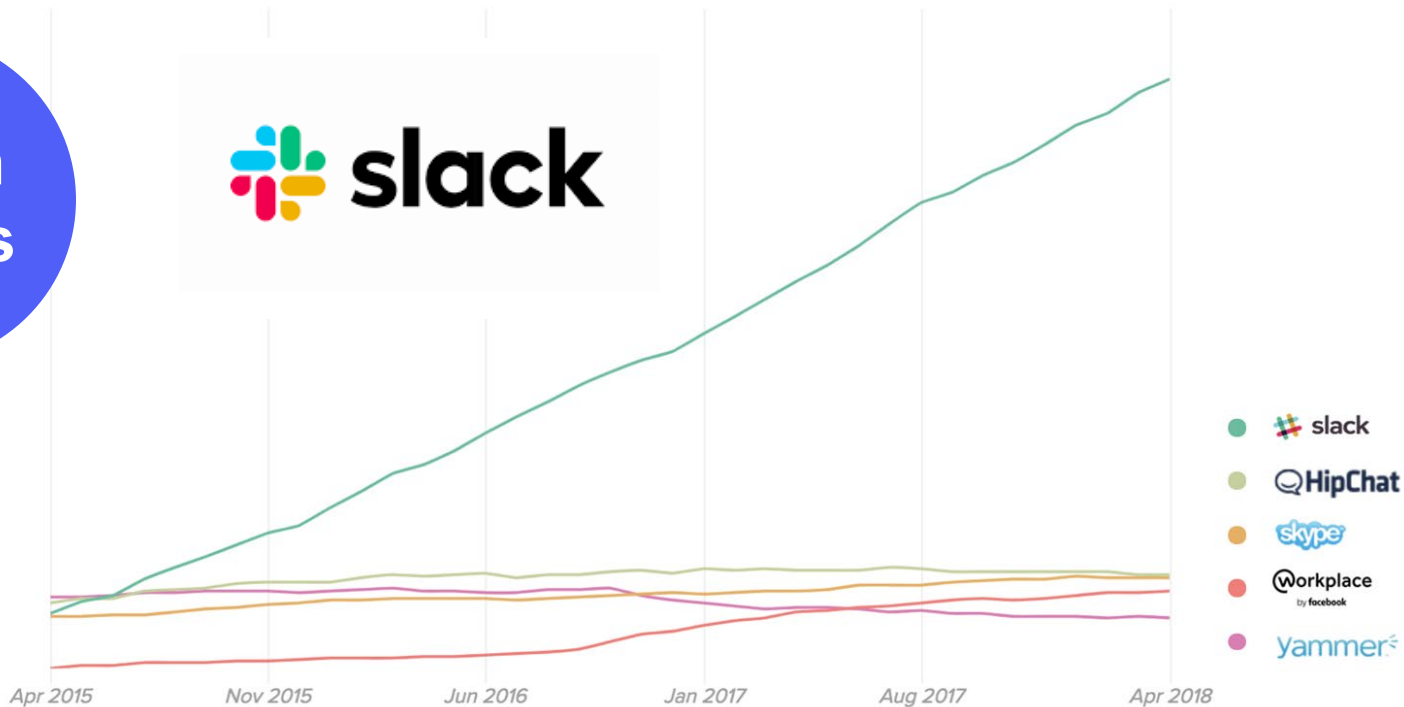


Tiny Speck was founded in early 2009 by four of the original members of the Flickr team. We are now eight, plus assorted artists from all over the world. We are backed by ourselves, and some of the most clever and insightful investors around.

Our principal offices are in Vancouver and San Francisco, but we are global, from the Russian Steppes to The Big Apple. We are using every ounce of our craft to build bits to bytes and summon **Glitch** to life.



