

Is your marketing driving revenue or just traffic?

Why is marketing still fighting for its place at the revenue table?

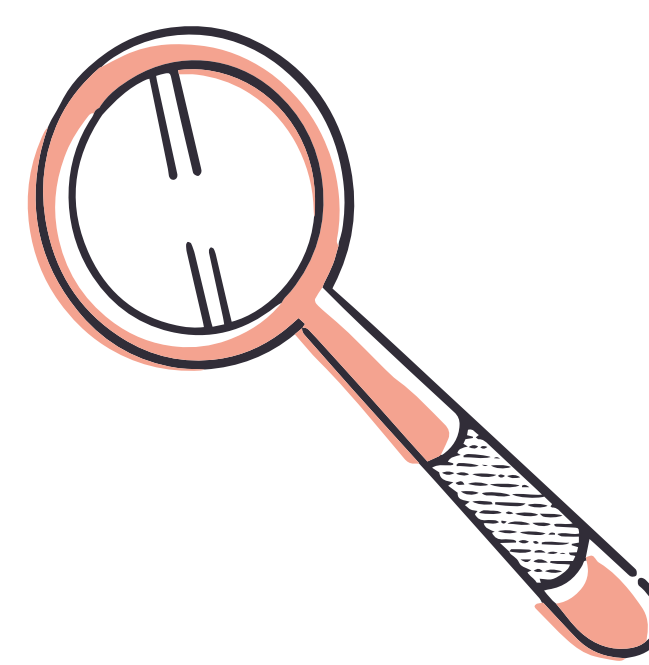
Your campaigns drive engagement, yet revenue growth remains sluggish. Sound familiar? Leadership demands proof of ROI. Sales wants higher-quality leads. Without alignment, marketing's impact is overlooked, budgets are cut, and transformation efforts stall.

Here's how to change that:

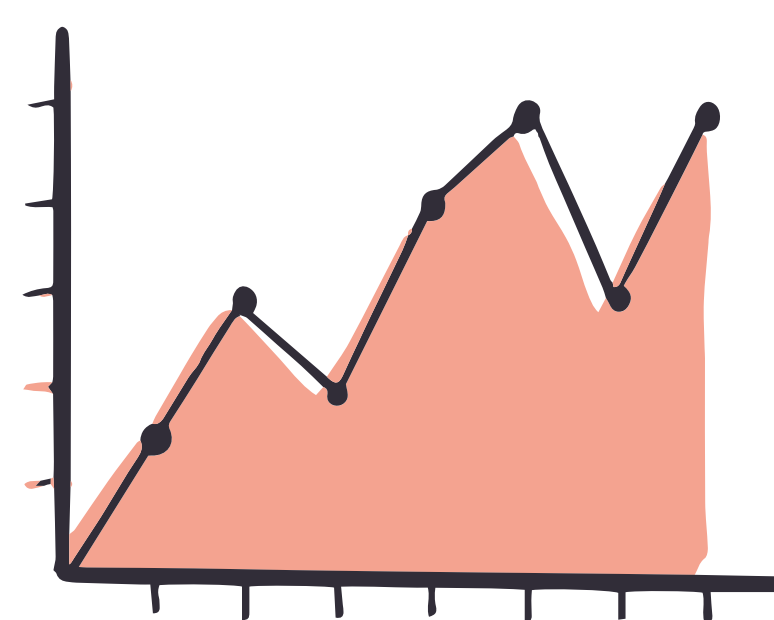
Our Revenue Alignment System™ brings marketing, sales, and leadership together as a unified, revenue-driving force, **ensuring marketing is recognised as a strategic growth engine.**

Assess how well your teams align. Get a free Revenue Alignment Diagnostic™:

Take Your Free Diagnostic Now →



Identify misalignment holding back revenue growth



Get tailored recommendations to position marketing as a revenue driver

The hidden cost of misalignment for Marketing leaders

- ⚡ **50% of sales time wasted** on unqualified leads—undermining credibility and trust in marketing.
- ⚡ **£790 billion lost annually** due to disjointed teams and inefficiencies.
- ⚡ **Stalled transformation projects:** Without buy-in, innovation stalls, and competitors gain ground.

