

B2B Marketing and Sales at Katana

Petteri Jalonen

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My background

- **Starting my own software company with a friend** - 08/2024 ->
- **Katana Cloud Inventory** – 06/2023 ->
 - Growth marketing lead, responsible for new customer acquisition with a team of 7 people
- **Independent consultant** – 06/2022 ->
 - Freelance marketing work for a few clients
- **Matchmade** – 03/2022 -06/2023, Helsinki
 - Senior growth/product marketer / one-person marketing department
- **Varjo** – 11/2020 – 03/2022, Helsinki
 - Growth Marketing Manager for a VR tech startup
- **Smartly.io** – 2016 – 2020, Helsinki & San Francisco
 - Product Marketing Manager, Sales, account management, technical marketing
- **Momondo** – 2013-2016, Copenhagen
 - Global Display Advertising Manager
 - Country Manager, Finland
- **Santander Consumer Finance** – 2011-2012, Helsinki
 - Customer Service (full time + part time during master studies)
- **Aalto: MSc in International Business & CEMS MIM** (with Copenhagen Business School) – 2010-2013
- **BScBA, Mikkeli – 2008-2010**
 - Exchange in Western Washington University



What is growth marketing?

- Wide field of responsibilities – can mean very different things at different companies
- Basically: **acquiring customers and growing sales through different marketing tactics and experiments**
- Conduct experiments, build automation, run advertising, write content, etc.
- Typically working closely with sales
- Example: My team covers a wide array of functions: SEO, paid ads, email marketing, website, conversion optimization, etc.

Agenda

- 1 ERP industry and Katana
- 2 Ideal Customer Profiles and Buyer Personas
- 3 Katana's Target Audiences

01

The ERP industry & Katana

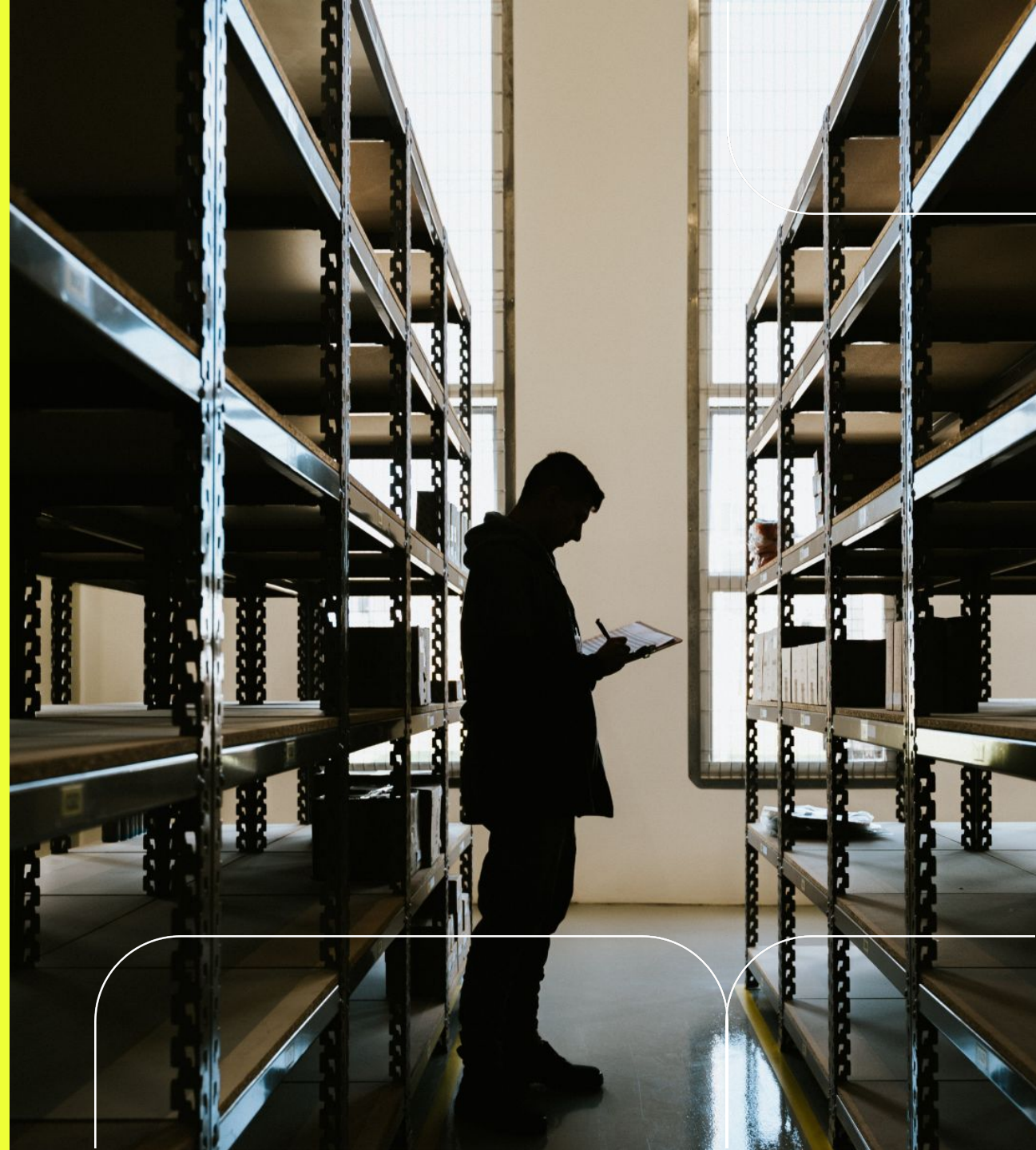
“Enterprise resource planning (ERP) refers to a type of software that organizations use to manage day-to-day business activities such as accounting, procurement, project management, risk management and compliance, and supply chain operations.”