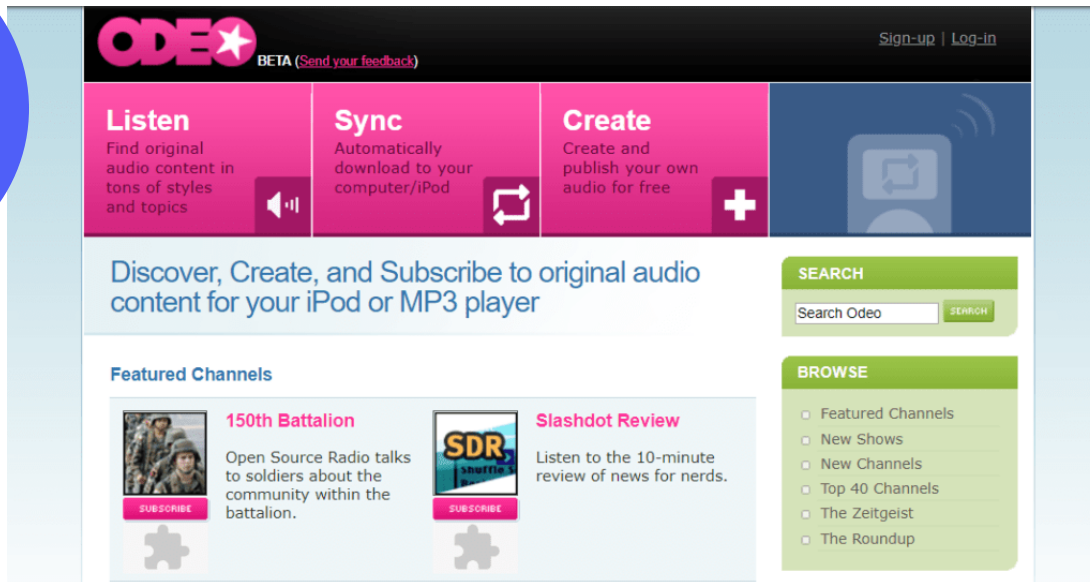
Origin stories



REFLECTS DATA THROUGH APRIL 30, 2018



Origin stories



Odeo

The podcast discovery platform

CB Insights, Nov 2018



Origin stories





Origin
stories

**Where did *you*
come from?**



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Origin stories



Pionjär





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Origin
stories

**We're from Sweden.
The ground is frozen
for seven months
of the year.**





Origin
stories

**Where did *you*
come from?**

And what's *interesting* about it?



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**5 parts to your
galvanizing
story.**



5 parts to your galvanizing story.

1. A change in the world



5 parts to your galvanizing story.

1. A change in the world
2. **The new potential**



5 parts to your galvanizing story.

1. A change in the world
2. The new potential
3. **The obstacle**



5 parts to your galvanizing story.

1. A change in the world
2. The new potential
3. The obstacle
4. **The breakthrough**



5 parts to your galvanizing story.

1. A change in the world
2. The new potential
3. The obstacle
4. The breakthrough
- 5. The payoff**



5 parts to your galvanizing story.

1. A change in the world
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5. The payoff



**Your galvanizing story
must be optimized for
your ideal prospect.**



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Define your ideal prospect.



Bob Apollo,
Inflexion Point

SAMPLE IDEAL CUSTOMER PROFILE - TABULAR EXAMPLE

TYPE	SUB-FACTOR	IDEAL	ACCEPTABLE	QUALIFY OUT
SIZE	# SALES PEOPLE	5-50	3-4 OR >50	<3
	ANNUAL REVENUE	£5-50m	£1-5m OR >£50m	<£1m
	REVENUE GROWTH	HIGH DOUBLE DIGIT	LOW DOUBLE DIGIT	FLAT OR DECLINING
SECTOR	INDUSTRY	SOFTWARE/SaaS	TECH-BASED	LOW OR NO TECH
	MODEL	COMPLEX B2B	B2B	B2C
LOCATION	HQ LOCATION	SE ENGLAND	UK, EMEA, US (EAST)	OTHER LOCATIONS
STRUCTURAL	CRM PLATFORM	SALESFORCE.COM	OTHER CRM	NO CRM
	INVESTOR IN SALES IT?	HIGH	MODERATE	LOW
	FUNDING	WELL-FUNDED	ADEQUATE	UNDER-FUNDED
	REPLICABLE SOLUTION?	HIGHLY REPLICABLE	SEMI REPLICABLE	CUSTOM
	SALES MODEL	HIGH-TOUCH	MIXED	TRANSACTIONAL
	MARKET	HIGH GROWTH	LOW GROWTH	DECLINING
	DECISION MAKING UNIT	LOCAL	REMOTE UK	REMOTE OVERSEAS
BEHAVIOURAL	SALES CULTURE	INTELLIGENCE-LED	THOUGHTFUL	RELY ON HEROICS
	APPETITE FOR INNOVATION	EARLY ADOPTER	PRAGMATIST	LAGGARD
	RESPECT FOR PROCESS	HIGH	REASONABLE	LITTLE OR NONE
	FOCUS ON NEW BUSINESS	VERY HIGH	BALANCED	LOW
MOBILISERS	WHO IS DRIVING THE PROJECT?	CEO OR COO DRIVING THE PROJECT	HEAD OF SALES DRIVING	ANYONE ELSE DRIVING
SITUATIONAL	NEW APPOINTMENT	CEO/HEAD OF SALES	N/A	N/A
	KEY INITIATIVES	MARKET EXPANSION NEW PRODUCT INTRO REVENUE GROWTH	N/A	COST REDUCTION
	SALES HEADCOUNT	GROWING FAST	GROWING	FLAT/DECLINING
	COMPETITIVE PRESSURE	INCREASING	N/A	DECLINING
	M&A	RECENT ACQUIRER	N/A	RECENTLY ACQUIRED
	INVESTMENT	RECENT ROUND	N/A	N/A



