

## The Random Acts-of-Marketing Paradox

Studies show that companies flatline when the sales team does not have a steady pipeline of high-quality leads to focus on. Marketing’s job is to build sales growth; however, most struggle.

**Problem:** Achieving sales results. Recent Gong research reports that 52% of firms missed their 2024 revenue projections.

**Causes:** Sadly, many firms operate in separate silos. They don’t know it, but the end-to-end marketing and sales functions are disconnected, and revenues fall short.

**More Symptoms:** To compound the problem, these firms run sporadic lead generation campaigns, attempting to find a quick fix. They become frustrated when trying to show an ROI. These are the random acts of marketing. They don’t resolve the gaps that kill the pipeline.

**Solution:** A full-funnel end-to-end RevOps approach to marketing and sales. A connected process of integrated tactical campaigns with full-funnel conversion metrics tracking so ROI can be achieved.

### Full-Funnel & Integrated Go-to-Market Approach

#### Data

The Foundation  
Customers, Prospects, ABM, vertical segments, ICP buying team contact database

#### Digital Marketing

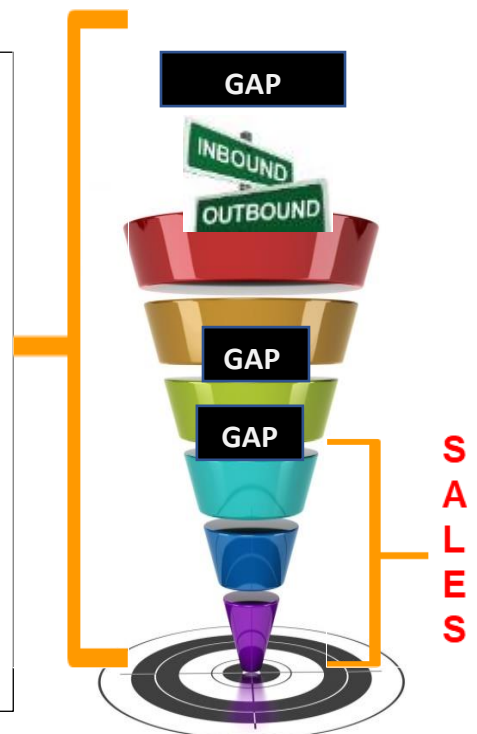
Create awareness and top-of-funnel interest  
Fully integrate demand/lead gen, email, search, content, social

#### Prospect outreach + nurturing via SDR teams

To engage multiple times at a personal level  
Outbound/inbound SDR prospect outreach, engage to educate, nurture, qualify & set appointments

#### RevOps full-funnel KPI metrics reporting

End-to-end pipeline conversion metrics to tell the story  
Data-driven campaign conversion analytics and ROI  
Fact-based summary of “what’s-working”



**Direct Marketing Partners (DMP) is your partner.** We're a US-based sales-pipeline-as-a-service provider serving b2b companies. Chief Outsiders (CMOs and CROs) and Clients leverage DMP's fractional agency services to address and fix their lead-to-sales pipeline problems and show an ROI. We're in the Orange Book.

### **How can DMP help leadership teams fix Random-Acts-of-Marketing?**

The DMP Full-Funnel offering enables you and your client companies to diagnose issues and then create and execute an integrated set of go-to-market plans and tactics to get the pipeline flowing. As a partner, you can rely on DMP to draw from our full-funnel array of go-to-market services to implement the necessary corrections. This process fills the gaps and then measures and reports the end-to-end conversion rates.

### **How do you and DMP work together?**

1. CMOs/CROs/CSOs + DMP hold an exploratory call about your client, the challenges and issues faced
  - The problem areas are identified and quantified under each of the four fundamental pillars
  - Your client + you + DMP hold a joint call. As needed, additional research and calls are conducted
  - DMP creates a tactical-level solution plan with you to address the issues, the workflow models, the technology to be leveraged, and the budget
2. Once engaged: Tactics are implemented, and the campaigns are conducted. Weekly client campaign calls are held to view progress and the funnel conversion metrics
  - DMP presents advisory and recommendations changes for improvement

Let's talk. <https://new.directmarketingpartners.com/co-intake/>

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