

● REVENUE GROWTH & PERFORMANCE

Revenue Marketing *Strategy.*

*Design the revenue marketing system that aligns marketing, sales,
and customer success around the buyer.*



INSIDE THIS BRIEF

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

Revenue Marketing *Strategy*.

Design a revenue marketing system and the plan to run it. For B2B marketing leaders whose strategy lives only in a marketing deck.

THE PROBLEM ON YOUR DESK

Revenue marketing isn't a campaign calendar. It's a system that aligns marketing, sales, and customer success around the buyer. If revenue marketing lives only in a marketing deck, it isn't a system yet. Stagnant pipeline follows when each function keeps its own definition of success and its own scoreboard.

OUR THESIS

A strategy your sales and CS teams can name, *or a plan only marketing has read.*

What the system aligns

01 · THREE THINGS THIS ENGAGEMENT DESIGNS

01

One buyer, one scoreboard

Marketing, sales, and customer success organized around the same buyer and the same numbers, so the plan becomes a system the org can name.

02

An operating model and metrics

The structure, cadence, and measurement that make revenue marketing repeatable. This is the layer that turns intent into a reliable result.

03

Go-to-market pulling together

Segments, plays, and channels connected to the strategy, so the whole revenue org moves in one direction instead of optimizing its own corner.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A diagnosis of where revenue marketing breaks down
- ✓ A strategy designed to your stage and stack
- ✓ A sequenced roadmap the revenue org can run
- ✓ An operating model: structure, cadence, and ownership
- ✓ The metrics and reporting to run the system
- ✓ Quarterly senior-led advisory reviews (Enterprise tier)

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

A strategy tied *to revenue, not activity.*

02

Go-to-market *aligned in one direction.*

03

A marketing plan *defensible to the board.*

04

Marketing measured *as a revenue engine.*

“

It was the first plan all three of our leaders could actually name.

CMO · ENTERPRISE B2B

Design *your system*.

Talk to a strategist to map a revenue marketing strategy your whole revenue org can run.

[Book a session →](#)

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