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# CREATING THE MARKETING REVENUE ENGINE

WITH LIMITED  
RESOURCES

PRESENTER:

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# REVENUE MARKETING DEFINED



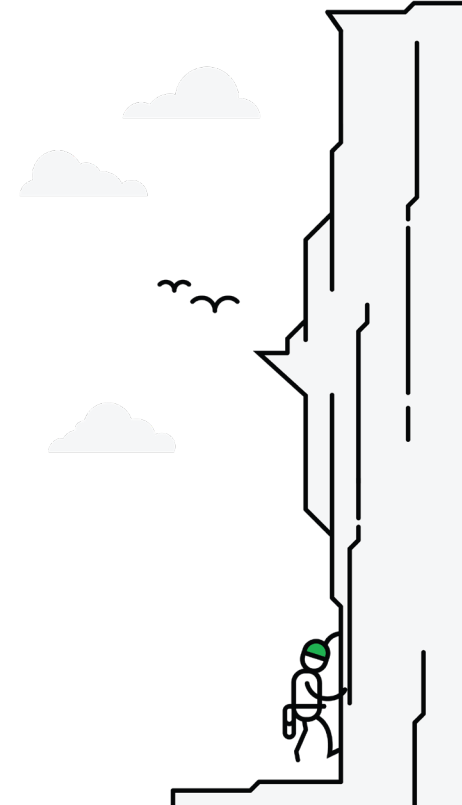
REPEATABLE PROSPECTING PROGRAMS



PREDICTABLE ROI



LINK MARKETING PLANS TO REV  
OBJECTIVES

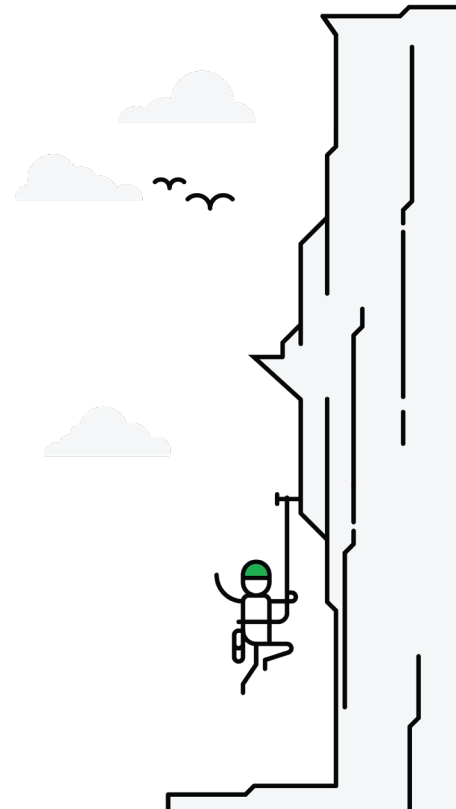


# STATE OF REVENUE MARKETING

## REVENUE MARKETING GAINING SLOW TRACTION

### B2b Marketing Research Highlights:

- 17% Clearly communicate ROI
- 32% Achieved objectives
- 53% Marketing viewed as a support function
- 32% Have a documented lead gen strategy & agreed lead definition



# REVENUE (MARKETING) MATURITY FRAMEWORK

## CRAWL

- Traditional marketing
- Little data collection
- Sales and marketing in silos
- Marketing in “service” role
- Few processes
- Focus on “branding” & advertising

### Reporting & Metrics:

Costs & number of activities

## WALK

- Marketing plan is not aligned
- Customer data not collected
- CRM not used as a mandate
- Marketing automation used for single drop campaigns

### Reporting & Metrics:

Number of leads sent to sales

## RUN

- Marketing & business aligned
- Quarterly campaign plans
- Roles and responsibilities well defined
- Sales and marketing have a “revenue” relationship
- Multi-channel integrated campaigns

### Reporting & Metrics:

% and \$ of leads provided to sales

## LEAP

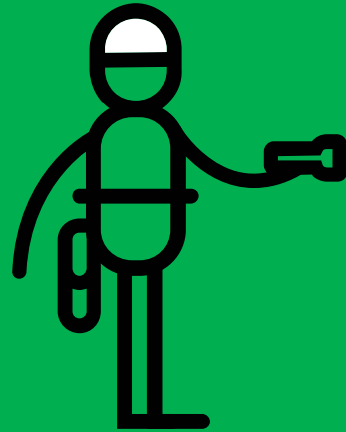
- Marketing compensation based on revenue performance
- Repeatable, predictable and scalable programs
- CMO has seat
- Single view of customer & BI

### Reporting & Metrics:

CLV, retention rate, churn, conversion rate, etc

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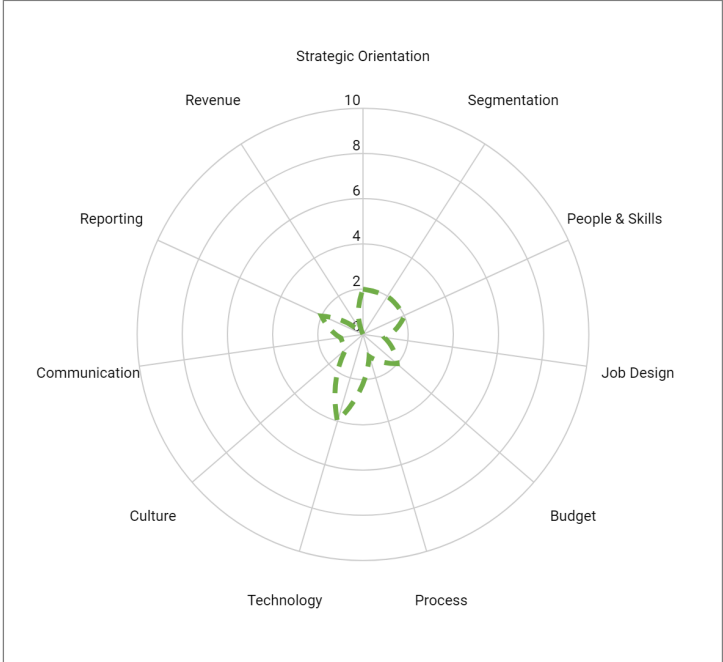
CASE STUDY  
SPOTLIGHT:  
BUILDING REV  
ENGINE WITH  
LIMITED  
RESOURCES



