

The background features a dark blue gradient with a pattern of stylized human figures holding hands. One figure in the foreground is a solid red silhouette, while others are faded grey. The overall theme is community and support.

How many deals did your marketing budget buy you?

PART 7: Accountability for Results

Higher Performing Demand Creation
from **The Point Company** and **Amigos Network**

A marketing budget is more than just a financial allocation – it's an investment. Yet, no matter how good your marketing strategy is, without an adequate follow-up on the sales side, the return on investment (ROI) will never be fully realised.

This is why, in Part 7 of this series, we emphasise the need for a holistic approach to marketing and sales and why we include first-contact sales calling to assure our accountability and drive towards the ultimate goal – business growth.

1. Aligning marketing goals with sales targets

Marketing success is directly tied to sales success. An accountable go-to-market (GTM) strategy starts by aligning marketing goals with clear, tangible sales targets. Without this, your plans may drift off course, wasting both time and budget.

Value Proposition:

It's crucial that your value proposition is not only well-defined but fully understood across the team. A misalignment here can derail an entire campaign.

Differentiation:

Setting yourself apart from the competition is vital. This can be one of the most challenging aspects of any GTM strategy but is essential for demand creation.

By ensuring these fundamentals are in place, your marketing efforts can more effectively drive the desired business outcomes.



2. Metrics that matter

An accountable GTM plan thrives on well-defined metrics. Here are the most crucial ones:

Target Audience:

Defining your ideal customer profile is the first step. The clearer your target audience, the more focused and effective your marketing efforts will be.

Average Deal Size:

Understanding the revenue potential of each lead helps in budgeting and goal setting.

Sales Cycle:

Knowing the timeline from the first interaction to the final sale is essential. This helps in pacing marketing activities and measuring campaign effectiveness.

Conversion Ratios:

Identifying how many leads you need to achieve one sale (and ultimately, the ROI you aim for is essential for planning.

Remember, marketing may generate the leads, but without proper sales follow-up to close the 'Last Mile', those efforts won't lead to the desired ROI.

3. Content journeys and communication pillars

In today's market, consumers are more informed than ever before. A successful marketing strategy must guide them through their buying journey, from awareness to engagement and, eventually, to booking an appointment with the sales team.

Awareness:

This is where the buyer starts to understand their problem and your potential solution.

Consideration:

The buyer is now aware of solutions and is exploring their options.

Desire:

The buyer wants to resolve their problem and begins evaluating how your product or service fits into the picture.

Engagement:

At this stage, they've gathered the information they need and are ready to speak to someone.



Appointment Setting:

This is where marketing hands over to sales, and the sales journey begins.

Each stage requires its own communication strategy, ensuring that prospects receive the right message at the right time.

4. Bridging marketing and sales

The separation between marketing and sales is a relic of the past. In today's world, the two must work hand in hand, sharing insights and goals to ensure a cohesive strategy from the first touchpoint to the final sale.

No matter how well a campaign performs, if the sales process lacks the necessary 'last mile' follow-through, conversion simply won't happen.

That's why we include appointment setting as a critical element in our strategy, ensuring that leads generated by marketing are effectively handed off to sales for conversion.

5. Transparency for all stakeholders

To foster a truly accountable GTM strategy, transparency is key. Real-time visibility into the progression of leads ensures that stakeholders are informed and able to adjust their strategies as necessary. This prevents any opportunity from falling through the cracks and keeps the team aligned toward shared objectives.



Conclusion:

Your marketing budget is an investment in the future of your business. However, no matter how much you spend, the real value comes from how wisely you spend it and whether you can convert that investment into actual business growth.

By ensuring alignment between marketing and sales, focusing on meaningful metrics, and fostering transparency, you can maximise your return on investment.

No matter how good marketing is, without an effective sales follow-up, ROI will never be realised. That's why we include appointment setting to kick off the 'Last Mile,' where sales begins and business outcomes are truly achieved.



Higher Performing Demand Creation

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A Win for buyers – a win for you

Our team of experienced marketing and sales professionals offers a comprehensive, plug-and-play demand creation service based on proven community marketing strategies.

Building relationships and trust

By leveraging our buyer community engagement to generate high-intent leads for individual brands, this programme adds real value and certainty to your marketing and sales initiatives.

Smart marketing

We recognise the challenges faced by today's tech buyers and the increasing costs businesses incur to attract them.

That's why we've developed services that support buyers throughout their decision-making journey, while delivering qualified appointments to your sales team.

First-call in the 'Last Mile'

With our Market Activation™ approach, we provide a transparent, results-driven process that ensures better sales outcomes and a clear path to growth. Because we create the initial digital touchpoint to the first call in the last mile in the sales cycle, we're able to be ourselves accountable for measurable success.

Economies of scale

Our services are flexible—designed to integrate with established teams, serve as a complete go-to-market solution for businesses lacking resources or leveraging greater value from channel partner relationships. Scalable across multiple markets, our plug-and-play model offers significant economies of scale.

Organise a Demo

Discover how our solution can enhance your demand creation efforts, letting you focus on building meaningful relationships with your customers.

Visit us at www.theamigosnetwork.com to learn more, or book a meeting today to see the difference firsthand.