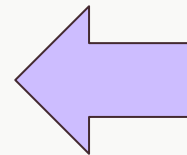
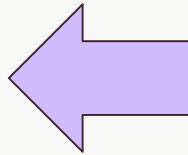
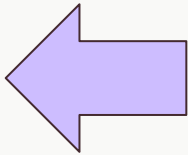
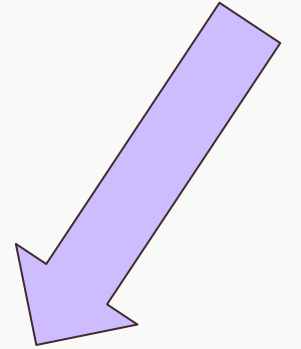
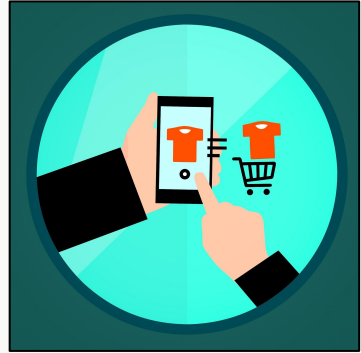
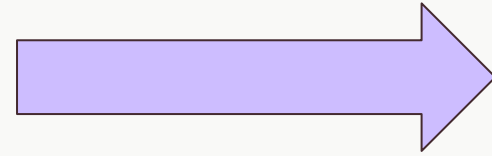
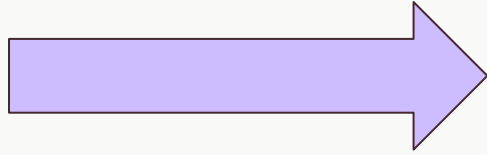
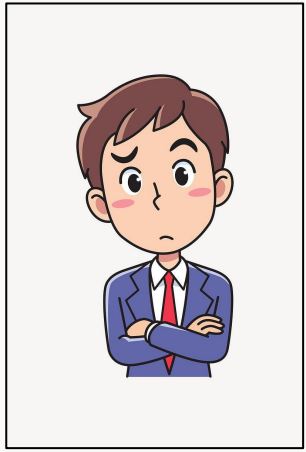
Oracle

What is Katana

Katana's cloud inventory platform covers the live inventory, production, accounting data, and reporting features that give businesses the knowledge they need to make the right decisions.

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- Do I have the raw materials/components?
- Do I need to order/produce more components?
- What are my stock levels after I complete this order?
- Where in my warehouse are needed materials located?
- Etc.



- When do I have capacity to create the ordered item?
- What is total production capacity for all orders?
- When does my worker start on the ordered item?
- How long does production take?
- Etc.

