

Driving Growth Through Marketing & Community

Andrea Tarrell

ABOUT ME

I'm Andrea.

- Mom to Arla (5) and Brisa (3)
- Proud Chilena! 🇨🇱
- Salesforce MVP & Marketing Champion
- A very winding career road — and a long list of briefly held hobbies
- German shepherd lover



Business Background

UNTIL NOW

Sercante

#1 independent Marketing Cloud consultancy

Trilliad

Unlocking growth across sales, marketing & customer success.

The Spot

Content hub for marketers on Salesforce.

GOING FORWARD

Xyla

A content hub on entrepreneurship, leadership & being human in the age of AI.

Investing

Backing founders in and around the ecosystem.

Coaching & Fractional

Working alongside leaders who are in the trenches, figuring it out.

THE ENTREPRENEURSHIP SERIES

Where This Session Picks Up

LAST WEEK

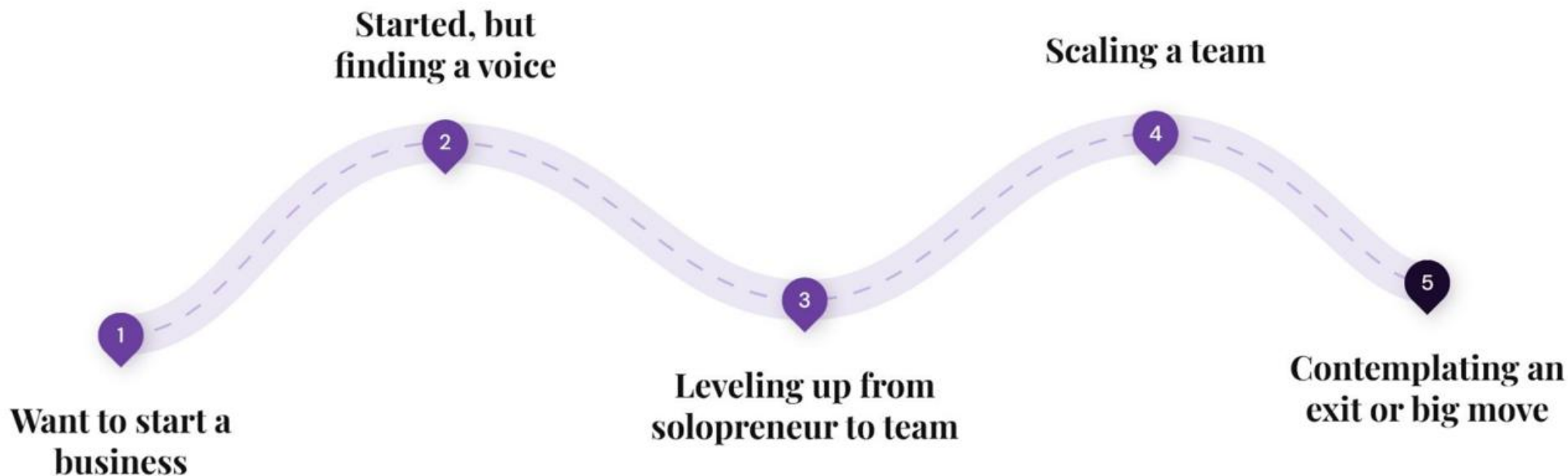
From Idea to First Client

THIS WEEK

**Driving Growth with
Marketing & Community**

LET'S HEAR IT IN THE CHAT

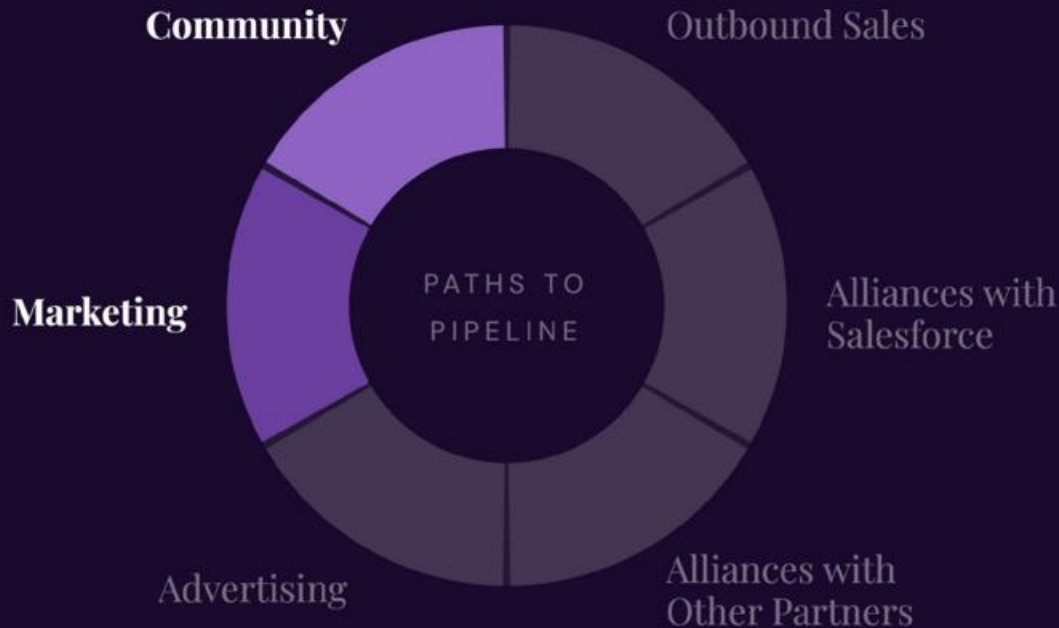
Where Are You on Your Journey?



