

Confessions from a Digital GTM Operator: What Actually Works Now

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Digital marketing in B2B SaaS isn't what it used to be. After driving paid media, content, and SEO, here's what separates meaningful growth from noisy activity in 2025.

1. The Funnel Is Dead, Long Live the Signal

Today's buyer journey is nonlinear: Ungated, high-value content builds real relationships and compresses sales cycles.

1. Hyper-personalized outreach (powered by AI) targets intent triggers —job changes, competitor price hikes, or content engagement.
2. Community and peer recs drive 60% of new SaaS purchases—a Slack intro outperforms a \$10k campaign.

2. Paid: Quality > Quantity

The new GTM stack centers on high-intent paid search and signal-driven social. A typical \$10k paid budget, if split right, means:

Google Search and PMax: Your best shot for active buyers, with CPAs still hovering around \$40–\$60 per MQL.

LinkedIn: good for thought leadership and precision targeting (but be wary of CPAs over \$100—demand creative, value-driven campaigns).

Retargeting via Facebook Ads: Best for recycling warm traffic, not for cold acquisition.

What matters?

- ROAS greater than 2.0 is the threshold for real momentum, but lower short-term ROAS is acceptable if your LTV and retention are high.
- Conversion is king: Focus on the click-to-MQL rate and your MQL-to-sale close rate (try to keep the latter slightly above 10%).

3. Authority Beats Scale

B2B buyers want expertise.

- Founder-led personal brands and team creators outpace polished company pages five-fold in organic reach on LinkedIn.

- Long-form, niche content on Substack or newsletters builds trust—especially if you use those platforms to seed dialogue, not just distribute posts.

4. Metrics That Matter

Most CMOs track too many KPIs. Here's my rapid stack for 2025 GTM teams:

- Cost per MQL by channel—Search, Social, Display, Referral)
- ROAS (campaign-level, revenue-attributed only)
- Conversion rates per stage (ad click → MQL, MQL → sale)

These three keep budgets honest and strategies nimble.

What's Changed for Operators

The stack you build, the relationships you foster, and the conversations you spark are more valuable than line-by-line campaign reports. Yes, automation and AI are table stakes. But creative velocity, market timing, and how you activate real industry relationships are decisive.

If you're launching, scaling, or retooling your B2B SaaS GTM, ignore the noise and focus on:

- Signal-driven marketing (not arbitrary “top of funnel” spend)
- Deep customer insight (ICP/IBP revisions every quarter)
- Content and paid working together as a feedback loop, not silos.