The **problem** with ERPs



Revenue



Market cap



Net Promoter Score



ORACLE
NETSUITE



EPICOR

Microsoft | Dynamics 365

PLEX®

Acumatica

QAD

Inventory management struggles for modern day businesses



Lack of transparency and real-time insights into inventory processes



Aligning inventory with changing demand



Keeping sales, purchasing, inventory, and accounting data in sync



Managing incoming orders from multiple sales channels



Keeping information up to date across all software services



Outdated/unsupported business systems



Poor usability of current systems



Optimizing costs during a recession

Legacy ERP systems hinder business growth



Complexity and lack of customization of dated ERP systems hinder efficient inventory management



Generic ERPs are built on **outdated technology stacks** making them slow, inflexible, and difficult to integrate with modern tools



Modern businesses require seamless **integrations and automation** between different systems and applications



Siloed inventory information leading to inaccuracies and delays in data updates











ERP systems often have **rigid workflows** that don't align well with modern inventory management practices



High costs to implement, maintain and upgrade ERP systems

Inventory management solutions market for SMBs







Cloud-based inventory management solutions	On-premise inventory management solutions
      	
Delayed/slow customer support Difficult to scale	Outdated or complex user interface Lack of integrations

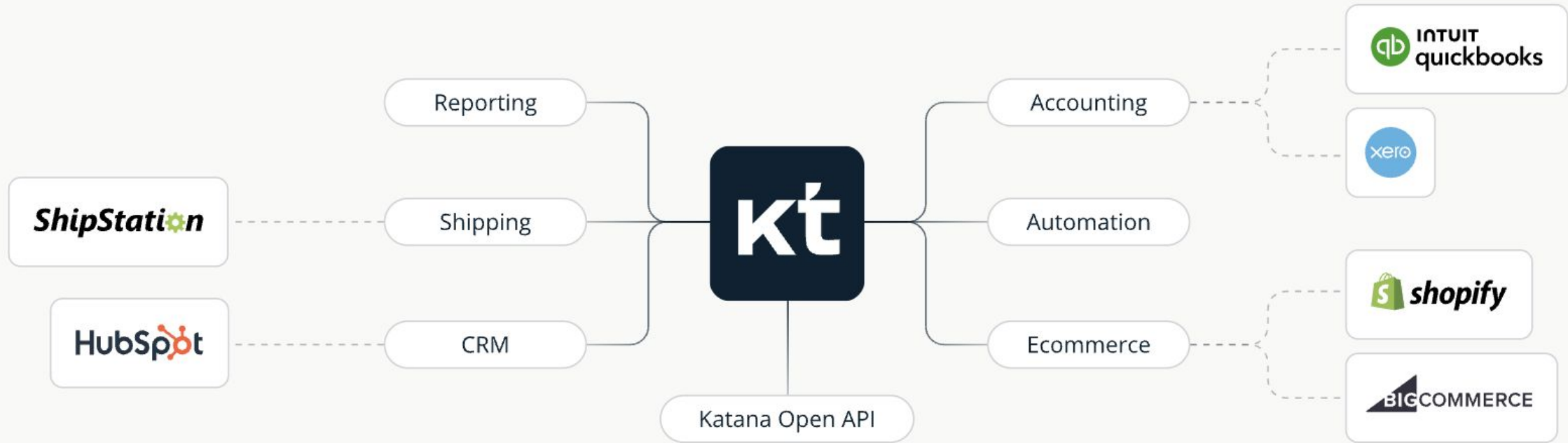
Full ERP solutions
     
No or limited cloud support Expensive workflows and integrations High implementation and maintenance costs

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- Intuitive and cloud-based
- Global customer support team accessible via live chat and email
- Offers implementation services
- Variety of e-commerce, accounting and shipping integrations
- API support for further automations


Voted best-in-class by customers and partners, year after year







How Katana helps


 Real-time inventory insights

 Manufacturing operations

 Built-in purchase management

 Intuitive and easy to use



 Omnichannel sales management

 Finances and cloud accounting



















Live in-app task updates

Tasks assigned to you

Wooden train Red XS	Sanding	5 pcs		
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Sales orders

	Stock	Materials	Production	Delivery
eBay				
Amazon				
BigCommerce				
Shopify				

Multi-channel sales order delivery



50%

02

Ideal Customer Profiles and Buyer Personas

What is an Ideal Customer Profile (ICP)?

“An ideal customer profile (ICP), commonly referred to as an ideal buyer profile, defines the perfect customer for what your organization solves for.

This is a fictitious company that has all of the qualities that would make them the best fit for the solutions you provide.”

[Hubspot](#)



Factors of an ICP generally include the following:

- Company size
- Industry
- Product
- Position in the market
- Marketing budgets
- Technologies used

What is a Buyer Persona?

“..a semi-fictional representation of a company’s ideal customer. It is based on research and data about existing and potential customers and paints a vivid picture of who the customer is, what they do, what their motivations are, and what their goals are.”

