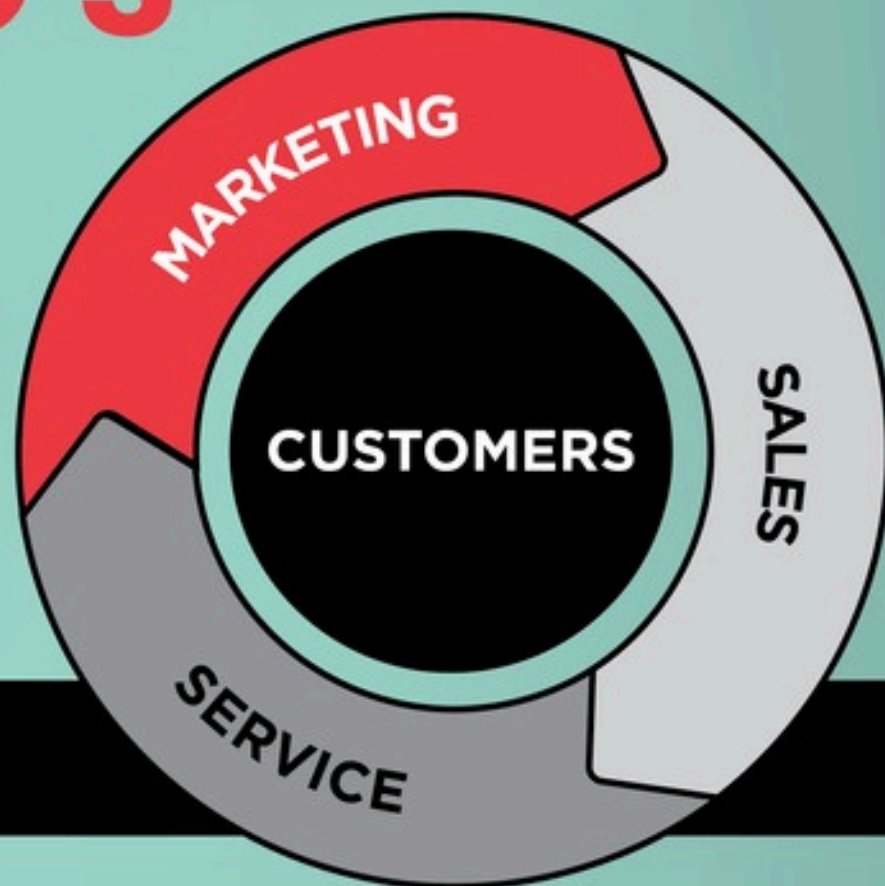


PROVING MARKETING'S VALUE

HOW TO TRANSLATE
MARKETING ACTIVITY
INTO REVENUE IMPACT.





PRESENTED BY

Kimberly Bender, Account Strategist

LEAD GEN –VS– BRAND

-
- Paid ads
 - Email offers
 - Landing pages
 - Lead Magnets
 - Retargeting campaigns

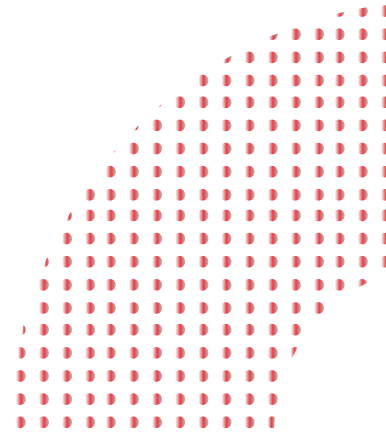
-
- Social media
 - Blog and Video
 - Community involvement
 - Consistent visual identity and message
- 
- 

Communicating marketing
success by leads and
engagement is **no longer
effective.**




WHAT WE'LL COVER TODAY

1. Marketing, sales, and leadership disconnect
2. Where marketing can improve its communication
3. Tool walkthrough
4. Breakout sessions
5. Where to go from here

