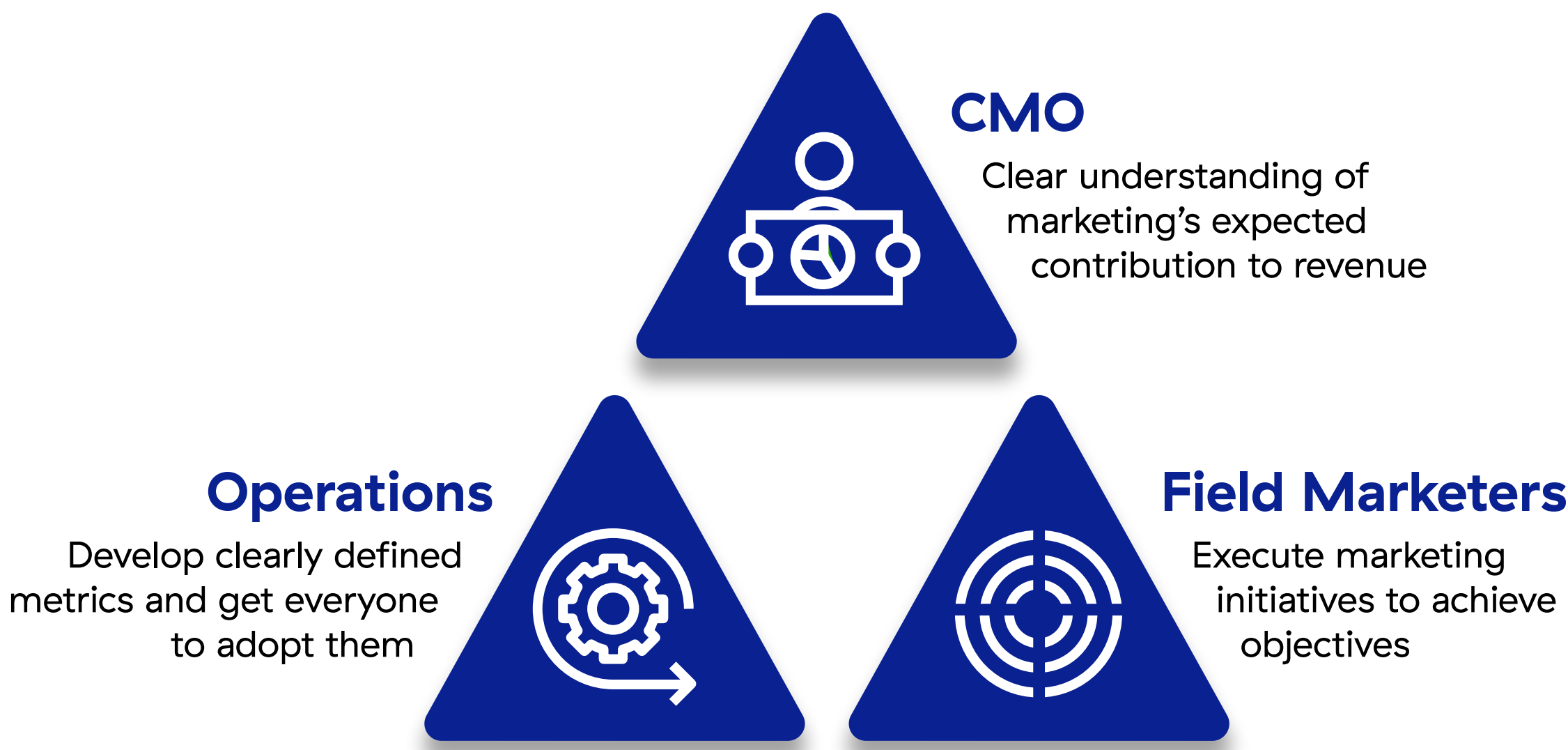


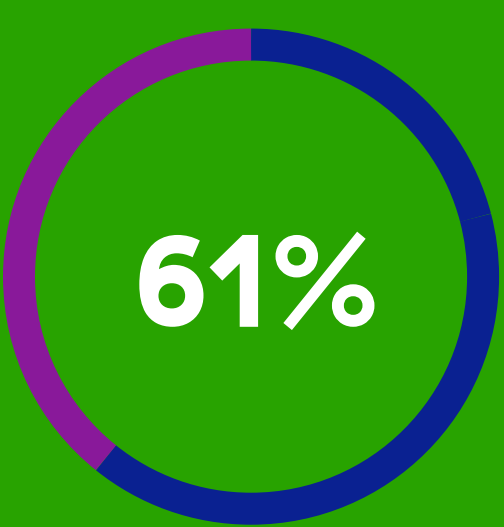
Maximizing Your Marketing Plan’s Revenue Impact

Marketing is a critical driver of revenue. Today’s best marketer’s start with a solid marketing plan and demonstrate their impact using hard data.

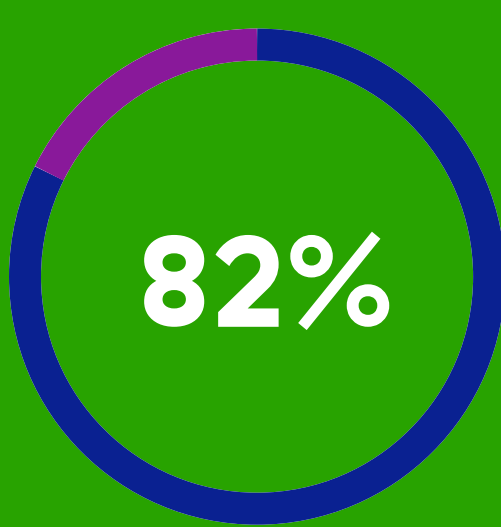
Understanding and improving marketing impact begins with total visibility and defined responsibility:



6 Steps to Achieve Revenue Goals



61% of CMOs cite ROI as a key metric informing marketing strategy¹



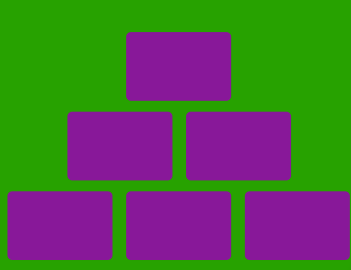
82% of CMOs report their goals are aligned to revenue targets and nearly half say they are also aligned to profit targets²

¹ CMO Spend Survey 2018–2019 (<https://www.gartner.com/en/marketing/research/cmo-spend-survey-free-research-2018-2019>)

² Forrester, The Evolved CMO In 2016 (<https://www.forrester.com/report/The+Evolved+CMO+In+2016/-/E-RES119909>)

Performance is a process – not a product

Along with marketing performance management software, fostering a culture of dedication to continual improvement at every level of your department will keep you on track to meet revenue goals.



Build on strengths

Know why you achieve success so you can replicate it



Seek new opportunities

Stay attuned to customer insights and market trends to capitalize on shifts



Stay flexible

If the marketplace isn’t rewarding your current efforts, don’t be afraid to go in a new direction