Shopify

Buyer personas include characteristics such as

- The person's role at the company (example job titles, are they an individual contributor or do they manage a team, etc.)
- The job responsibilities they have and the way they are measured
- The pain points they have that make their job harder
- Their goals and objectives (for example the KPIs they need to meet, personal targets such as career progression or impressing a boss, or making their team happier and more effective).
- The tools they currently use.
- The typical questions they have from service providers.
- Where do they look for information
- (Demographics)

So what's the difference?

ICP are a generalized representation of the **companies** your product suits best.

Personas are the **people** inside those companies you need to convince.

At Katana, we mainly focus on ICPs at the moment.

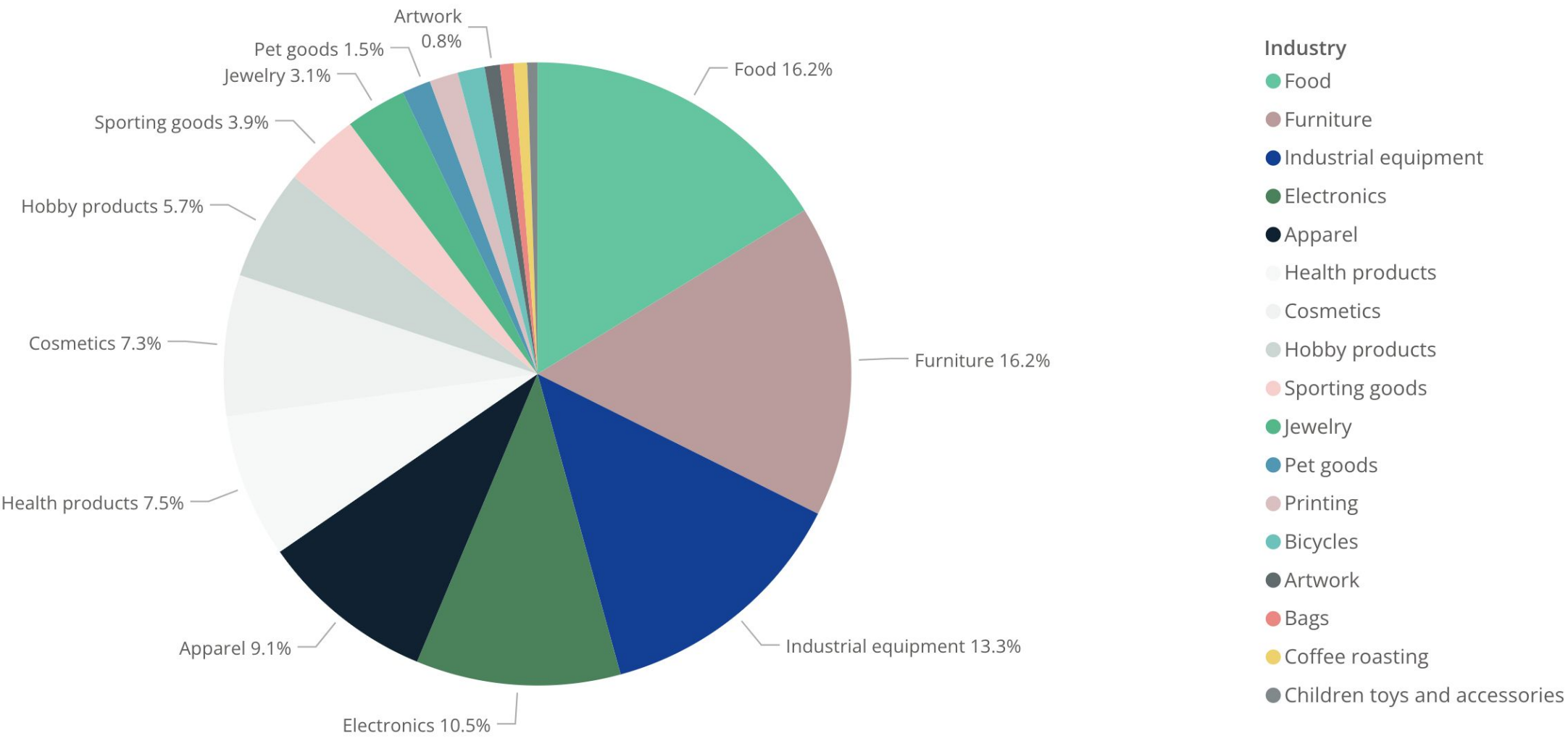
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Katana's Target Audience

Who is Katana's ICP?