5 parts to your galvanizing story.

1. A change in the world

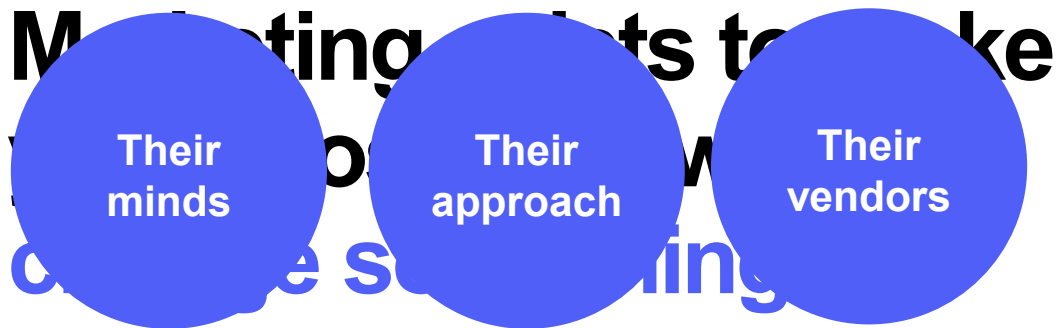


1. A change in the world

**Marketing exists to make
your prospects want to
change something.**



1. A change in the world





1. A change in the world

The problem is:
people hate change.



1. A change in the world

Change carries risk.



1. A change in the world

Performance risk

Financial risk

Change carries risk.

