

Revenue Acceleration Analysis

ENSURING CONVERSIONS OF LEADS TO REVENUE

The fastest way for marketing to get a seat at the table is to tell their story as it relates back to revenue. That is a leap for many marketers whose focus has been on creative and execution as it relates to lead generation.

Revenue Acceleration provides the necessary strategic planning that ties marketing spend back to revenue and provides the backdrop for marketers to tell their story of how marketing is truly impacting revenue.

By reverse engineering your funnel you can determine the volume and revenue of each stage of the funnel and lay a plan to accelerate the flow from phase to phase. You can also become aware of gaps in your funnel and proactively plan how to address them.



With Revenue Acceleration Analysis, you can understand the more detailed phases of the customer journey and have immediate impacts on revenue through focused efforts.

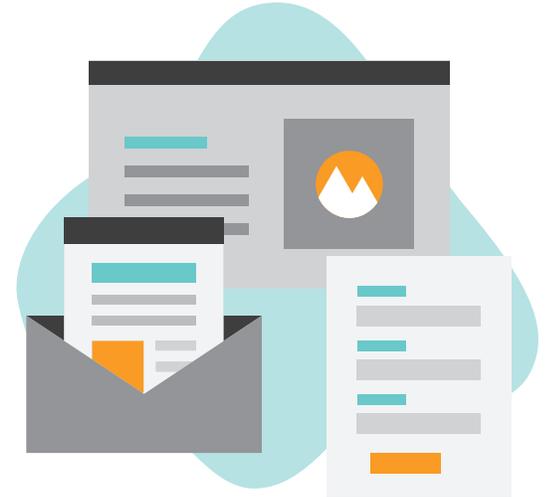
By leveraging the information the journey becomes more effective, flow is accelerated and new business is identified and closed at a faster rate.

Example Scenario

- Your database needs to be doubled because conversion percentages along the lifecycle don't get enough leads through the funnel to opportunities
- Your funnel has a clog that requires marketing support to flush leads through to the next stage
- Leads are moving through the funnel but are not connecting to revenue as quickly as you need

REVENUE ACCELERATION ANALYSIS INCLUDES

- ✓ Reviewing Company Goals
- ✓ Establishing Baseline Metrics
- ✓ Build Reverse Engineered Sales Funnel
- ✓ Lead Scoring
- ✓ Lead Lifecycle
- ✓ Revenue Cycle and Attribution Models (if you use them)
- ✓ ... and more!



By tying the components of your revenue model together you can ensure leads are created, qualified, converted and closed won. Because who doesn't want to win?

Direct your efforts and support revenue generation in the way that you were meant to. Ensuring every dollar you spend, equates to multiple dollars of revenue.

ABOUT LEADOUS INC

We believe that marketing is a Human Experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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Find out how we can help you reach your Digital Marketing goals by contacting our team today.

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