THE GROWTH EQUATION

There Are Many Paths to Creating Pipeline...

*Today we're talking about
these two.*



How It Actually Happened

01

Started a blog called The Spot

The content creation came before I was ready to launch the business.

02

Engaged the Community

Logged into the Success Community answering questions, every day.

03

Aggressively on social media

Responding to others shouting into the void with real conversation.

04

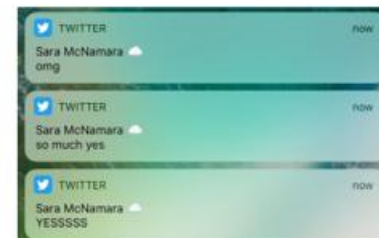
Leaning into events

User groups, World Tours, Dreamin events. Mostly not speaking.

05

Landing first customers.

3 customers one week in November 2017. And the rest is history.



Tactics We Leaned Into

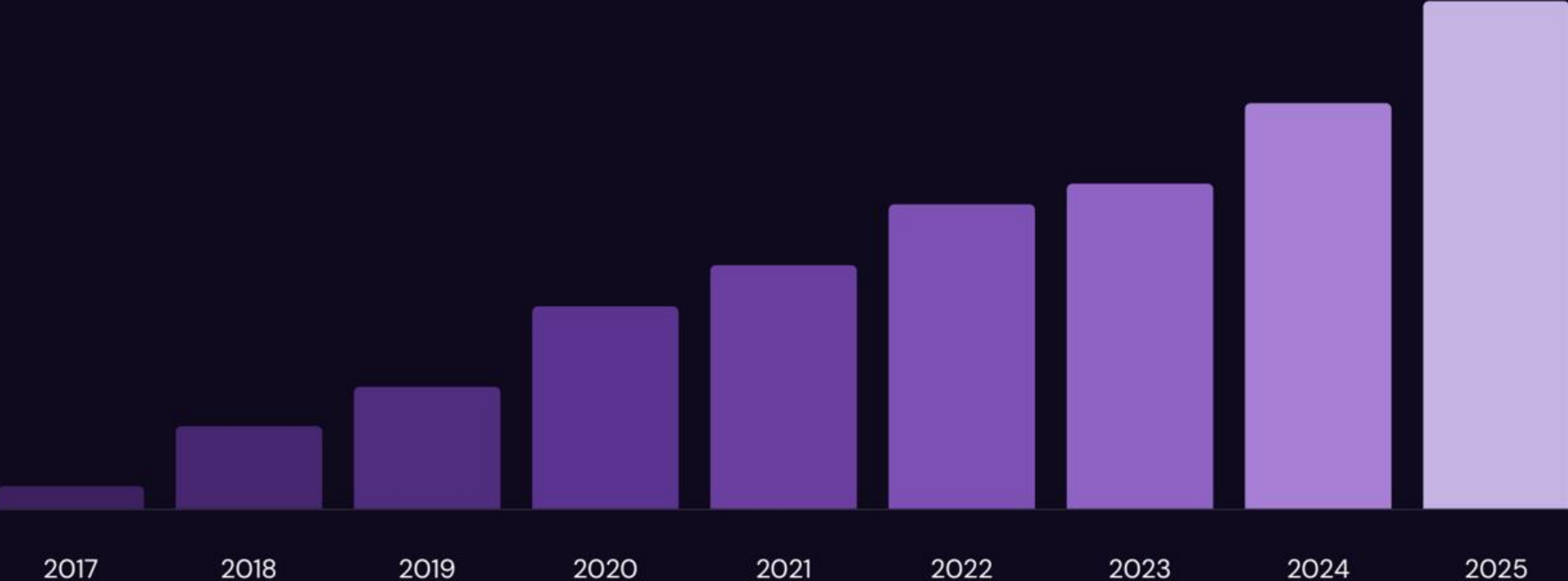
- **Content Marketing:** Share what we're learning with transparency & generosity.
- **Share & support:** More people talking about the topics we care about is a win/win.
- **Be everywhere at events:** Speaking, attending, volunteering.
- **Be seen:** Visible swag and matching merch. Also, dragons.
- **Do everything on a budget:** No paid sponsorships. Scrappy, lean, efficient.
- **When in doubt, help:** If it's good for the community and we can say yes, we do it.