Opportunity risk

Social risk

Career risk



1. A change in the world

**In the face of all that risk,
the only thing that can get
people to change...
is change.**

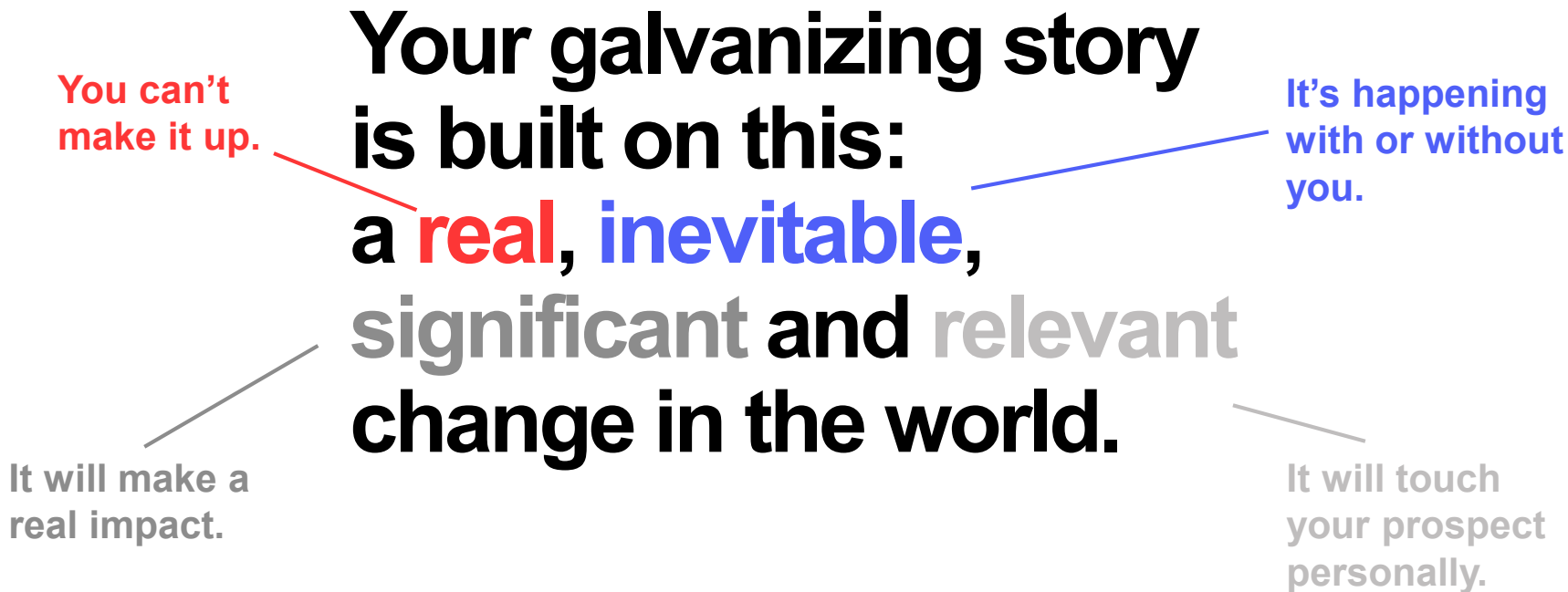


1. A change in the world

**Your galvanizing story
is built on this:
a real, inevitable,
significant and relevant
change in the world.**



1. A change in the world





**Your take on how the
world has changed is
the foundation of your
galvanizing story.**



1. A change in the world

**The change must be
real and inevitable.**

This case is based on *evidence*:

Share the **data**.

Show **third-party** support.

Point to the **drivers**.



1. A change in the world

**The change must be
significant and relevant.**

This case is based on *logic*:

Show the change is **worth prioritizing**.

Connect the change to the target prospect.

Show why it's **urgent**.



Avoid the boringly obvious



Avoid the boringly obvious

**“Consumers are more
demanding than ever.”**



Avoid the boringly obvious

**“Consumers are more
demanding than ever.”**

The
NSS test



Avoid controversy



Avoid controversy

**“Bitcoin will inevitably
replace world currencies.”**



If you succeed at this, the risk of inaction becomes greater than the risk of action.



1. The change in the world for Drift:



**Buyers changed.
Sales and marketing haven't.**

“There’s a problem with the way we’ve been taught to market and sell—it no longer matches how buyers buy things.”



1. The change in the world for Drift:



**Buyers changed.
Sales and marketing haven't.**

**“There’s a problem with the way
we’ve been taught to market and
sell—it no longer matches how
buyers buy things.”**

**real,
inevitable,
significant
relevant**



How has your world changed?



5 parts to your galvanizing story.

