



A COMPREHENSIVE GUIDE TO
REVENUE MARKETING

How to use marketing as *a revenue driver.*



Table of Contents

- 03** How B2B Companies Generate Revenue
- 06** What is Revenue Marketing?
- 07** How Revenue Marketing Works
- 12** A Word about Account-Based Marketing
- 13** Drive Revenue with Strategic Marketing
- 14** About Rakas

How B2B Companies Generate Revenue

Peter Drucker claimed that the purpose of business is to create and keep customers, which implies two primary business disciplines: marketing and customer service. So it is logical that marketing must help drive revenue for a business.

Revenue often comes from three places: **frequency, reach, and yield.**

Frequency	Reach	Yield
Getting existing customers to buy more often during the same period of time.	Getting more new customers to make a purchase.	Getting current customers to spend more with each purchase.

The responsibility of revenue generation has traditionally fallen on sales. However, the current marketing revolution has shifted the accountability of revenue generation from sales to marketing. Why? Because **70 percent of the buying process is complete when a prospect is first ready to engage with you.**

This shift, combined with smarter data, automation, personalization, and prediction is transforming the way B2B buyers research and make purchases. In a Revenue Marketing model, the revenue cycle starts and ends with marketing, which shifts the perception of marketing from a cost to a revenue generating investment.

