

Constellation Software

Content Automation Launch

Context & Objectives

Product Context

- Led product marketing for Constellation's Content Automation Platform
- AI-driven solution enabling content creation, iteration, and deployment across paid media + CTV
- Built specifically for highly regulated enterprise verticals

Problem Statement

- Enterprise teams struggle to scale compliant content across channels
- Slow production cycles limit campaign performance + testing
- Lack of centralized insights for optimizing marketing decisions

My Role

- Owned GTM strategy, positioning, and launch execution
- Aligned product, sales, and marketing around a unified narrative

Objectives

- Establish category leadership in compliant content automation
- Drive pipeline growth in Automotive (primary ICP)
- Improve content velocity + campaign performance metrics for customers
- Equip sales with clear, differentiated storytelling

Target Customers & Use Cases

Primary ICP

- Tier 2 & Tier 3 Automotive enterprises (core focus)
- Secondary: Pharma + Banking enterprise organizations

Key Personas

- **Automotive (Primary ICP)** : General Managers, VP & Director of Marketing, Dealer Marketing & Regional Managers, Compliance & Brand Governance Leads
- **Pharma**: CMOs & VP Marketing, Brand Managers, Medical, Legal, Regulatory (MLR) Teams, and Marketing Operations.
- **Banking / Financial Services**: CMOs & VP Marketing, Compliance & Risk Officers, Data & Analytics Team Leads

Pain Points

- Inability to scale compliant content efficiently
- Disconnected tools across media channels
- Limited ability to test and iterate creative
- Poor access to actionable market insights

Core Use Cases

- Automated multi-channel campaign execution
- Rapid creative versioning across paid + CTV
- Compliance-safe content generation workflows
- Data-informed campaign optimization

Positioning & Messaging

Positioning

- “The enterprise content engine built to scale high-performing, compliant marketing in regulated industries.”

Messaging Pillars

- **Scale Without Risk** → Automate compliant content production
- **Speed to Market** → Launch and iterate campaigns faster
- **Performance-Driven** → Optimize creative using real-time data
- **Unified Platform** → One system across channels + teams

Differentiation

- Combines content generation + media execution + data insights
- Built specifically for regulated industries (not retrofitted)
- Enables true creative iteration at scale, not just workflow management

My Contribution

- Developed core narrative + vertical-specific messaging (Automotive-first)
- Translated technical capabilities of the mechanisms behind the platform into clear business outcomes

The Launch Strategy

Pre-Launch

- Conducted customer + sales interviews to validate messaging
- Partnered with product on feature positioning + roadmap alignment
- Ran beta program with Automotive accounts
- Built internal alignment across GTM teams

Launch Execution

- Verticalized rollout starting with Automotive segment.
- Coordinated multi-channel campaign (owned, paid, sales outreach)
- Introduced thought leadership around AI + compliance in marketing

Post-Launch

- Expanded into Pharma + Banking verticals
- Launched case studies + proof points from early adopters
- Iterated messaging based on pipeline + sales feedback

Marketing & Demand Gen Approach

Channel Mix

- LinkedIn (primary B2B channel for enterprise targeting): Paid and organic social content targeting thought leadership.
- Programmatic + CTV (product-native demonstration)
- Email nurture + lifecycle automation
- SEO + content marketing (regulated industry themes): Newsletters, Case Studies, and Whitepapers.

Campaign Strategy

- Account-Based Marketing (ABM) for high-value accounts
- Retargeting with sequential storytelling
- Industry-specific campaigns (Automotive-first)

Content Developed

- Landing pages by vertical
- Thought leadership (AI in regulated marketing)
- Product demos + explainer videos
- Data-driven reports + gated assets

My Role

- Defined campaign architecture + content strategy
- Ensured alignment between messaging, channels, and ICP needs

Sales Enablement Materials Made

Core Deliverables

- Industry-specific sales decks (Automotive, Pharma, Banking)
- Product one-pagers + solution briefs
- Demo scripts + guided product walkthroughs
- ROI calculator (time savings + efficiency gains)

Support Materials

- Competitive battlecards
- Objection handling (AI adoption, compliance concerns)
- Case studies from early Automotive customers
- Outbound email + LinkedIn messaging templates

Enablement Approach

- Led live training sessions with sales team
- Created scalable resources for ongoing onboarding
- Built feedback loop between sales + marketing

Cross-Functional Execution

My Role

- Acted as central GTM lead across Product, Sales, and Marketing
- Owned messaging consistency across all touchpoints

Collaboration

- **Product:** Feature prioritization + roadmap alignment
- **Sales:** Messaging validation + deal insights
- **Marketing:** Campaign execution + content creation
- **Compliance (Legal):** Ensured industry accuracy + risk mitigation

Execution Model

- Weekly cross-functional syncs
- Shared KPIs across teams
- Rapid iteration based on real-time performance + feedback

Context & Objectives

Pipeline & Revenue Impact

- Generated **\$4.2M in influenced pipeline** within first 90 days post-launch
- Drove **\$1.1M in net new revenue** from Automotive enterprise accounts
- Achieved **32% MQL → SQL conversion rate**.
- Secondary ICP Wins
 - **Pharma-** \$1.6M in influenced pipeline & \$450K in net new revenue
 - **Banking-** \$1.0M in influenced pipeline & \$350K in net new revenue

Demand Gen Performance

- 2.8x increase in **inbound demo requests** during launch window
- Paid + ABM campaigns delivered **6.4% CTR**.
- Landing pages converted at **14.7% CVR** across vertical-specific campaigns

Sales Velocity & Adoption

- Reduced **sales cycle length by 22%** through improved enablement + clearer positioning
- Closed **3 enterprise Automotive deals within first 60 days** of launch
- Achieved **78% sales team adoption** of new messaging + enablement materials

Product Adoption & Usage

- Customers increased **content production output by 3.5x** within first 30 days
- Averaged **120+ content variations generated per campaign**
- 65% of customers actively used **multi-channel (paid + CTV) deployment features**

Operational Efficiency Gains (Core Value Proof)

- Reduced content production time by **~60%** vs. traditional workflows
- Enabled **4x faster campaign iteration cycles**
- Lowered creative production costs by **35–40%** on average

Thank You