1. A change in the world
2. **The new potential**



2. The new potential

**Channel the anxiety of
change into the excitement
of opportunity.**



2. The new potential

**The change in the world
creates the new potential.**

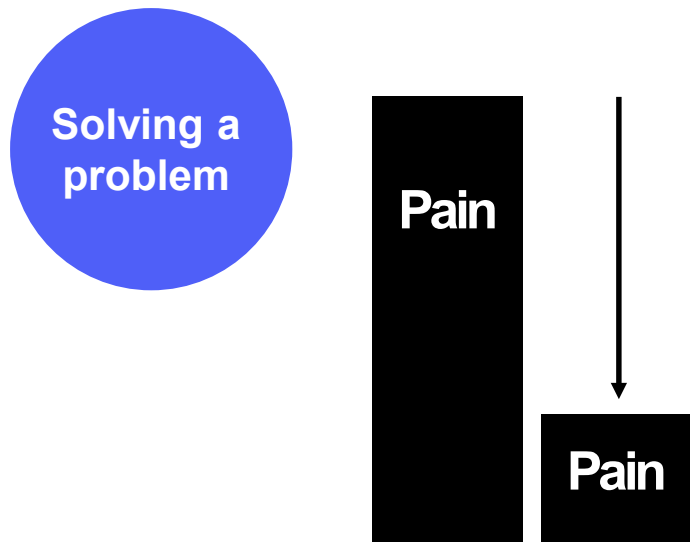


2. The new potential



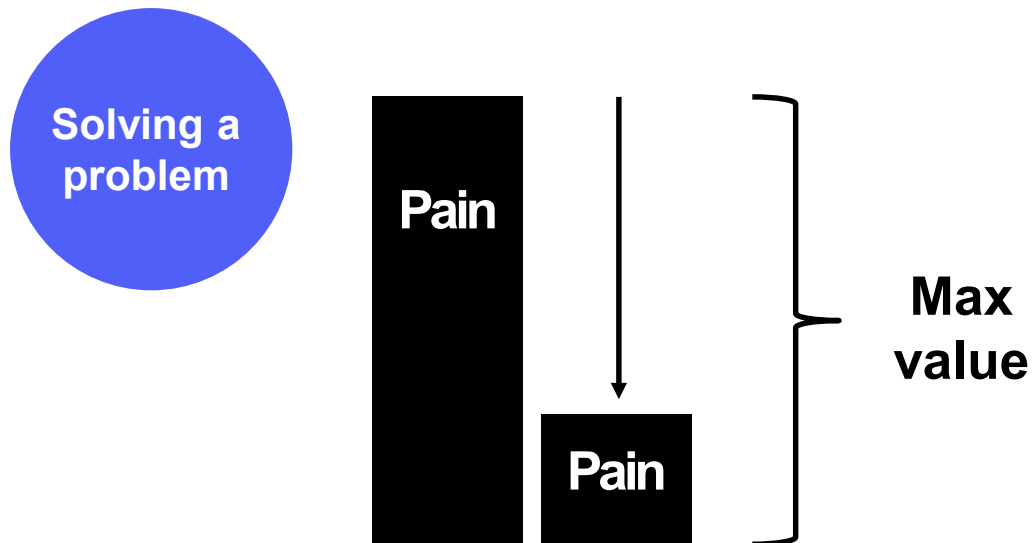


2. The new potential



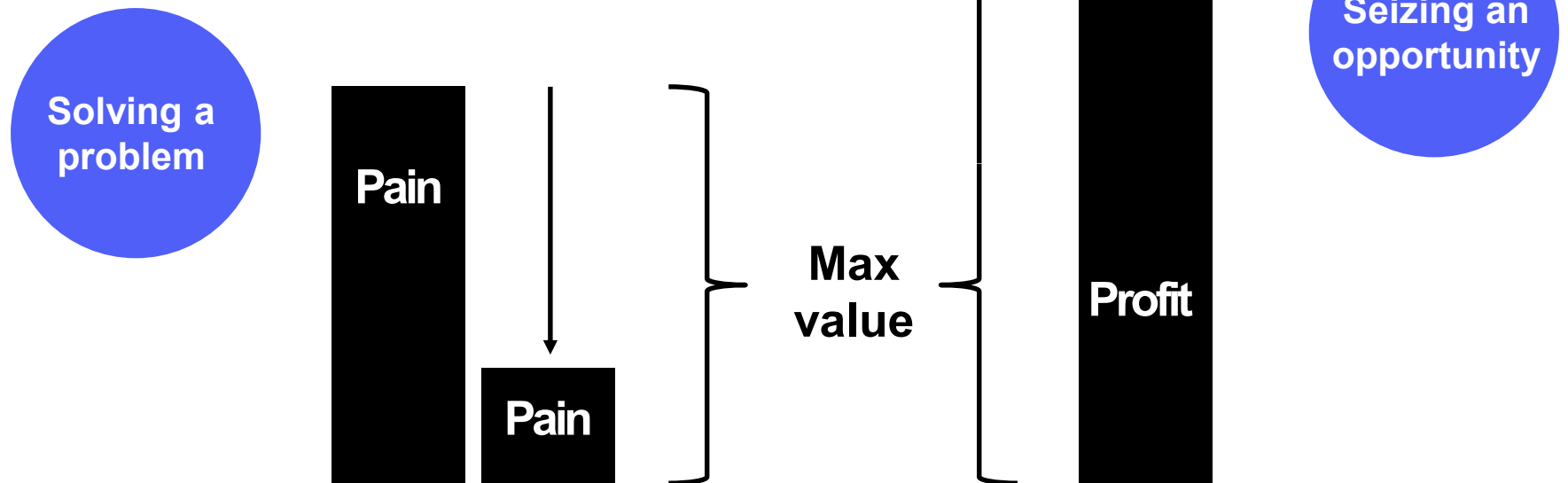


2. The new potential





2. The new potential





2. The new potential

**The new potential is
all about balance.**



2. The new potential

**The new potential is
all about balance.**

Credibility

Value





2. The new potential

**The new potential is
all about balance.**

**Solving a
problem**

**Seizing an
opportunity**





2. The new potential

**Your story needs a clear view
on **the new potential** created
by the change in the world.**



Avoid overclaim



Avoid overclaim

“A new lobby carpet will transform your customer experience.”



Avoid underclaim



Avoid underclaim

“A new lobby carpet could improve your lobby.”



2. The new potential



Conversation creates a fast lane on your website.

“People love communicating with messaging because it’s fast, easy, and actually feels like a conversation.”



5 parts to your galvanizing story.

1. A change in the world
2. The new potential
3. **The obstacle**



3. The obstacle

What's stopping your prospects from responding to the change in the world?