- SMBs with \$1-250M annual revenue
- Main English-speaking markets: US, CA, UK, AU, NZ
- Using Shopify, WooCommerce or BigCommerce for ecom, Xero or QuickBooks Online for accounting
- Dealing with physical inventory

Industry-agnostic



What are our key messages?

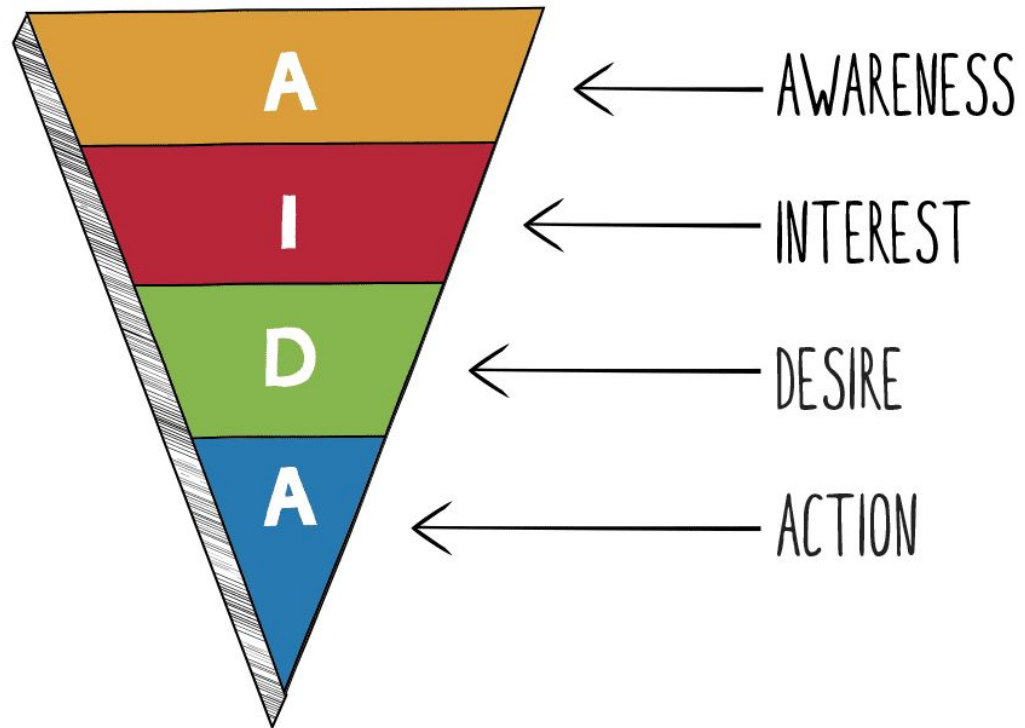
- Real-time inventory insights
- Built-in purchase order management
- Omnichannel sales management
- Manufacturing operations management
- Financial visibility and cloud accounting
- Intuitive and easy to implement