Marketing Revolution



Equilibrium Shift

70% of the buying process is complete when a prospect is ready to engage



Data

Big, small, fast



Automation

Algorithms that deliver the right message at the right time



Prediction

Pivot from hindsight to foresight



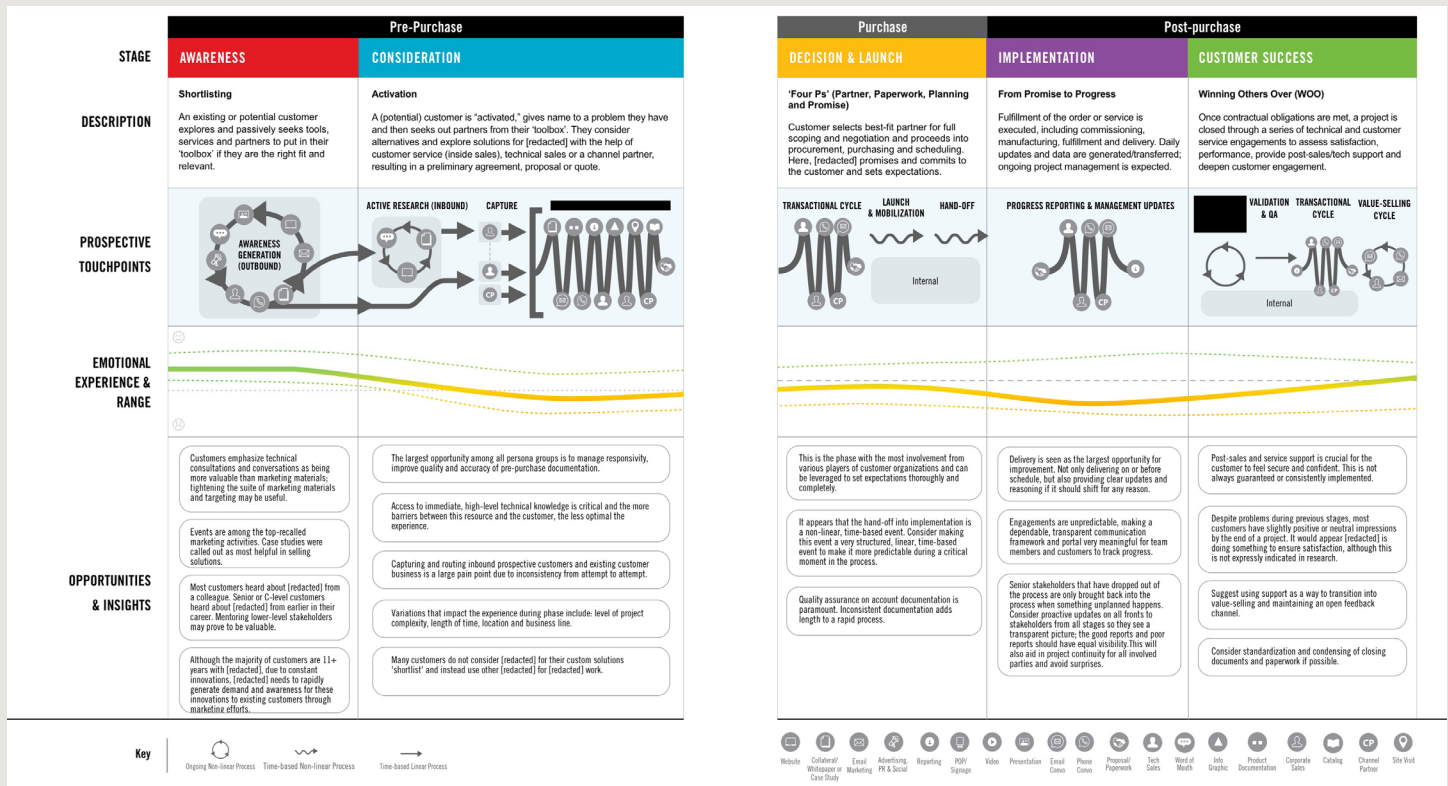
Personalization

The way prospects research & buy today is transformed

The B2B Buyer's Journey

Revenue Marketing is a customer-centric model. It's important to understand the B2B buyer's journey and how marketing is the foundation for each step.

JOURNEY MAP EXAMPLE



The B2B Buyer's Journey (Cont.)

PHASE

01

Awareness

The awareness stage is when your prospects first become aware of a challenge or opportunity they have that your business can address. During this phase, they make qualifying choices via social media, thought leadership, networking, conferences, and conversations.

PHASE

02

Consideration

When a buyer enters the consideration stage, they have decided to address their challenge and are likely comparing solutions, pricing, methods, and competitors. This is where your buyer creates a shortlist of options via RFPs, proposal, and price comparisons.

PHASE

03

Purchase

During the purchase phase, your prospect chooses your business via in-person meetings, pitches, or repeat business. This is an opportunity to provide a seamless onboarding transition, and potentially offer opportunities to upsell or cross sell.

PHASE

04

Delivery

During the delivery phase, you are providing the product or service agreed upon during the purchase. It's important to follow through on your promise and validate your quality of work, value proposition, and responsiveness throughout this process.

PHASE

05

Advocacy

During the advocacy phase, your client becomes your promoter. Your buyer might refer your business to a friend because of trust, value, or reputation. Every phase of the buyer's journey leads to advocacy, which is why the customer's experience is so important every step of the way.

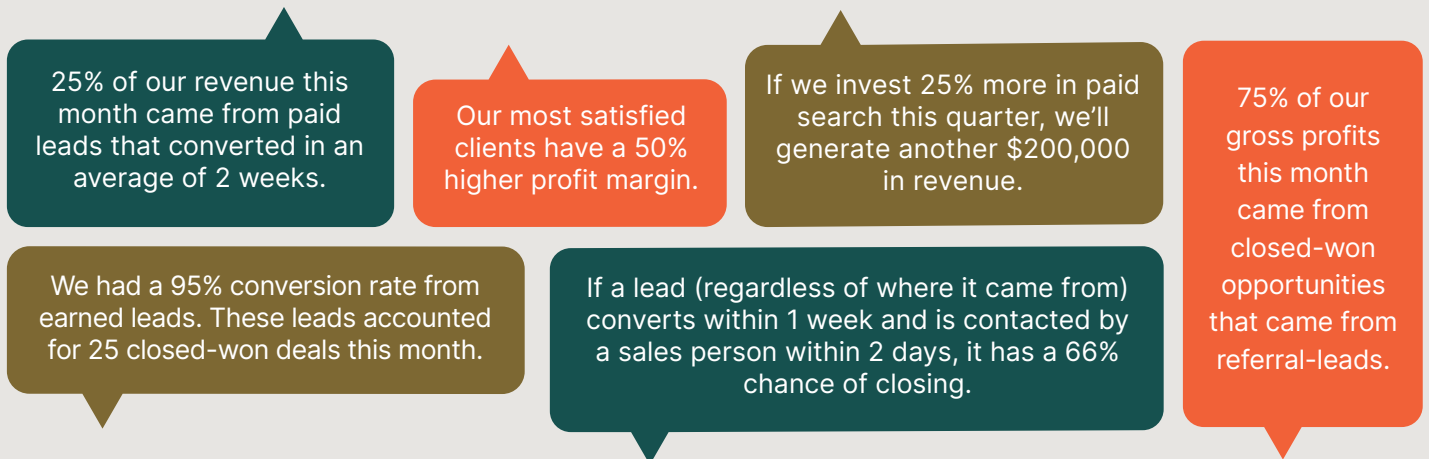
What is Marketing Advantage?

