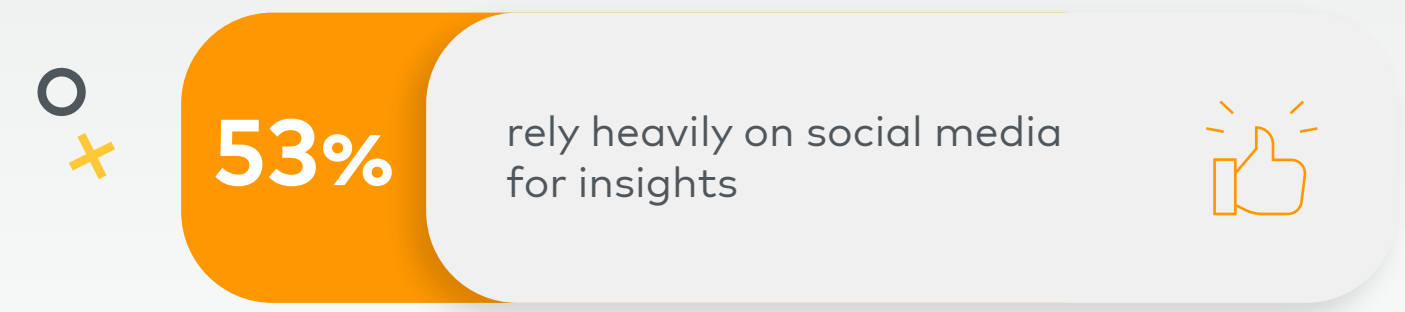
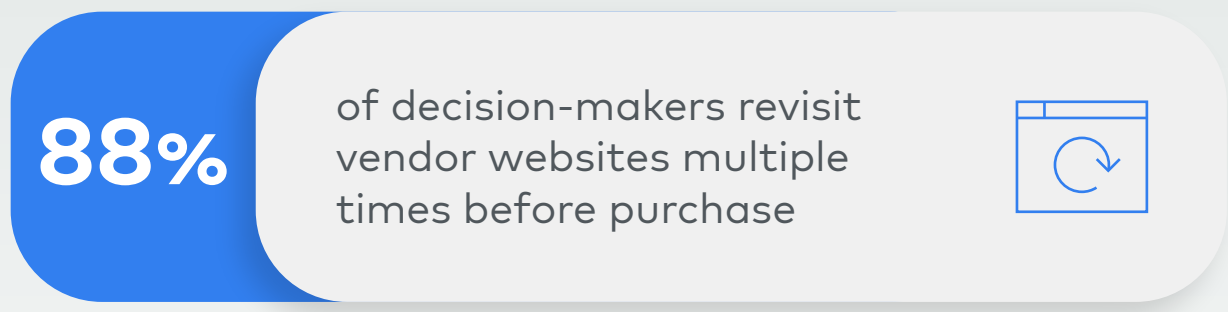


Digital-First GTM: How Leaders Stay Ahead in B2B Marketing



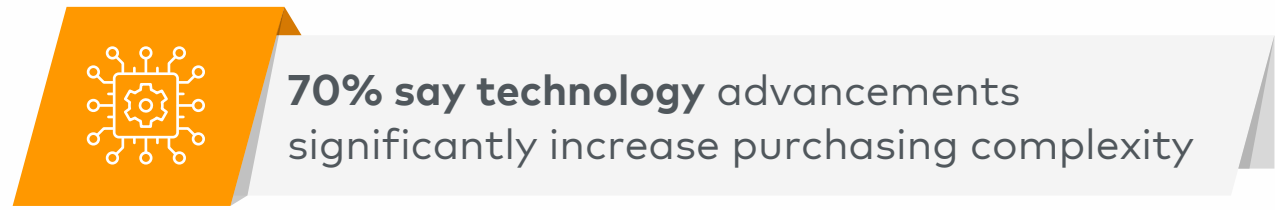
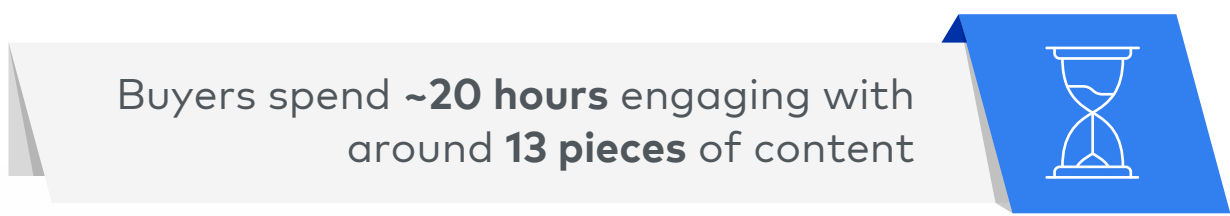
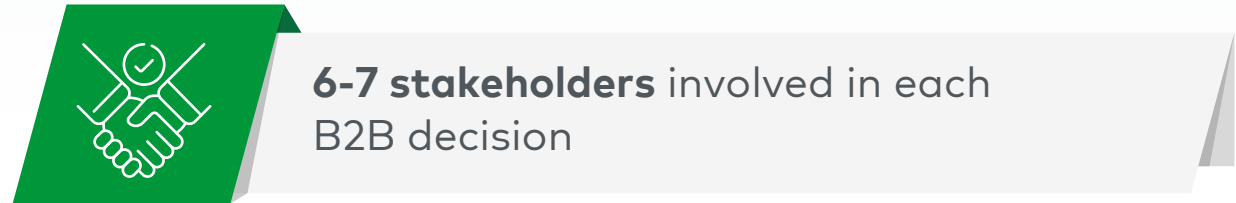
The GTM Shake-Up

