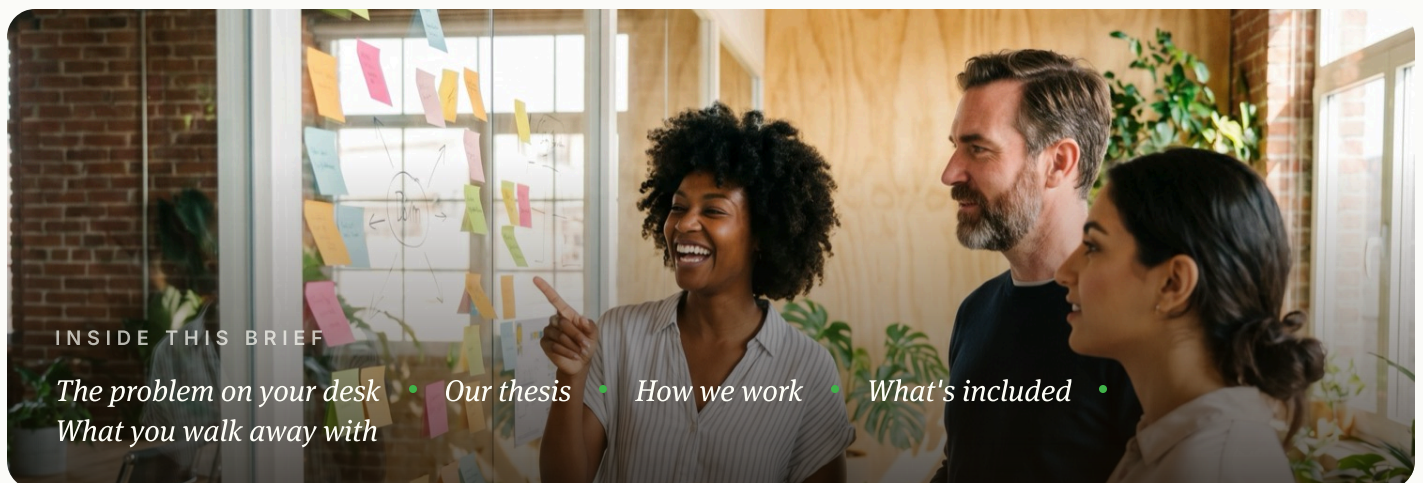


● MARKETING STRATEGY

Channel *Strategy.*

A channel mix backed by real contribution data, ready to defend line by line.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with

Channel *Strategy*.

We trace what every channel costs and returns, then build a forward mix you can defend. For B2B leaders making channel decisions under budget scrutiny.

THE PROBLEM ON YOUR DESK

Channel decisions made on instinct don't hold up under scrutiny. Most channel budgets are inherited, not chosen, and few teams have ever seen every channel, its true cost, and its return in one place. Without a defensible read on contribution, the cuts and the keeps are guesses dressed as data.

OUR THESIS

Most channel budgets are inherited, not chosen. *We replace the inheritance with evidence.*

How the work runs

01 · INVENTORY, ATTRIBUTION, FORWARD MIX

01

Inventory

Every channel you run today, what it truly costs once people and tooling are counted, and what it actually returns. Most teams have never seen this list.

02

Attribution

A defensible read on each channel's real contribution to pipeline, so the cuts and the keeps are decisions you can stand behind, not guesses.

03

Forward mix

Where to invest, where to cut, and how the mix shifts as AI reshapes search and paid. A plan built for the next budget review, not the last one.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A full inventory of every channel, cost, and return
- ✓ A forward channel-mix plan with budget allocation
- ✓ A clear list of cuts and keeps, with reasoning
- ✓ A defensible channel-contribution attribution view
- ✓ Scenario guidance for how the mix flexes under pressure
- ✓ Budget-review-ready evidence you can defend

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

- | | | | |
|---------------------------------------|--|---------------------------------------|--|
| 01 | 02 | 03 | 04 |
| Spend <i>on channels</i> that return. | Reallocation <i>made with confidence</i> . | A plan <i>defensible to the CFO</i> . | Budget reviews <i>settled in minutes</i> . |

“

The budget review went from a fight to a five-minute conversation.

VP DEMAND · MULTI-CHANNEL B2B PROGRAM

Build a channel mix *you can defend*.

Talk to a strategist about a channel plan backed by real contribution data, not gut calls.

Book a session →

demandspring.com/contact