# REVENUE TRANSFORMATION – GLOBAL TECH ORG

Year 1

STATE OF MATURITY: CRAWL



18 Months Later

STATE OF MATURITY: RUN



# REVENUE TRANSFORMATION RESULTS

**88%**

Increase in marketing generated opportunities in the first 12 months

## GROWTH OF ONLINE FOCUS TO BETTER ALIGN WITH BUYER JOURNEY:

**30%**

Win rate

**45%**

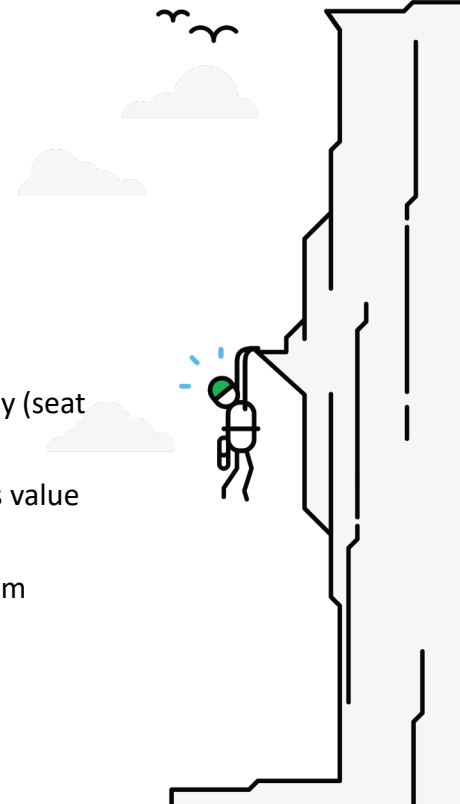
Online focus – channel expansion (historically 80-90% events)

**\$2.5M**

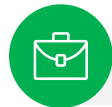
Lead dev team built \$2.5M new pipeline in 1Q

## OTHER BENEFITS:

- Marketing has a voice and more visibility (seat at the table)
- Shift in perception to marketing seen as value creating function
- Sales and marketing working as one team



# KEY LEARNINGS



Marketing is part of everyone's role – from C-level down. Everyone impacts customer experience and drives revenue.



Creating the Revenue Engine is a major change management program: things to happen overnight



Holistic view of operation: people, technology, data, processes, reporting, etc.



Getting the right team in place is critical!



“Marketing needs to adopt a sales mentality—thinking in terms of contribution to revenue?”

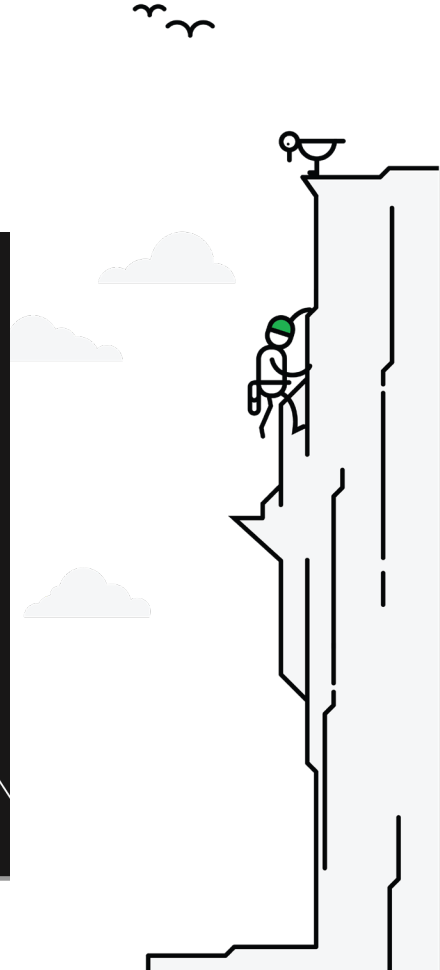
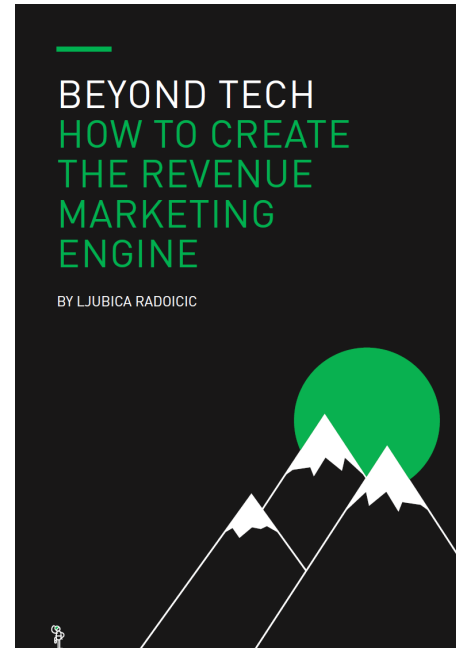


GAME CHANGER: COMMUNICATION & OPERATIONAL EXCELLENCE

# B2b MARKETING PLAYBOOK & eBook

## Overview:

1. Outlines key components of Revenue Engine Operation
2. Transparency & clarity
3. The Playbook is just the beginning!



# LET'S TALK ABOUT REVENUE MARKETING



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