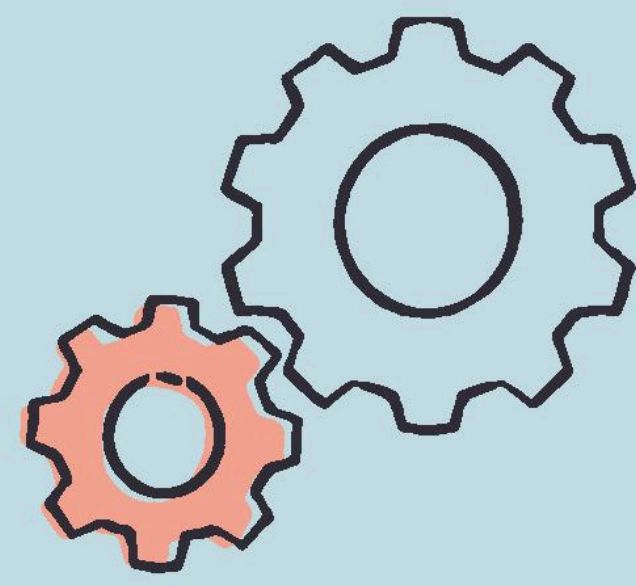


The power of alignment for your bottom line

- ⚡ **67% more deals closed** when marketing and sales align on lead qualification.
- ⚡ **19% faster growth** for businesses that unify teams and metrics.
- ⚡ **36% higher retention rates** by eliminating friction in the customer journey.

5 Principles to Transform Marketing into a Revenue Driver

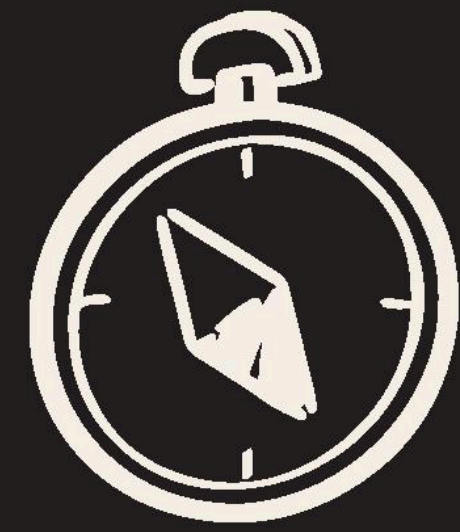
1 Revenue is a system, not a department.



2 Alignment accelerates growth more than additional resources.



3 Measurement drives accountability.



4 The customer journey must transcend departmental boundaries.



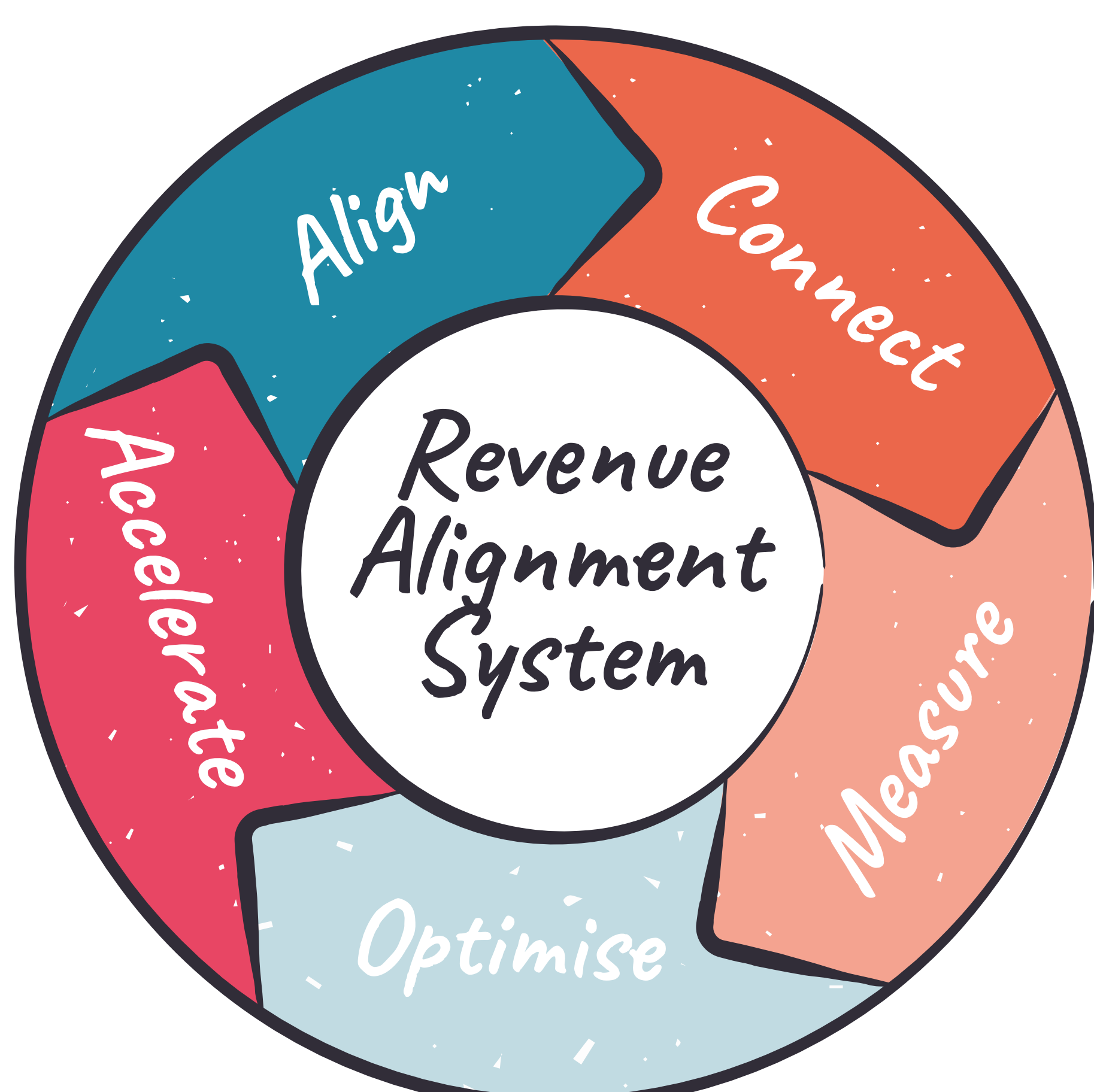
5 Sustainable growth requires operational efficiency.



