

GTM ENGINE

An Agentic OS for marketing and sales.

YOU HAVE THE IDEAS. WHAT YOU NEED IS TIME, STRUCTURE AND CAPACITY.

01 · TIME

- There is rarely time to follow the decision makers at customers and prospects
- The follow-up comes too late too often, and a competitor gets there first
- Keeping up with what is moving in the industry falls behind
- The newsletter and this week's post lose to the urgent tasks too often

02 · STRUCTURE

- A shared structure for showing what marketing contributes is missing
- Pipeline depends too much on cold calling and too much on coincidence
- Part of the work happens ad hoc and in isolation, and the market hears a fragmented voice
- The marketing strategy is rarely taken out of the drawer, and the quality shows it

03 · CAPACITY

- We are a small team with the workload of a large one
- Too many plans and ideas are never executed
- The CEO forwards a competitor's post: "why are we not doing that?"
- Sales asks for more leads and better material than we manage to deliver

88%

of marketing leaders fear missing out on the gains of generative AI

SALESFORCE · STATE OF MARKETING

AI IS THE TOP PRIORITY **AND** **THE BIGGEST WORRY AT ONCE.**

Knowing how to use AI properly is becoming the most important competitive factor in marketing and sales.

GTM ENGINE GIVES YOU MORE TIME, MORE STRUCTURE AND GREATER CAPACITY.

01 • TIME

PRODUCTION BECOMES FREE

Posts, emails, campaigns and material are produced without spending hours, and the engine works around the clock.

02 • STRUCTURE

YOUR STRATEGY DRIVES EVERYTHING

Everything that reaches the market speaks with one voice, holds a high standard and builds on your strategy.

03 • CAPACITY

THE CAPACITY OF A LARGE TEAM

A small team gets the skills of a full one: content, campaigns, ABM and ads, on every relevant channel.

WITH GTM ENGINE YOU WORK WITH AI THE RIGHT WAY

- **The right strategic brain.** Everything builds on your foundation.
- **An Agentic OS.** AI agents in one system, not yet another tool.
- **Human in the loop.** You approve where it matters.
- **Guardrails.** Security and a minimum of hallucinations.

ONE ENGINE. THREE TRACKS.

01 · ACCOUNT-BASED MARKETING

DIRECT INFLUENCE ON DECISION MAKERS

Finds the companies that look like your best customers, on its own.

Comments, connects and follows up. Scores leads, so sales only gets the warm ones.

02 · OMNICHANNEL CAMPAIGNS

COHERENCE ACROSS EVERY CHANNEL

Planned sequences with one shared message.

Several campaigns live at once, also for segments that used to be too small.

03 · ROUTINES

FIXED SEQUENCES THAT REACT TO THE MARKET

Posts, newsletters and follow-up on everything your audience does.

A pressure that does not disappear when things get busy.

ACCOUNT-BASED MARKETING: PICK THE CUSTOMERS, AND GO AFTER THEM.

- **The list is built from your ideal customer.** Companies that look like your best ones.
- **Every company is researched.** Who decides, what they are working on, what they react to.
- **The listening runs around the clock.** Reactions, job changes, news about the company.
- **The interaction happens.** Comments, connections and follow-up, in the salesperson's own name.
- **The wrong ones are filtered out.** Customers, open dialogues and the do-not-touch list are never touched.
- **Everything adds up to a lead score.** Sales only gets the warm leads, with the full history behind them.

EXAMPLE ONE RUN · TUESDAY MORNING

- 01 Reads your ideal customer profile
- 02 Pulls 240 matching companies from Apollo
- 03 Filters out 31: customers, open dialogues, the do-not-touch list
- 04 Finds the decision makers in every company
- 05 Sees that a purchasing manager reacted to a post yesterday, and drafts the follow-up
- 06 Two companies cross the lead score threshold and are flagged ready for sales

OMNICHANNEL CAMPAIGNS: ONE MESSAGE, LANDING FROM EVERY SIDE.

- **One message carries it all.** The campaign builds on one central idea, and every element points to it.
- **The channels play together.** Posts, emails, ads and landing page land in the same period, each in its own format.
- **The sequence is planned end to end.** Every element knows when it goes out.
- **Every segment gets its own version.** Same campaign, adapted to industry and buying role.
- **Reactions turn into follow-up.** The campaign does not stop when the message is seen: it picks the interest up.
- **Several campaigns live at once.** Also for segments that used to be too small for a campaign of their own.

EXAMPLE

ONE CAMPAIGN · PRODUCT LAUNCH

- 01 Reads the strategy and the campaign brief
- 02 Plans the sequence: six weeks, four channels, one message
- 03 Produces all of it at once: posts, emails, ads and landing page
- 04 Adapts every element to segment and channel
- 05 Publishes on the calendar, week by week
- 06 Catches reactions along the way and writes the follow-up

ROUTINES: MARKETING THAT RUNS ALL THE TIME.