THE RESULTS

Growth, Year Over Year

Annual revenue



10 Learnings Along the Way

- 01 Find your people
- 02 Share what you know
- 03 Pick a format that works for you
- 04 Be human
- 05 Play the long game
- 06 "Not a buyer" isn't "not important"
- 07 Look for the side door
- 08 Measure it... kind of
- 09 This is an AND with all other channels
- 10 Make the ask

Find Your People



**Success
Community**



**Homegrown
Slack**



**User
Groups**



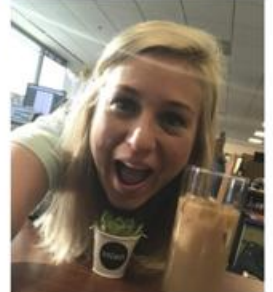
**Salesforce-led
Events**



**Community
Conferences**



**Trolling the
internet**



Share What You Know

Someone needs to hear what you have to say!

- There is a place for every type of content.
- Basic is what people search for.
- Niche is how they find you.
- The act of writing is learning!



"The basic thing nobody writes down"

This just saved me three hours. Thank you.

Sending this to my whole team.



Pick a Format That Works for You



**Written
word**



**Social
content**



**Podcast &
Video**



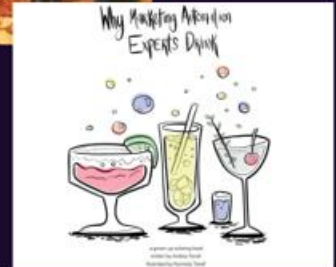
Webinars



**Public
Speaking**



**Hosting
events**



You don't have to be everywhere. Try something on, and commit to at least 1 or 2.

Be Human

- The most influential people in this ecosystem are truth tellers.
- They have a little personality.
- They share their "oops" moments.
- ...and they may not always agree with the mothership.



Play the Long Game

Give more than you get

Not as a tactic. As a default setting.

Make the first move

In any partnership, strive to be the first party to bring value.

Not everything works

There will be some duds along the way. Give yourself and others some grace.

Make deposits before withdrawals

The community is not coin operated.

Consistency is the key

Keep at it! Everything else is optional.

Don't seek recognition

You don't need approval or someone's blessing to show up the way you want in the ecosystem.



"Not a Buyer" Isn't "Not Important"

It's so common for execs to brush off Dreamin' events. But up to 12 people are involved in a buying decision — odds are the folks you meet can influence one.

12 people in a typical
B2B buying decision

NOT A CUSTOMER COULD STILL BE

A future employee

A referral source

A friend in the ecosystem



One signs the contract.
Eleven shape the decision.

Look for the Side Door

There's always the "official path" and the "hustle path." Get creative to meet your goals.



Network your way into events

Work with Product, your customers, and AEs to land speaking spots or invites.

Don't take "no" personally

You don't know why it's a no, or who is getting told yes. Power through,

When in doubt, create your own space

Be the change you want to see, and invite the others!

Measure It... Kind Of

Yes, use campaign influence.

Set it up in Salesforce. It's good data to have.

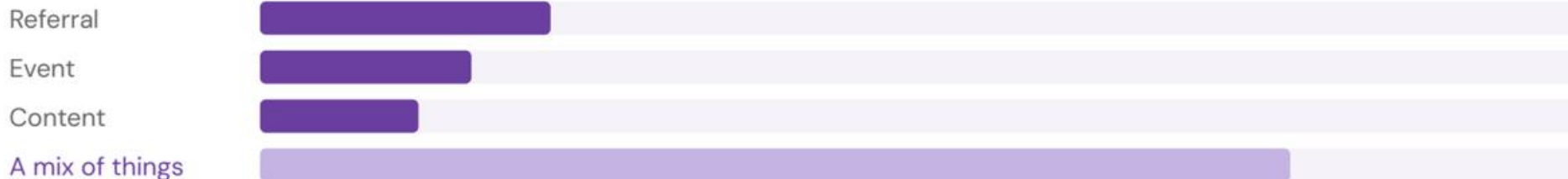
Yes, the data will be fuzzy.

Several touchpoints over a long period of time? That's a good thing.

Listen to data *and* your gut

Track it, discuss as a team, and make the call on where to make smart bets.

CAMPAIGN INFLUENCE, AS REPORTED



This Is an AND with All Other Channels

Not instead of. On top of.



Make the Ask

To get “lucky,” you need to get vulnerable



You can gather a lot of insight from others in the community who have come before you.

Most people are more willing to help than you think.

The worst outcome is a “no” – and that’s already your starting point.

This especially applies to referrals from happy customers!

10 Learnings Along the Way

- 01 Find your people
- 02 Share what you know
- 03 Pick a format that works for you
- 04 Be human
- 05 Play the long game
- 06 "Not a buyer" isn't "not important"
- 07 Look for the side door
- 08 Measure it... kind of
- 09 This is an AND with all other channels
- 10 Make the ask

OH, AND PS

When you've made it big....

Elevate others!!!



OVER TO YOU

Wrap Up & Questions

Get in Touch

andrea.m.tarrell@gmail.com

[linkedin.com/in/andreatarrell](https://www.linkedin.com/in/andreatarrell)

xyla.co