Marketing advantage is a model for developing and managing a predictable, reliable, high-value revenue funnel. It focuses on new-client acquisition leads that convert to your buyers, while maximizing your frequency, reach, and yield.

The Promise of Revenue Marketing

The Revenue Marketing model allows you to track leads throughout the buyer's journey and demonstrate the impact marketing efforts have on converting those leads to buyers.

Imagine if you could report to your leadership team the following:



The Challenges of B2B Marketing

Many B2B organizations can relate to the challenges of shifting to a Marketing Advantage model.

The most common challenges include:

- ✦ Aligning sales and marketing
- ✦ Recruiting highly skilled talent
- ✦ Data ownership and siloed data
- ✦ Antiquated systems
- ✦ Short vs. long term thinking

How Rakas' Marketing Advantage Works

Core Principles

Marketing advantage begins and ends with the customer. The buyer's journey is the backbone of the Revenue Marketing model, and your key audiences are the driving force behind every campaign. Advanced technology, data, and research allows marketers to better target key audiences, meaning that we can tailor all marketing efforts to your buyer for their specific needs throughout the buyer's journey.

01

Customer Centric

02

Data Driven

Data is the life force of any Marketing advantage model. The current digital landscape offers an overwhelming amount of data, both qualitative and quantitative. Businesses don't need more data, they need better data. By diving deeper into data with more speed and accuracy, we can create more strategic marketing campaigns and predict revenue generation.

