

ENGAGEMENT OVERVIEW

Rebuilding the GTM Engine for a \$100M+ SaaS Company

An ongoing engagement.

A new marketing leader inherits a single-motion GTM machine, hitting diminishing returns. The mandate: build an AI infrastructure to support a marketing operation that can run dozens of programs rather than just one.

CLIENT PROFILE	ENGAGEMENT TYPE	STATUS	PUBLISHED
B2B SaaS, 200+ employees	Fractional AI Systems Build	Phase 1: Assess (Active)	May 2026

THE SITUATION

A playbook built for an earlier version of the business.

A B2B SaaS company with over 200 employees and nine-figure revenue brought on a new Head of Marketing with a clear mandate: rebuild how the commercial team operates and stand up the infrastructure for a go-to-market model the company had never run before.

The company had grown fast on a single motion. One product, one segment, one buyer type, one stage of the customer journey. The vast majority of paid media spend went to a single conversion point. It worked. Until it stopped working.

1 Program running. Dozens needed to hit the 2026 plan.	1 Buyer trust level targeted. Multiple levels required for growth.	1 Journey stage optimized. Full lifecycle activation needed.
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What the numbers showed

Lead costs had flattened. Spending more no longer produced more leads. Qualified conversion rates were declining year over year. A key growth segment needed to more than double revenue to hit plan. Churn was outpacing new acquisition by a wide margin. And the gap between leads generated and revenue closed kept widening.

The team was running hard but executing a playbook built for an earlier version of the business. The company had outgrown its own infrastructure.

THE STRUCTURAL GAP

Not a tweak. A different operating model.

The new marketing leader saw something the existing team couldn't see from the inside: the company needed to go from running one program to running dozens. It needed to reach buyer types it had never targeted. And it needed to operate across the full customer journey, not just the one stage that had been working.

That's not a tweak. That's a different operating model. And the current team, tools, and processes couldn't get there by working harder. They needed a different kind of infrastructure underneath the work.

Talent wasn't the problem. Neither was budget. What was missing was a system that could produce and manage dozens of concurrent programs across different audience segments, trust levels, and journey stages without collapsing under manual execution.

Where Jetpacks came in

Jetpacks They Said was brought in to assess the gap and design the system that closes it. Not to run campaigns. Not to produce content. To answer the question: what does the AI-powered operating model look like for a marketing team that needs to scale from a single motion to a full portfolio?

Phase One is a six-week diagnostic across five dimensions: GTM strategy, programs, assets, channels, and tech stack. Every dimension gets the same six questions. The output is a technology map, a prioritized implementation plan, and an AI architecture blueprint that shows where automation can take on the load and where human judgment remains in control.

THE TARGET ARCHITECTURE

Three layers. Clear boundaries.

The target architecture separates work into three layers based on a simple question: who should own this decision?

LOCKED	Authored by humans. Enforced by the system. The constraints that keep quality consistent at scale. These don't change with each campaign. They're the operating rules that every program inherits automatically. Brand voice / ICP definitions / Trust-level frameworks / Channel rules / Journey stage criteria
AI-ASSISTED	High-frequency, high-volume. Consistency and speed at scale. Work that follows patterns and benefits from speed. AI handles the production. The locked layer above ensures every output meets brand and strategy standards. Brief generation / Copy versioning (3 platforms) / Account intelligence / Competitive positioning / Meeting prep
HUMAN- OWNED	Judgment. Direction. Decisions. AI produces. Humans approve. The decisions that require context, accountability, and the ability to say no. No algorithm approves a campaign launch or kills an underperforming channel. Approval gates / Creative direction / Strategic pivots / Budget allocation / Kill decisions

The result: program twenty ships with the same rigor as program one. Without twenty times the headcount.

THE ASSESSMENT

Six weeks. Five dimensions. Four deliverables.

Phase One is a structured diagnostic. Every session maps to one or more dimensions and runs the same six questions: current capability, ownership, volume and scale, bottlenecks, data availability, and AI readiness.

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
Launch	Tech + AI	Programs	Architecture	Synthesis	Readout
Charter + strategy alignment	Stack audit + AI usage inventory	Hierarchy mapping + capacity audit	No-regret moves + AI integration	Draft review + team validation	Executive close + sign-off

Deliverables

Marketing Technology Map. Current stack, utilization gaps, and AI integration points mapped against the target architecture.

Prioritized Implementation Plan. Use cases ranked by impact and feasibility, with sequencing built around the team's actual constraints.

AI Architecture Blueprint. The orchestration layer design: where AI handles volume, where humans keep control, and how the locked knowledge base enforces consistency.

Executive Readout. Findings, recommendations, and the decision gate for Phases Two and Three.

Current status: Phase One is underway. No results to report yet, and we won't fabricate any. When Phases Two and Three produce measurable outcomes, we'll publish the numbers. Until then, this is a story about what happens when someone looks hard at the gap between where a company is and where it needs to be.

If this sounds like your situation, we should talk.

30 minutes. No pitch deck. We'll talk about where AI fits in with your GTM infrastructure and whether it's worth going deeper.

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