

**MODERN
REVENUE
STRATEGIES**



Modern Revenue Strategies

Engagement Options

- **Revenue Growth Systems**
 - Attraction Systems
 - Acceleration Systems
 - Activation Systems
- **Engagement Models**
 - Fractional CMO Partner
 - Collaborative Strategy Session
 - Fractional CMO Advisor

Proven Framework for B2B Growth Systems

Demand Generation

Create Awareness & Attract the right clients with differentiated content that advocates for Product Vision & Buying Vision

- + Thought Leadership
- + Nurturing Sequences

- + Webinars
- + Lead Magnets

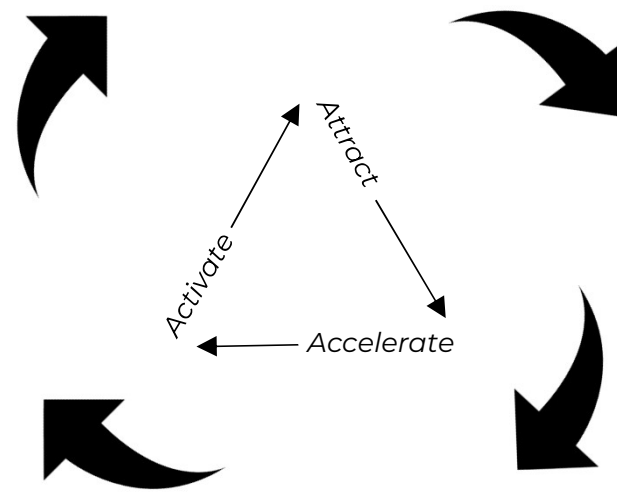
** Case Studies & Testimonials Feed Content Strategy to Refine Product & Buying Vision*

Customer Success Renewal / Upsell & Advocacy

- + Quarterly Business Reviews
- + Account Service

Activate customer growth with post-purchase content that validates choice & promotes ongoing relationship

- + Account Service
- + Custom Articles
- + Post-Purchase Marketing



Accelerate through Pipeline with customized content that speaks to ICP context & Persona motivations

Account-Based Marketing & Sales

Create Engagement with content that facilitates evaluation & decisioning with Criteria aligned with Buying Vision

Lead Generation

- + ROI Calculators
- + Buying Guides
- + Pros & Cons

- * Account Intelligence Profile
- * Intent Data

- + Non-Sales, Social Warm-ups
- + Customized Articles
- + Customized Case Studies

Revenue Growth Systems

As part of our initial free consultation, we work with prospective clients to identify priorities and which Revenue Growth Systems will make the largest and most immediate impact on the business, and typically focus on 1 or more of these three areas

Attraction Systems™

Attract the Right Prospects for Business Growth

Improve Pipeline Quality and Velocity through better messaging and delivery in the market