5 Elements of Marketing Advantage

01

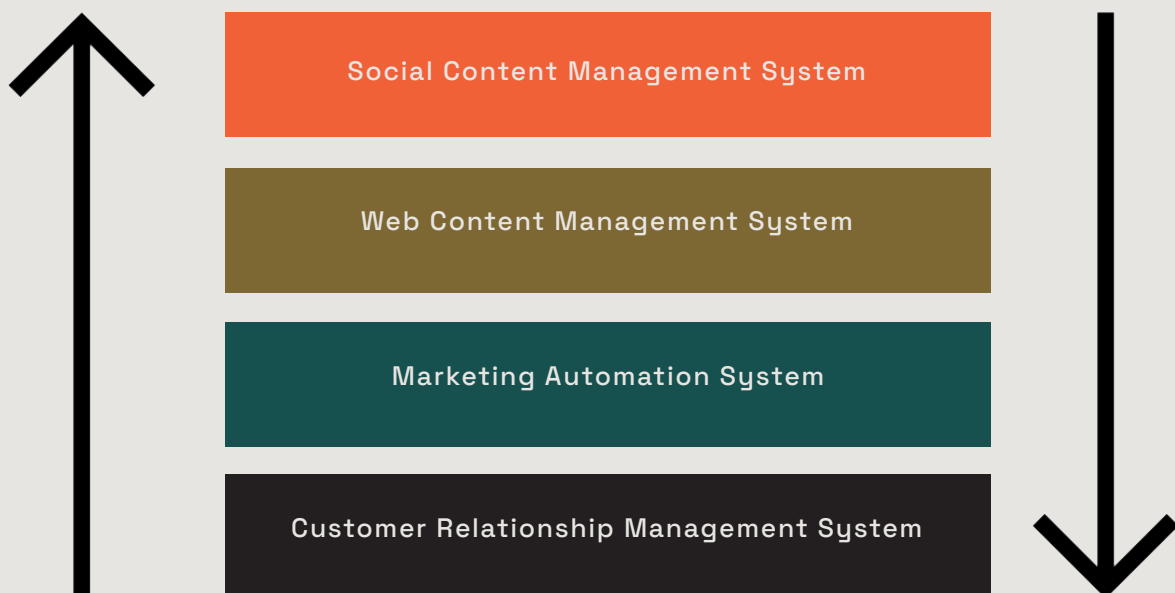
Marketing Technology Ecosystem

A seamless marketing technology ecosystem is the foundation for your Revenue Marketing system. Every website, marketing automation system, and database is a technology tool built on a particular platform. When we tie those platforms together, we call it a stack.

Your technology stack is a set of individual components designed to work together, with information flowing up and down the stack. This makes prospect and customer communication more effective and efficient.

A typical stack consists of the following platforms:

- ◆ Customer Relationship Management system (CRM)
- ◆ Marketing Automation system (MA)
- ◆ Web Content Management system (CMS)
- ◆ Social Content management tool



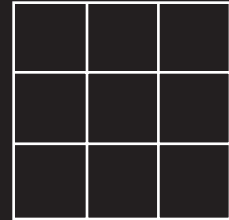
02

Brand Strategy

A brand is a perception in the mind of your audiences. It's an idea. It's what people think and feel when they consider your product, your mission, your customer experience—all the components that make up your company or organization. The Saxum Brand AdvantageSM process is designed specifically for B2B organizations to strategically assess, align, and activate your brand.

01

BRAND ASSESSMENT

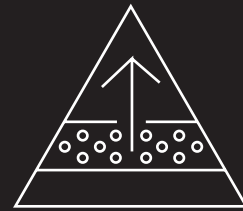


AS SEEN IN
Harvard
Business
Review

The Brand Matrix is our **internal framework** for how we assess and inform critical brand platform elements.

02

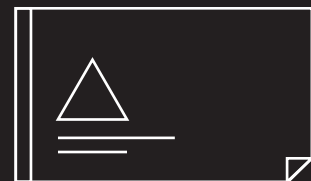
BRAND PLATFORM



The Brand Platform is **the foundation** for creating our value proposition, verbal and visual identity.

03

BRAND STRATEGY



The Brand Strategy is an **external framework** that connects the brand platform to thoughtful execution.

03

Experience Strategy

The experience strategy defines the who and how of your brand's communication. It includes the overall "look and feel" of your communications elements and defines what your audience will experience when engaging with your business.

Target audience segmentation and persona development is a key piece of the experience strategy. Segmenting your audiences and developing personas of them not only defines who they are, but how you will communicate and resonate with each audience based on their specific characteristics and needs.

CUSTOMER PERSONA MODEL

SAXUM.

Jerrard Bow
VP/Marketing Director

As a VP/Marketing Director, I need a better (cheaper and smarter) way to build my brand following and grow leads in order to generate revenue.

Influencer

Proactive ● Reactive

Challenge Landscape

- Alignment on sophistication
- Clear value add
- Wearing multiple hats
- Focused on tasks and not relationship
- Responsible for budget & value
- Leadership not engaged, however, leadership engaged in budget

Top Fears

- Financial waste
- Pressure from leadership
- Keeping pace with change
- Not showing value

Values

- Previous experience (Proof)
- Expertise / business knowledge
- Problem-solvers
- Network
- Results

Jobs to Be Done

- Manage people, tasks, and vendors
- Increase brand awareness
- Execute marketing plan on budget and report ROI

Buying Criteria: Furthering Bottom Line

How Saxum Wins

1. Make their lives easier and make them look better.
2. Build trust through clear expectations and achieving set goals.
3. Provide results and ROI.
4. Provide relevance, innovation, diverse voice and perspective.

