

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

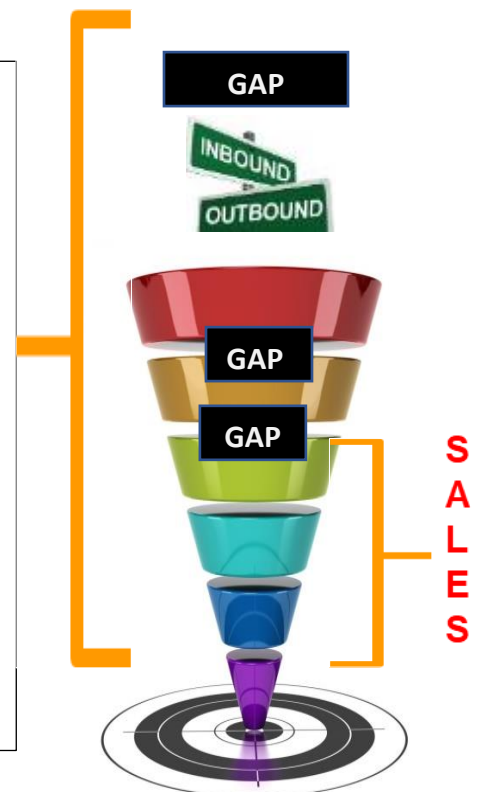
Create awareness and top-of-funnel interest
 Fully integrate demand/lead gen, email, search, content, social

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. B2B Clients leverage DMP's fractional agency services to address and fix their lead-to-sales pipeline problems and show an ROI. [Sales Pipeline as-a-Service](#)

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. An exploratory call is held about your company, the challenges and issues faced
 - The problem areas are identified and quantified under each of the four fundamental pillars
 - As needed, additional research and calls may be 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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