3. The obstacle

What's stopping your

**projects to respond
to the changing world?**

A mindset

**A legacy
technology**

**The cost of
available
options**



3. The obstacle

**The best galvanizing stories
have a clear enemy.
What's yours?**



3. The obstacle for Drift:



Legacy technology and an outdated marketing mindset are blocking you.

“Most businesses are still forcing people to jump through endless hoops before a conversation can ever take place.”



3. The obstacle for Drift:



Legacy technology and an outdated
marketing **mindset** are blocking you.

“Most businesses are still forcing people to jump through endless hoops before a conversation can ever take place.”



**For Hubspot, the obstacle
was outbound marketing.**



**For Slack, the obstacle
is internal email.**



5 parts to your galvanizing story.

1. A change in the world
2. The new potential
3. The obstacle
4. **The breakthrough**



4. The breakthrough

What's the reason that the obstacle can **now be overcome and the potential can now be realized?**



4. The breakthrough

What's the reason that the

**circle can now be
come a reality
can now be realized?**

**A new
mindset**

**A new
technology**

**A new
business
model**



4. The breakthrough

**The breakthrough adds
urgency and credibility
to your galvanizing story.**



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4. The breakthrough

Conversational marketing now makes it possible to build real relationships at scale.

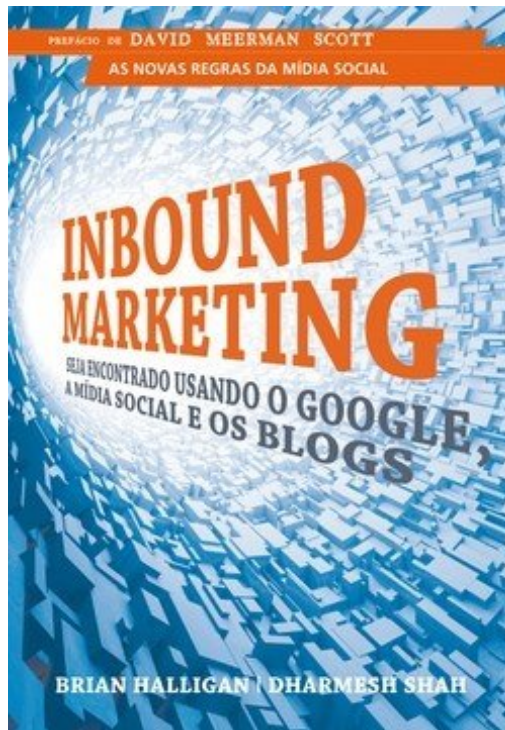
“Conversational marketing builds relationships and creates authentic experiences with customers and buyers.”



**For Slack, the breakthrough
is channel-based messaging.**



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4. The breakthrough

**Is there a new category
trying to get out here?**



4. The breakthrough





What's your breakthrough?



Avoid bullshit



Avoid bullshit

**“Our wrinkle cream
has Boswellex.”**



Avoid bandwagon-jumping



Avoid bandwagon-jumping

“AI-powered footwear.”



5 parts to your galvanizing story.

1. A change in the world
2. The new potential
3. The obstacle
4. The breakthrough
5. The payoff



5. The payoff

**The payoff clarifies
the benefits that the
breakthrough will deliver.**



5. The payoff

The payoff

**Credibility is the
critical challenge.
Design will deliver.**



5. The payoff

**Why should I care and
why should I believe you?**



5. The payoff





5. The payoff

Market data

Product usage data

Reviews

Make your payoff credible.

Customer stories

Analyst reports

Surveys



5. The payoff



“By far, the most effective type of evidence is a success story about how you’ve already helped someone else (who is similar to the prospect) reach the Promised Land.”

Andy Raskin



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5. The payoff

- Create a more human buying experience.
- Learn a ton about your buyers.
- Convert more leads and better leads.
- Shorten your sales cycle.
- Grow your sales pipeline.



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5. The payoff

- Create
- Lead
- Convert
- Show
- Grow

Marketo[™]
An Adobe Company
Generated 2500+ CQLs Through Drift



EllieMae[®]
Increased Daily Demo Requests By
165%



DEMANDBASE
Converted 150% More Leads Than
Traditional Forms



aventri[™]
Booked \$1.7 Million In New Business
In First Five Months Using Drift



netguru
Booked \$250k in Enterprise Business



Clio[®]
Increased chat leads by 625%



ipswitch
Generated \$3.6 million in pipeline in
eight months



FLOW
Grew Business 15% After Adopting
Drift
Also Cut Sales Cycle by 33%



talkdesk
Increased Lead to Opp Speed 35%



All these customer stories can
be overwhelming! 🤖 Want help
finding a specific case study?



ence.