Acceleration Systems™

Accelerate Leads through Sales Pipeline for Higher Revenues

Improve speed and size of deals won through better integration and execution

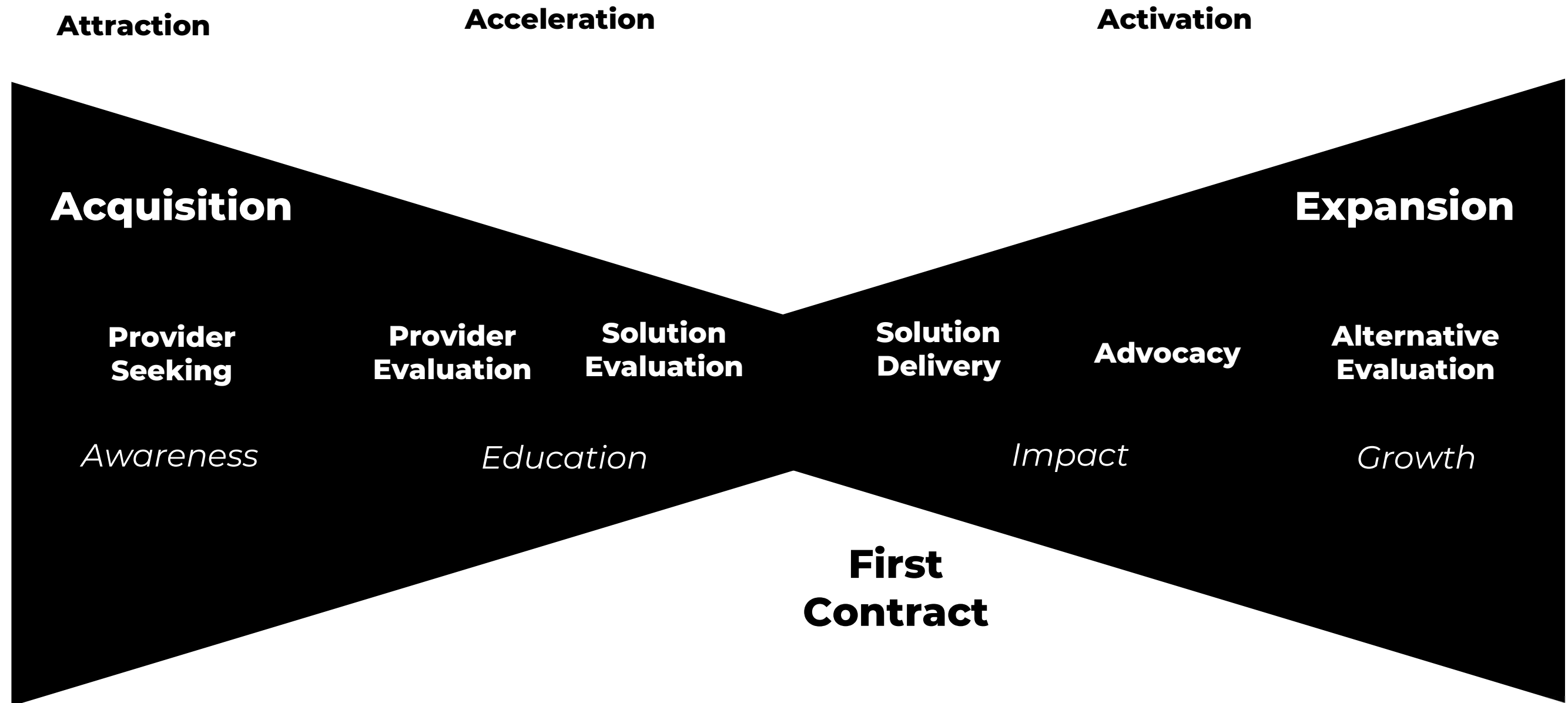
Activation Systems™

Activate Clients for Renewals, Upsells, Referrals and Testimonials

Improve revenue and impact from existing customers through better systems and processes

Where These Systems Impact your Revenue

Our 5-Step Growth Framework is specifically designed for B2B companies with large average order size, navigating long decision cycles and complex buying committees

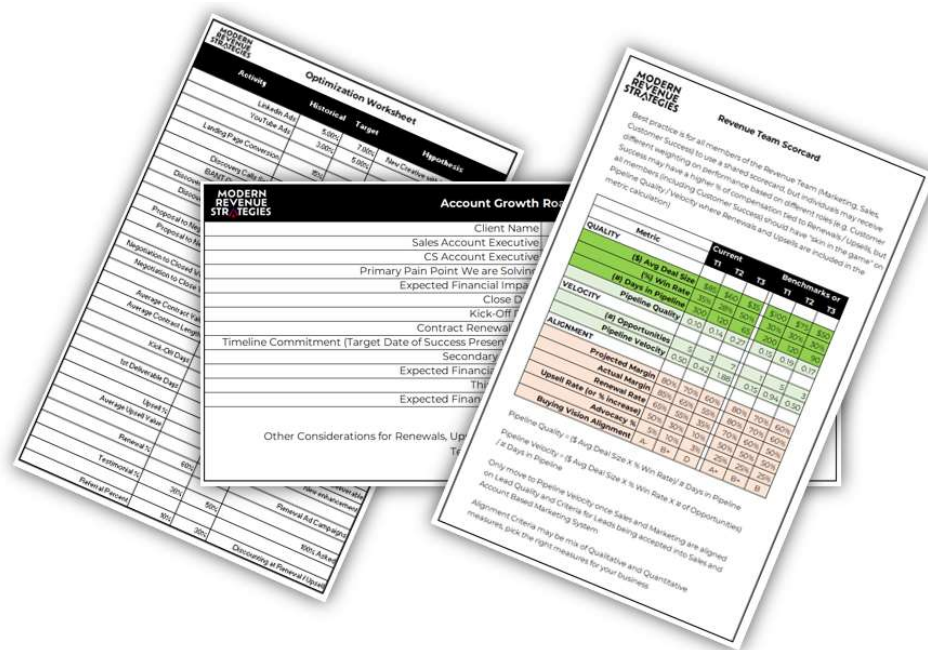


Engagement Overview

All our engagements focus first on understanding the business and it's unique challenges and contexts in order to develop winning strategies and then lead their successful implementation

