

Results Matter

Research shows an average increase of **36%** in revenue when marketing and sales are properly aligned as REVENUE STRATEGY.

How do your technology, marketing and sales strategies lead to revenue?



Websites



SEO audits of client and competitors



Monthly Google Analytics reports for stakeholders

10k
Recovered 10,000 lost CTA form leads



Marketing & Sales Ops



Integrated marketing & sales tech stack



Lead mapping in CRM reduced duplicates

165k
Identified & sorted 165,000 leads



Content



8 unique buyer personas



50+ blog articles
35+ vlogs/videos
15+ sales brochures



1 op-ed led to 3 industry columns, new clients & speaking opps




Social Media



Followers **+50%**



Impressions **+206%**




Impressions **+624%**




Email



Segment & clean 100+ lists to reduce bounce rates




Strategic subject lines, preheaders, copy & graphics




consistently exceed benchmarks (avg 28.5 - 36% open)



Sales Enablement



Structured process for follow-up & pipeline conversion



Set up action-based documenting process in CRM



Coached sales team for sales cycle efficiency



Results



Top 15 competitor at ABA TECHSHOW Startup Alley 2021



Close Rate **45%**



YOY Growth **200%**