Prioritized Pillar Messages*

- ▶ Changing World
- ▶ Strategic Campaigns
- ▶ Digital Solutions
- ▶ Creative Thinkers
- ▶ Issues Obsessed

*See Saxum Message Map for Detailed Messages

Key Qualities

Outcome-focused
Strategic Storytellers
Urgency

Tangible Competencies

Strategic Campaigns
Content Marketing
Digital Solutions
Marketing Automation
Ideas
Branding

Who do they need to convince?

SALES TEAM
CEO
SVP

Website:

- Services offered?
- Industries and client roster?
- Who is Saxum?
- Where is Saxum located?

FAQs:

- What is your previous experience?
- How is Saxum different?
- Can you do this quickly and efficiently?

QUALITATIVE FEEDBACK

"Show me the results."
"If they question our cost, we are losing our value."

"Average tenure for a CMO is 2 years."
"Scrutinize the dollar."
"Highlight of my week. Got to play and be creative."

04

Engagement Strategy

Your engagement strategy defines the specific tactics you will use to deliver the experience strategy. This can include digital and in-person connections targeting your buyer during different phases of the revenue cycle.

Distribution Tactics

SEO/SEM
Social Advertising
Programmatic Display
Earned Media

Retargeted Social
Retargeted Search
Retargeted Display
Email

Email
Direct Call
Retargeting



Content Types

Eblasts
Landing Page
Video and/or Infographic
Social Graphics & Ads
News Articles

Eblasts
Personalized Landing Page
Case Study and/or eBook
Social Graphics & Ads
Display Ads

Offers
Comparison Infographics
Personalized Videos

05

ROI Strategy

ROI is a necessary piece of any marketing communications campaign, and it's easier than ever to calculate ROI with modern metrics, measurement, analytics, and reporting. There are three categories of metrics:

Program Performance Metrics

are the incremental contribution of individual marketing campaigns.

Revenue Metrics

measure the aggregate impact your marketing has on your company revenue.

Client Profitability

focuses on the lifetime value (LTV) of a client.

A Word About Account-Based Marketing

Account-based marketing (ABM) goes hand-in-hand with Revenue Marketing. ABM is a strategic approach where marketing and sales collaborate to target your highest value prospect accounts and turn them into customers. By focusing on high-value accounts, ABM essentially flips the sales funnel, increasing profitability and ROI. ABM and Revenue Marketing work well in tandem, because ABM helps to:



Align your sales and marketing teams



Maximize profitability of high-value accounts



Streamline the customer experience



Measure ROI of sales and marketing

Forecasting & Predictive Analytics

Predictive analytics provide a competitive advantage for your business. Advanced analytics are based on systems that you already have in place, but offer a level of sophistication that can forecast what will happen next. Forecasting Analytics allows previous and ongoing marketing efforts to inform optimized iterations of future marketing efforts.

Drive Revenue with Marketing Advantage

Contact our revenue marketing experts to learn how Saxum can align innovative marketing and communications solutions to generate and predict revenue.

OUR REVENUE MARKETING EXPERTS



Jeff Risley
Managing Partner
jrisley@rakas.agency
405.594.4642



Allbriton Robbins
Executive Creative Director
arobbins@rakas.agency

Rakas is a marketing and innovation agency for the next generation of B2B brands.

We are a collective of thinkers, technologists, designers, writers, researchers, strategists & ad people, joined together to change how the business-to-business world markets.

We believe that when the right ideas find the right company, courageous change happens.

Rakas is an Obsessed for Good Company and part of O4G Group.

Creative Commons License

While the nature of much of this work is confidential, we'll gladly provide you with private references who can speak to the quality and consistency of our ideas, service and results. Under the Creative Commons license, you are free and encouraged to share with attribution: print, share, copy and redistribute the material in any medium or format, but with appropriate credit to Saxum, including a link to the original source document, and with indications of any changes made.

 rakas