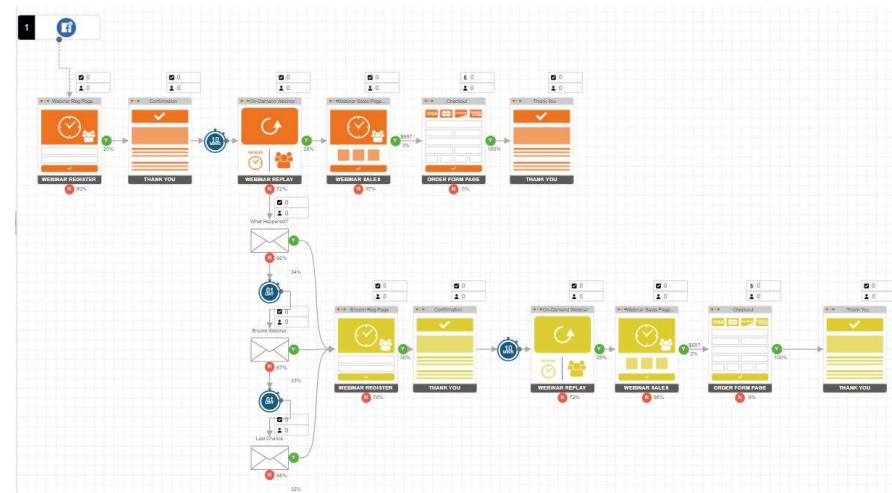
Diagnosis

Discovery & Documentation



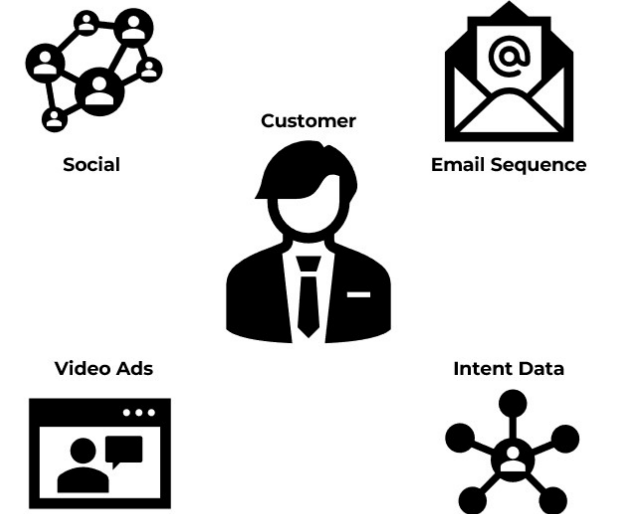
Prescription

Processes & Best Practices



Execution

Action Plans & Accountability



Process Overview

Engagements generally follow this process to success

- ✓ Free Consultation and brainstorming session to understand goals and gauge alignment
- ✓ Proposal on path to growth and engagement model
- ✓ Diagnosis of current gaps and direction for overcoming
- ✓ Creation of 90 Day Strategy aligned with 2 Year Plan
- ✓ Prescribing action plans and guiding prioritization
- ✓ Leading 2 week Sprints against key objectives
- ✓ Accountability in Execution against agreed upon Milestones
- ✓ Installing Scalable systems for measuring and optimizing success
- ✓ Recruiting, Hiring, and Training Talent to build your capabilities as you grow
- ✓ Evaluating and Managing Agencies, Data and MarTech Partners as needed

Fractional B2B CMO Partner

10 hours per week inside your business to accomplish the following:

- ✓ Translate the CEO & the Board's vision into marketing objectives and campaigns
- ✓ Define the key talent the business needs to reach its goals
- ✓ Assist HR in finding, interviewing, and managing qualified talent to implement marketing strategy
- ✓ Report weekly to the CEO and Board on all KPIs mutually defined as important
- ✓ Continually innovate new ways to achieve marketing and sales goals; overcoming any obstacle

This service is a good fit for you if:

- ✓ You're not ready for a full-time hire at the executive level, but you do need someone to create a bullet-proof strategy and ensure its successful execution

Starting at \$7,500 per month

Half-Day B2B Growth Strategy Session

In this collaborative session, we will dive deep into your marketing strategy and provide clear direction on what needs to be done to reach your goals:

- ✓ 4-hour Strategy Session for your team using the B2B Growth Framework to focus your marketing strategy and roadmap
- ✓ 7-14 day Preparatory Period via email correspondence

Deliverables:

- ✓ Customized recommendations based on analysis of your company's unique context and most pressing needs
- ✓ Campaign roadmap to achieve highest priority objectives over next 1-6 months
- ✓ Immediate marketing and revenue systems punch list
- ✓ List of watchouts, best-practices, recommendations

This service is a good fit or you if:

- ✓ Your business's revenue is at least \$1 million annually
- ✓ You have a strong marketing person or team in place but you need a fresh perspective and a bullet-proof strategy
- ✓ You'd like to see how the B2B Growth Framework works before hiring a Fractional CMO

Starting at \$2,500

B2B Revenue Advisor

After a half-day strategy session or a 90-day sprint at the CMO Partner level, we can advise your team and keep your marketing efforts on track