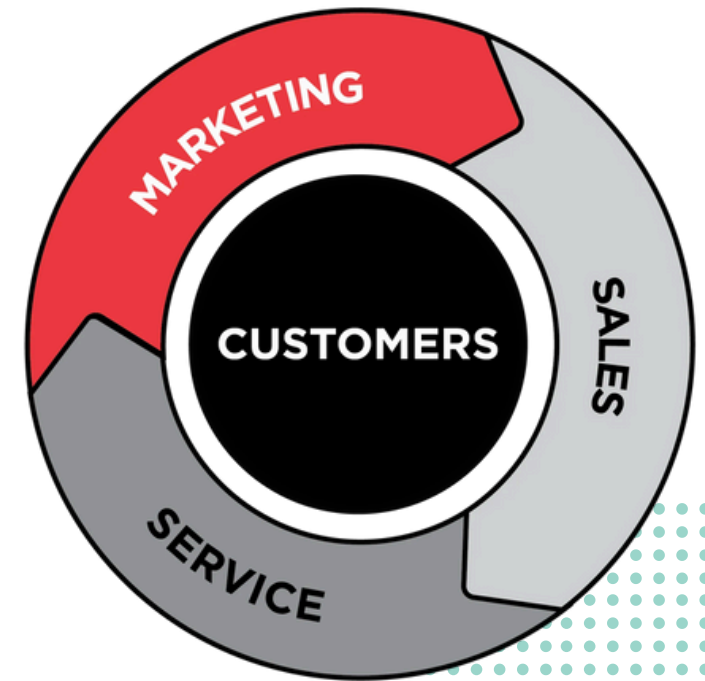


WHAT WE'RE SEEING

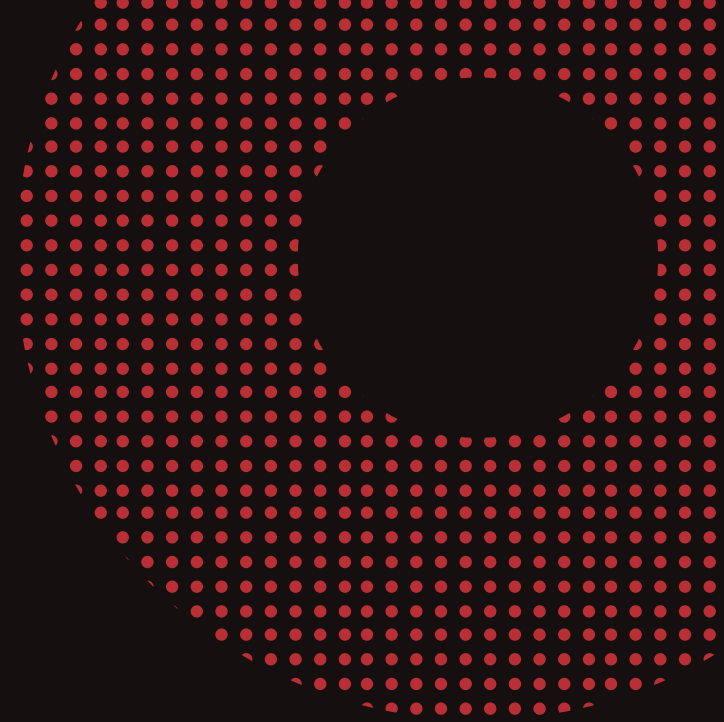
- Marketing generates leads, but sales says they're not good enough
 - You're spending money on ads, content, events, but can't prove what's working
 - Leadership wants ROI yesterday, but you're just trying to keep your head above water
- 

THE DISCONNECT

Up to 71% of inbound leads go untouched.



Source: [Forbes](#)



3 CORE PROBLEMS

- 1.No visibility into performance
- 2.Sales-marketing disconnect
- 3.Unrealistic expectations

UNDERSTANDING LEAD VALUE

- **Customer Lifetime Value (CLTV)** – How much an average customer spends with you over their entire relationship
- **Close Rate** – What percentage of leads actually become customers

The formula is very simple: $\text{CLTV} \times \text{Close Rate} = \text{Lead Value}$

GENERAL EXAMPLE

$\$1,000 \times 10\% = \100 per lead.

50 leads a month = \$5,000 in expected monthly revenue.



B2B INDUSTRIAL EXAMPLE

$\$54,600 \times 1.5\% = \820 per lead.

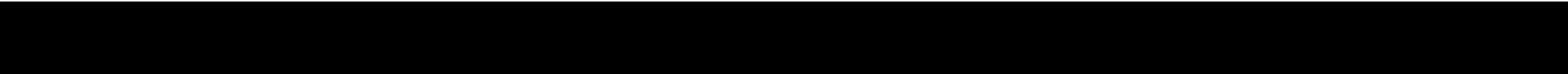
32 leads per month = \$26,240 in pipeline value



ADDRESSING OUR 3 CORE PROBLEMS

1. Sales takes you seriously and stop dismissing your leads as 'low quality'
2. Leadership sees value and approves budgets
3. You have data and proof

Why It's So Hard to Calculate

1. You don't have the right tools or processes
 2. Sales and marketing don't talk
- 



The Referral vs. Marketing Lead Trap

Let's Do It Together



Breakout Session!

**What did you
learn?**



Taking Math > Strategy

You've completed step 1,
what's next?

Get the Tools:

- Marketing Math
- Customer Journey Map
- Lead Tracker



BRIDGING THE GAP

1-DAY MARKETING WORKSHOP

Connect the Dots:

Gain clarity, alignment, and a custom plan that moves your business forward.

Marketing

NEXT STEPS

- You don't have to keep guessing.
- The **RED66 Strategy Workshop** is designed for teams like yours
- You walk away with clarity, a strategic plan, and the confidence to show how marketing is contributing to the overall business goals and success.



Q & A



Thank You!

Marketing Math Sheet
Customer Journey Map
Lead Tracker



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