The old go-to-market (GTM) sales playbook is broken as buyers take control



The New B2B Maze

Buying decisions now take longer and pull in more voices



Flip the Funnel — Fuel the Results

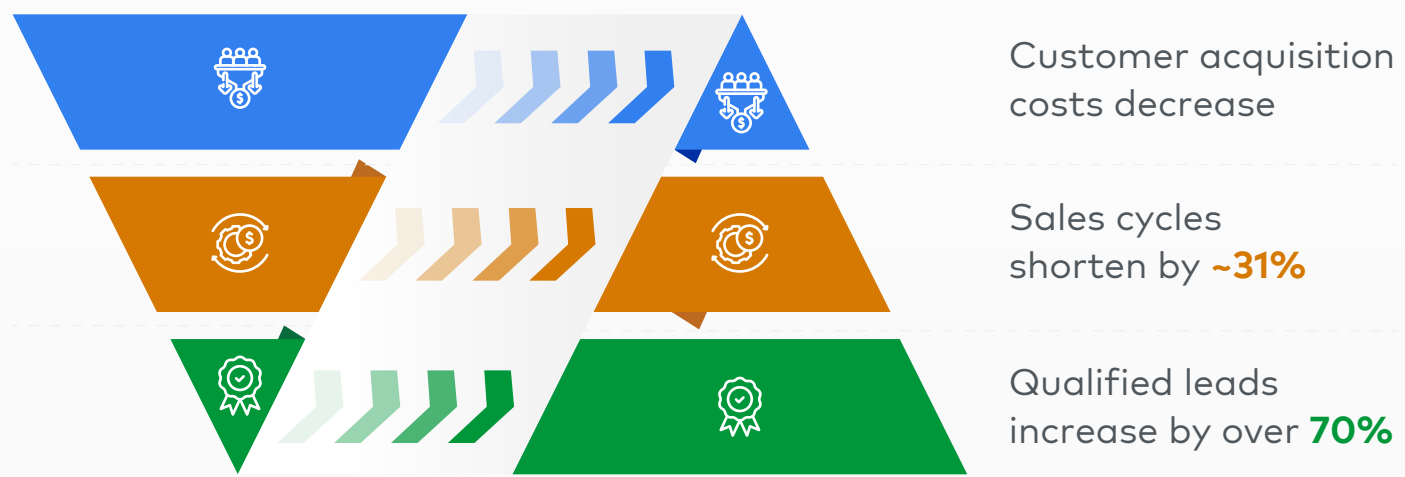
Digital-first GTM flips the script and delivers big wins

Traditional marketing

- Broad linear approach
- Limited segmentation and personalization

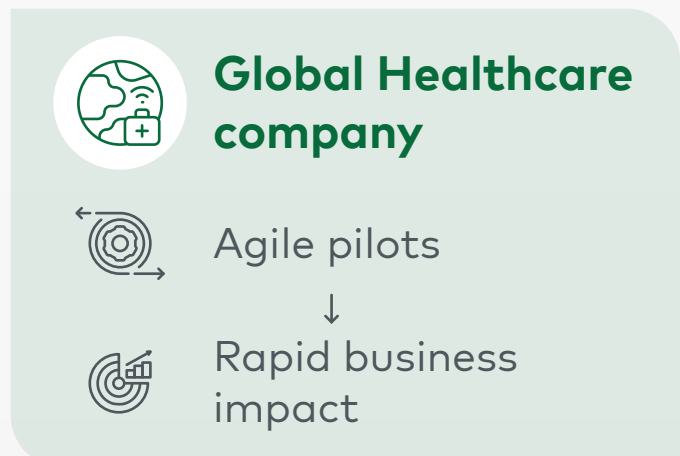
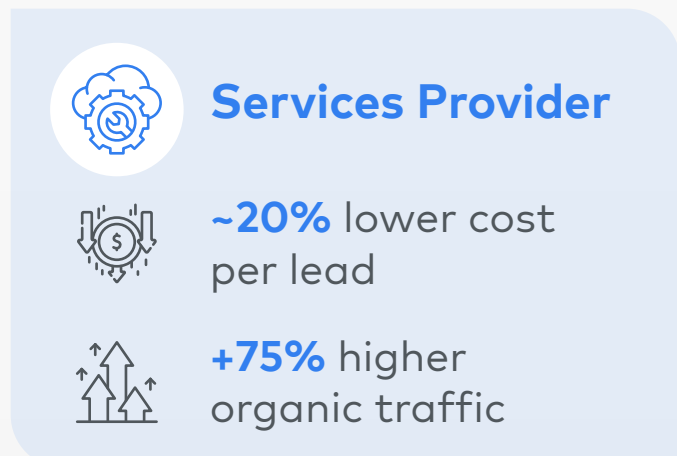
Digital-first GTM

- Targeted and data driven
- Prioritizes conversion
- Stronger retention
- Higher ROI



Digital Transformation That Delivers

Proof is in the results as digital-first GTM fuels growth



5 Steps to Digital-First GTM

Winning teams stay sharp with clarity, alignment and speed



Lead the Market: Start Today

Let's talk about grabbing market share and locking in long-term growth.

Contact **L.E.K. Consulting**