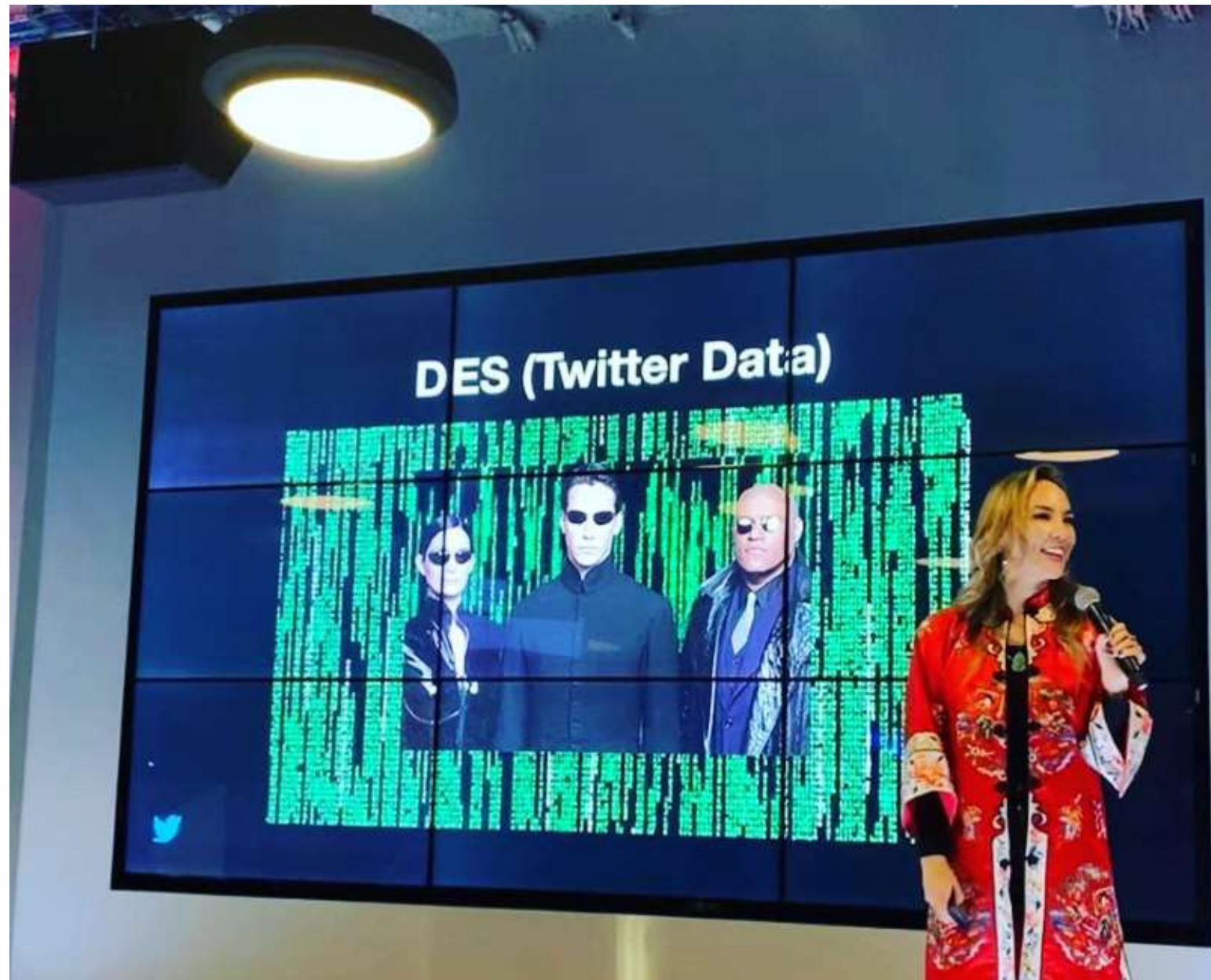
- ✓ Sprint planning calls led two times per month
- ✓ Unlimited email correspondence
- ✓ Grow long term with the least financial risk
- ✓ Access to our B2B Marketing standard operating procedures (SOPs)
- ✓ 6-month minimum commitment

This service is a good fit or you if:

- ✓ You have a strong marketing person or team in place and you've partnered with a Fractional CMO to create a strategy
- ✓ You need a marketing leader to keep the team on track, adjust priorities, and overcome obstacles as campaigns launch
- ✓ Works for early-stage Start-ups or established businesses

Starting at \$3,500 per month

Kim Wu | Head of Global Partner Marketing, TikTok



“Mark is a fearless leader who is a wealth of knowledge, a great collaborator and knows how to execute projects quickly with great attention to detail. He is passionate, a team player, and never leaves a job unfinished. “

Grew Volume of RFPs by 300% in 3 months going from \$250k MRR to \$500k MRR in 6 months with no additional ad spend for SaaS AdTech Company

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