- **The rhythm is fixed.** This week's post and this month's newsletter arrive without anyone having to remember them.
- **Triggers start sequences.** A reaction, a new follower, a job change or a sign-up each sets off its own follow-up.
- **Response time is hours, not weeks.** Whoever shows interest today hears from you the same day.
- **Same quality every time.** The sequences are identical, no matter who is busy.
- **The pressure never drops.** Holidays, trade show weeks and peak season change nothing.

EXAMPLE

ONE ROUTINE · WHAT IS TRENDING IN YOUR INDUSTRY

- 01 Scans industry media, forums and social media for what is moving
- 02 Finds the topics trending in your market right now
- 03 Holds them up against your position: what can you say that others cannot
- 04 Picks the sharpest angle and writes this week's post
- 05 Queues the post for approval with a note on why the topic was chosen
- 06 Next week: from the top, with fresh signals

DATA ABOUT YOU IS THE DIFFERENCE BETWEEN GENERIC AND SHARP.

THE COMPANY • WHO YOU ARE

The engine is born with deep knowledge about you:

POSITIONING

IDEAL CUSTOMER PROFILE

PRODUCT

PROOF POINTS

BRAND VOICE

VOICE PER SENDER

VISUAL IDENTITY



THE MARKET • WHO YOU GO AFTER

And with running research on the market and the people you want to reach:

INDUSTRY RESEARCH

TRENDS

COMPANIES

DECISION MAKERS



GTM ENGINE

Reads the knowledge built about your company and your market before it solves a single task. That is why nothing turns out generic.

THE ENGINE RUNS AUTOMATICALLY. **THE RESPONSIBILITY DOES NOT.**

AI slop has no effect, and the platforms have started to punish it. GTM Engine is built so you never produce it.

01 · NO EFFECT

SLOP GETS SCROLLED PAST

Generic AI content with no real sender and no point moves nothing.

02 · NOW A RISK TOO

THE PLATFORMS CRACK DOWN

LinkedIn is tightening the rules on mass-produced AI content, and the penalty is your reach.

03 · YOUR SAFEGUARD

DATA AND APPROVAL

Everything builds on data about you, and content only goes out automatically when the quality is certain. The rest goes through your editing and approval.

Agentic OS + human in the loop. The capacity of the engine and your judgement give a quality neither of them can deliver alone.

A NEW WAY OF WORKING.

Automate your current processes and you win a lot. Change the way you work as well, and you win the most.

TODAY

WITH GTM ENGINE

The marketing strategy sits in a drawer

→ **The strategy is used in everything that reaches the market**

The team produces all the content

→ **The team sets direction, reviews and approves**

The calendar is driven by what can be finished

→ **The calendar is driven by what the market needs to hear**

Angles are discussed in the meeting room

→ **Angles are tested in the market, three at a time**

Marketing and sales in separate silos

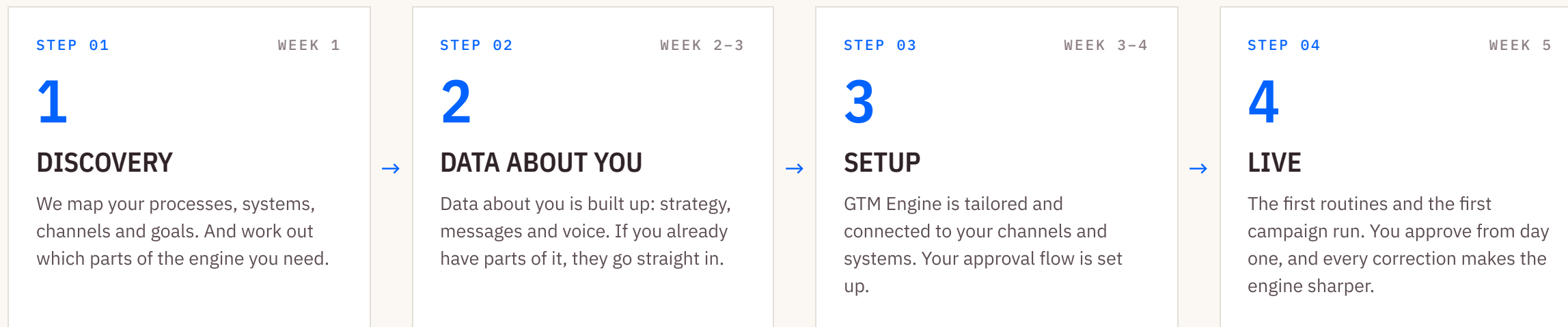
→ **One system: same signals, same companies, same plan**

Knowledge lives in individual heads

→ **Every correction becomes a rule the system remembers**

AI next to the work is a chatbot. AI built into your operating model is an **Agentic OS**.

GTM ENGINE DOES NOT COME IN A STANDARD EDITION. YOUR VERSION IS BUILT IN FOUR STEPS.



The four steps are the standard track. **The process and the engine are adapted to you**, on three things in particular:

| How much we help with the strategic material

| How much is to be automated

| How many channels to put in play

GIST

WHAT MATTERS. WHAT MOVES.

Human expertise. AI precision.

WANT TO HEAR MORE?

TROELS SKJELBO

Partner & CEO

troels@gist.dk · +45 20 12 22 26