Capture your buyer journey, from anonymous visitor to closed won deal, with a Marketo Revenue Cycle Model

REVENUE CYCLE MODEL SERVICE PACK

In many organizations, the relationship between marketing and sales is more like tabloid fodder than a Romeo and Juliet style romance. Different metrics, dissimilar personalities, and disparate systems have created a relationship that strains under the pressure of today's buyer-centric, conversation-based consumer demands.

But wait, what's that in the distance? Riding to the rescue comes LeadMD's **Revenue Cycle Model Service Pack**. Finally, you can track, with specific data values, all movements throughout your marketing to sales process.

What we'll do together

Discover

Establish a deep understanding of current marketing and sales processes, including the benchmarking of key metrics.

Define

Construct a success path and detours in the visual format of the model, representing your marketing to sales process.

Deliver

Custom reports make it easy to tie spend back to revenue generated and understand success across key KPIs and identify areas of further improvement.

Visualize success with the Revenue Cycle Model Service Pack

WHAT YOU GET
The Outputs

Beyond the MAJOR output of an active Revenue Cycle Model, we will also work together on:

- Batching your existing database in revenue stages
- Creating reports for model performance
- Auditing the flows real-time for a month
- Making adjustments to the model based on real-world finding

HOW YOU'LL HELP
The Inputs

This initiative will require significant time investment from stakeholders across departments to determine KPIs and business process.

This can take anywhere between
5-20 hours of discussion
When KPIs and process are defined, we can get to work!

The Bottom Line

If stronger alignment, better lead management, a service-level agreement, targeted nurturing, and deeper analytics are what you are looking for in this relationship, look no further than the Revenue Cycle Model Service Pack to set the foundation for future success.

From data acquisition to lead generation activities to closed deals, LeadMD will leverage Marketo's Revenue Cycle Model to operationalize your process for the reporting of your dreams.

GET STARTED TODAY

Other services that will help your team succeed in digital marketing

Data Cleanliness

With the deep reporting RCM provides, dirty data simply will not do. Keep it clean with the Data Cleanliness Service Pack.

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Campaign Design

With a cohesive marketing to sales process, we're able to track campaigns moving the needle at different stages. At least we can IF our campaigning is in order. Let's work together to ensure Marketo programs are set up correctly.

Lead Nurturing

RCM allows you to engage leads like never before. Deliver the right message at the right time with the Lead Nurturing Service Pack.