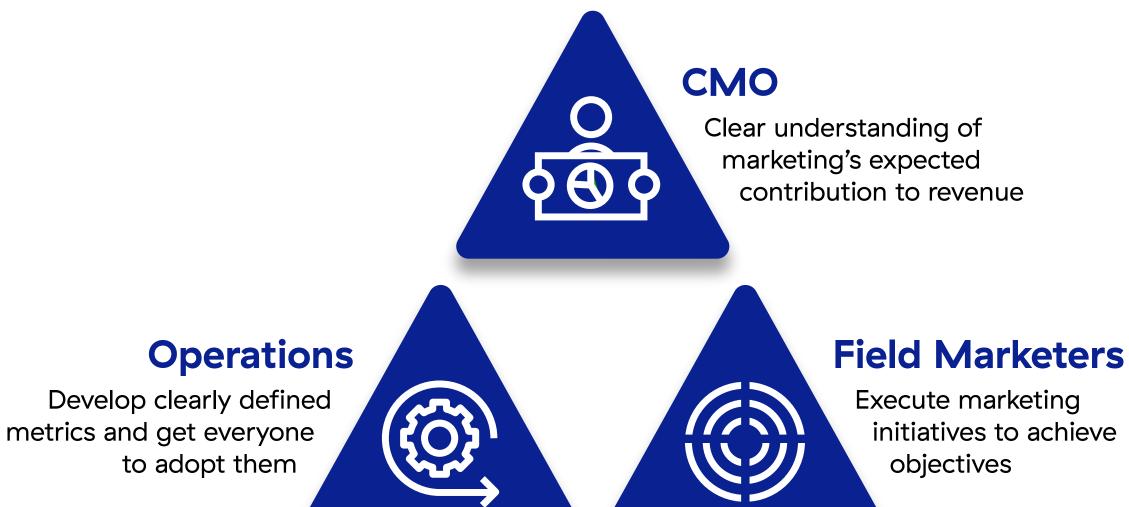
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Maximizing Your Marketing **Plan's Revenue Impact**

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

Set up your sales and funnel stages

For consistency, use the same terms your company already uses

Establish conversion metrics between stages

Remember each activity will convert in its own way

Assign default sale sizes

These can vary by product, geography, or vertical

Assign a goal to each campaign or tactic

Set goals by month, quarter, and year



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Calculate your plan's estimated revenue impact

Break it down by time period and activity

Align with enterprise revenue goals

Adjust marketing goals and activities until you meet your expected revenue impact

61%

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

82%

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.



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