



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

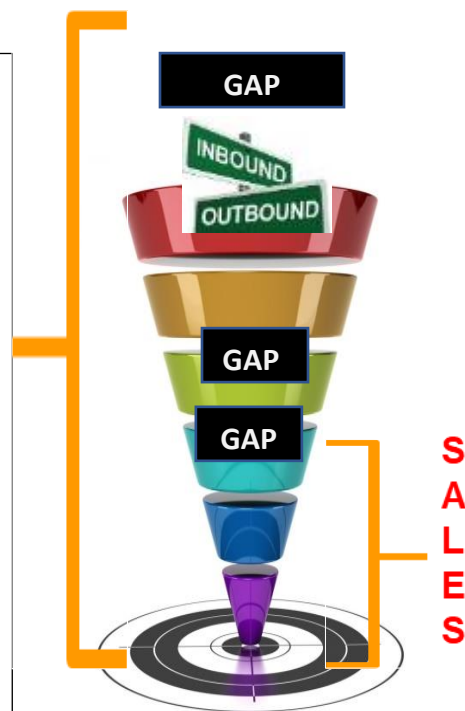
Create awareness and top-of-funnel interest
Fully integrate demand/lead gen, email, search, content, social

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. Sales Xceleration Advisors and Clients leverage DMP's fractional agency services to address and fix their lead-to-sales pipeline problems and show an ROI. See us on the Partner Portal.

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 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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