

Rethinking Revenue in a New Era of Marketing

Leads, awareness, click-to-open, page views . . . they're all important metrics. But in the push to achieve best-in-class marketing KPIs, it's easy to lose sight of the one metric that matters: revenue.

For success in this new era of marketing, the bottom line should be the bottom line. Here's a look at how revenue-driven marketing is rewriting the rulebook for effective customer engagement.



The traditional marketing engagement model is the funnel. Leads go in, deals come out. At least in theory . . .

In today's world, that model is showing its age. It weeds out too many potential prospects, and it drives up the cost-per-opportunity. Most importantly, it doesn't nurture ongoing customer relationships.

It's time to forget the funnel and lean-in to the loop.

Revenue-driven marketing is a loop—not a funnel—with multiple entry points and an emphasis on continual, evolving engagement.



Here's why . . .

Increasing customer retention rates by **5%** increases profits by **25% to 95%**.

Forbes.com

80% of a company's future revenue will come from just **20%** of its customers.

Forbes.com



It is **6x to 7x** more expensive to attract a new customer than retain an existing one.

Business2community.com



6 Laws of Revenue-Driven Marketing

- 01** Not all prospects are ready to buy at the same time.
- 02** The content that initially piques the customer's interest may not be the content that drives them to purchase.
- 03** A transaction isn't the end of the customer relationship. It's the beginning.
- 04** Marketing and branding should be built around the customer's story, not the company's.
- 05** An ongoing relationship with a customer is more valuable than a one-time sale.

Want to learn more about rethinking your revenue?

Contact us today