04

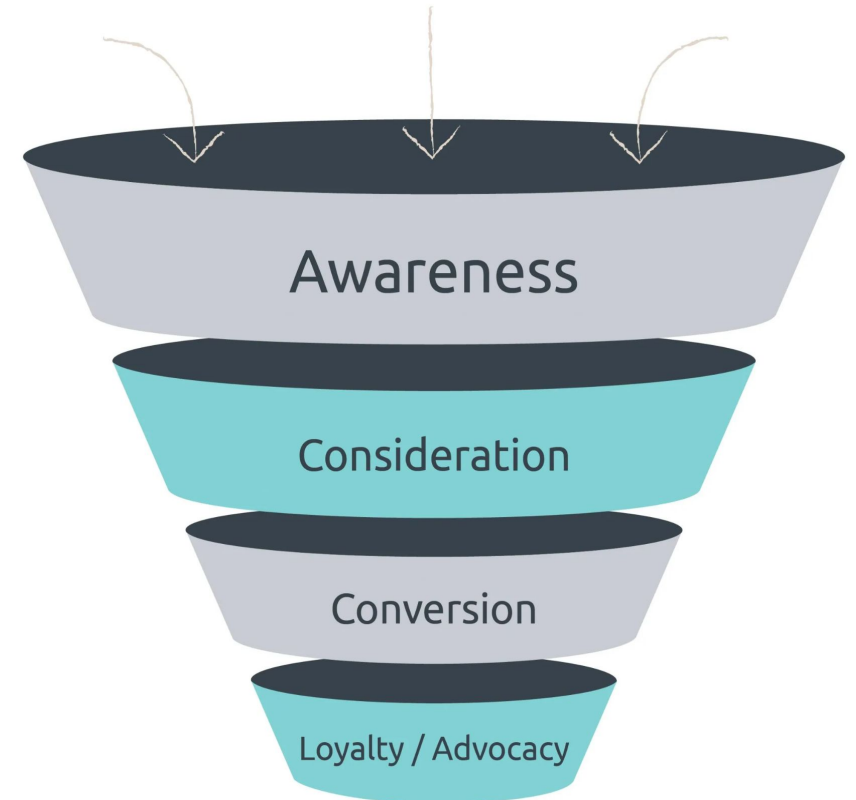
Customer acquisition

Classic buyer journey is funnel based...

THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)



...But reality is far messier in B2B

192
days

31
touches

3+
channels

How prospects are categorized



One way of categorization: in- or out-of-market

In-market buyers

- Know they have a problem
- Know there is a solution
- Want to onboard a solution
- You need to be among those solutions

Unaware out-of-market buyers

- Do not know they have a problem
- Most likely do not know about you
- You need to educate them why they have a problem
- Then explain how you solve it

Aware out-of-market buyers

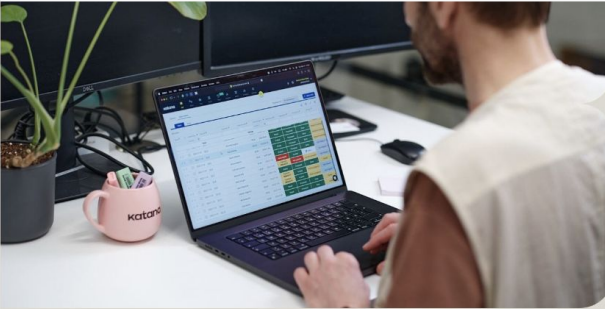
- Know they have a problem
- Are not ready to buy
- You need to educate them why your product makes sense
- This way you will be in consideration when they are ready

Content educates, convinces, and clarifies

Katana Cloud Inventory
5,432 followers
1w · 🌐

Is your inventory management system slowing you down? 🤔 Perhaps it's time to start considering an upgrade.

Check out our latest guide on how Katana performs against spreadsheets and ERP systems and the benefits you can take advantage of when you make the switch. Read the full guide here: <https://hubs.li/Q02GWMgJ0>



When to upgrade your inventory system

katana 1/5 →

Enterprise resource planning (ERP): a comprehensive guide

Businesses constantly look for efficient ways to manage their processes. One option is implementing an ERP. Read on to learn all about ERP systems, what they are, how they work, and what are the benefits and challenges.



CASE STUDY

How Wabanaki Maple solves sticky problems — a tech stack that increases sales without hiring

Wabanaki Maple produces barrel-aged maple syrup in Canada and distributes their product throughout Canada and the United States. With the company growing rapidly, they needed a solution to switch from Excel spreadsheets and decided to go with Katana and its integrations. The tech stack they decided on allowed them to not only streamline the manufacturing process, but also double their sales volume.

[Download case study PDF](#)

Product launch: Planning and Forecasting

March 12, 2024

Katana | Planning and Forecasting Webinar

Katana Cloud Inventory
1.97K subscribers

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katanamrp.com

and join thousands of businesses that have already optimized the way they work.

Largest new business acquisition channels

- Organic search (SEO)
- LinkedIn Ads
- Google Search
- YouTube Ads

Lead nurturing helps move along the pipeline



Customer acquisition challenges

- It's almost impossible to target ads by company revenue
 - => makes ideal customers hard to reach some times
 - => we use employee count as proxy
- Complex product
 - => Usually need customers to take the demo call
 - => Product hard to self-onboard
- Need to more effectively identify bad vs. good leads
 - Small customer and midsize customer have immense difference in value
- Very competitive space
 - => How to stand out from competition?

Case Study

Timeline: 30 minutes in groups, then go through answers together.

Improving new customer acquisition

GOAL: Come up with suggestions for improving new customer acquisition

Tips

- Keep the typical customer profile in mind: how to reach them effectively?
- Think about how we could address the challenges mentioned
- You can either suggest entirely new methods or improvements to existing ones

Example questions that you can try to answer:

- How could we better convince companies that have not used an inventory management software before that they need one?
- How could we reach our key customer profiles more effectively?
- What kind of content should we be creating to attract potential customers?

Thank you!

Questions?

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