Avoid hype



Avoid hype

“Totally transform your entire company with zero effort.”



Drift's galvanizing story



1. A change in the world
2. The new potential
3. The obstacle
4. The breakthrough
5. The payoff

Buyers have changed but marketing hasn't. People will reward relevant, timely conversations. But old tech and old thinking blocks this from happening. Conversational marketing unleashes a new way of marketing. And that leads to deeper relationships and faster sales cycles.



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**You can't start a revolution
with Powerpoint.**



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Tell one story in a zillion places.

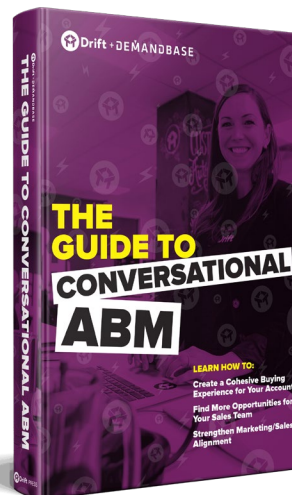
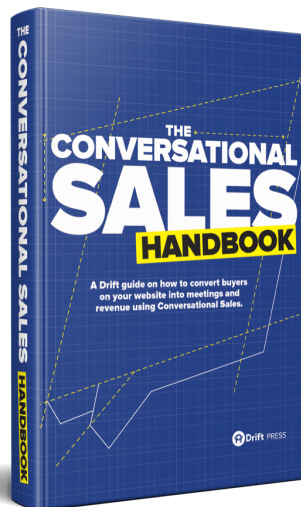


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One story in a zillion places



Books





velocity

One story in a zillion places





velocity

One story in a zillion places



Blog posts

2019 State of Conversational Marketing [Free Report]



As companies grow and scale, there's a natural tendency for them to shift their focus away from what matters most: their customers. Unfortunately, raising capital and pleasing shareholders will often win out over providing a stellar customer experience. And for years, companies have had the same excuse for taking this company-first or shareholder-first approach: When [...]

[CONTINUE READING →](#)



Jason Reichl
July 5, 2019

How Conversational Marketing Elevates Sales Marketing and ABM



Customer-centric marketing is a concept that has been around for a long time. It's the foundation upon which modern marketing and sales were built, and as such, it is critical to make relationship-building a core focus of your go to market strategy. Conversational [...]

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Sammi Reinstein
July 30, 2019

How to Turn Common Conversational Marketing Mistakes into Great Plays



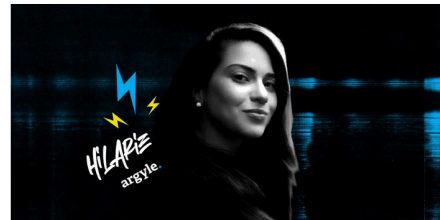
Everyone has that one thing they absolutely need out about. For me, it's chatbots. I know this sounds a bit strange, but hear me out. They're pretty handy. And I know I'm not alone in this – just check out this collection of two of these fine people who love chatbots as much as [...]

[CONTINUE READING →](#)



Mark Kilens
August 2, 2019

How Conversational Marketing Cut This Organization's Time to Close by 30%



Hilarie Williams is the Integrated Partnerships Manager at the Argyle Group, a B2B marketing firm. Hilarie and the Group as a whole aim to create an environment where B2B leaders across functional areas can get together to share best practices through in-person and online events, content, executive thought leadership, and more. The company was a [...]

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One story in a zillion places



A club

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FREE FOREVER ⚡

How Conversational Marketing Elevates Marketing and ABM

Jason Reichl
July 5, 2019

Integrated Partnerships Manager at the Argyle Group, a filarie and the Group as a whole aim to create an B leaders across functional areas can get together to share in-person and online events, content, executive thought The company was a [...]

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Conversational Marketing Cut This Generation's Time to Close

Argyle



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Drift London Boston San Francisco [Register Now](#)

HYPERGROWTH

DISCOVER YOUR BREAKTHROUGH.

[REGISTER NOW](#)

A live event

[You go to market strategy. Conversational \[...\]](#)

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TICKETS

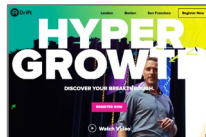
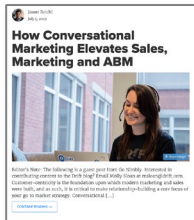
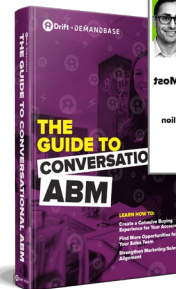
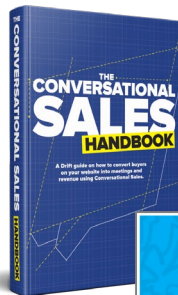
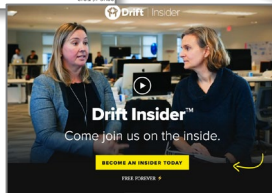
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SAN FRANCISCO	
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FREE FOREVER ⚡



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One story in a zillion places





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One story in a zillion places



Jay DiPietro
@JDIPI



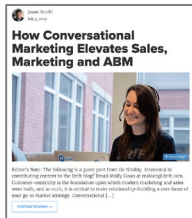
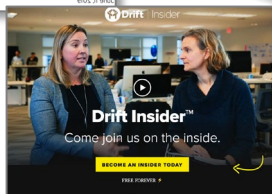
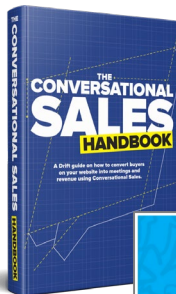
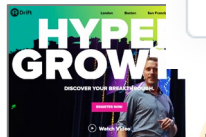
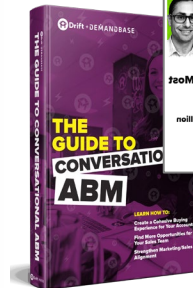
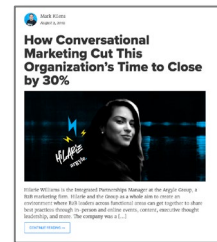
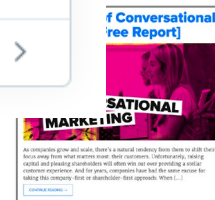
Replying to @davegerhardt

Two things that have really differentiated @drift for me are 1) the company and its employees are incredibly passionate. The employees are the fiercest advocates 2) everyone seems to be on the same page, pushing the same message and leveraging the same channels. It's infectious.

16 12:00 AM Apr 2, 2019



See Jay DiPietro's other Tweets





C

**John Bonini** ✓

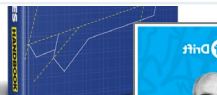
@Bonini84



Love that [@Drift](#) doesn't rank for "website chat" or "live chat." When you create your own category, you're not fighting for page 1 on Google. You *are* page 1 on Google

♥ 18 4:09 PM - Mar 1, 2018

Five Conversational Marketing Examples You Can Steal & Use On Your Website Right Now



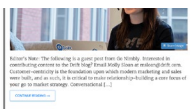
fo ar

4. Whatever the format of the content make sure it reinforces your story. Be you. And keep reminding every

**Kate McDaniel**

@authorkate

I love watching how [@Drift](#) is redefining [#marketing](#) and their industry. First they created/named [#ConversationalMarketing](#) and now they've created an academy about it [🔥](#) [twitter.com/davegerhardt/s...](#)

**Brian Bachofner**

@bbachofner



Stop. I can only get so jealous. One of the better brand campaigns I've ever seen in b2b. [@Drift](#) is selling conversational marketing not a chat platform. Takes me back to the day of [@socialselling](#). Cc [@kokasexton](#)

[drift.ly/copywriting](#)

on place

Jonathan Costet

@JonathanCostet

g to [@JonathanCostet](#)**John-Henry Scherck**

@JHTScherck



Next time someone tells me, "I don't know JH, it's a crowded space," I'm just going to say, "yeah, but [@Drift](#)"

PREVIEW

Total employee count

Based on LinkedIn data. Excludes subsidiaries.

113 total employees

88% 6m growth

163% 1y growth

319% 2y growth

**Joe Chernov**

@jchernov



A question I hear a lot is: "Why are so many people talking about [@Drift](#)?" Answer: Sure the podcast, book, videos help. But when every employee / partner / customer is inspired and empowered to talk about the brand, you've effectively built a radically outsized marketing team

♥ 136 2:26 PM - Dec 7, 2018



velocity





velocity

A large, dark, swirling black hole is centered in the image, set against a deep blue background filled with numerous small, distant stars. The text is centered within the dark void of the black hole.

The black hole of B2B brands



The brand love spectrum



The Meh-Zone



Thank you.