- ✓ **Revenue starts with Marketing:** Own the pipeline alongside Sales and Customer Success.
- ✓ **Metrics are your leverage:** Shared KPIs prove marketing's contribution to revenue.
- ✓ **Efficiency fuels scalability:** Streamline workflows to drive sustainable growth.

- ✓ **Alignment > Budget:** Collaboration delivers more impact than spend alone.
- ✓ **Seamless journeys = loyal customers:** Fix funnel leaks and retain more buyers.

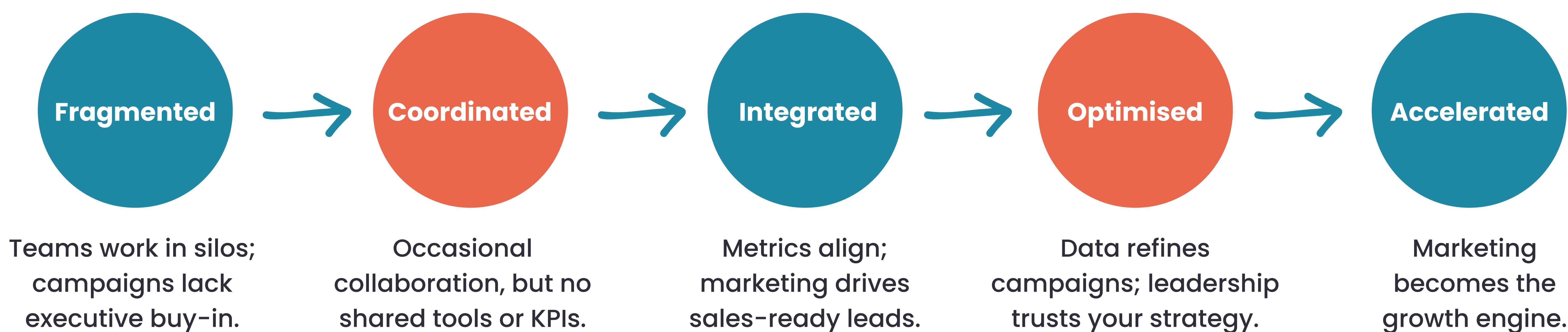
The Revenue Alignment System™



A framework to turn marketing into your growth cornerstone:

- ⚡ **ALIGN:** Define shared goals, messaging, and leadership buy-in.
- ⚡ **CONNECT:** Integrate systems, handoffs, and feedback loops.
- ⚡ **OPTIMISE:** Refine lead scoring, content, and campaign ROI.
- ⚡ **MEASURE:** Track marketing's contribution to revenue KPIs.
- ⚡ **ACCELERATE:** Scale campaigns that directly impact growth.

Where does your marketing stand in the alignment journey?



Haven't taken the assessment yet?

[Start your free Quiz now →](#)

Free Self-Assessment Quiz

Diagnose your alignment gaps in 5 minutes.
Receive a tailored plan to secure buy-in and elevate marketing's role in growth.

Turn Marketing into Your Growth Proof Point

The Revenue Alignment System™ is how marketing leaders demonstrate value and drive scalable revenue. The diagnostic removes guesswork by connecting your results to targeted recommendations. It serves as a practical starting point for accelerating your alignment journey.

Contact us for a full Revenue Alignment Diagnostic™ or workshop to jumpstart this transformation.

Full Diagnostic & Workshop

Build a revenue-focused roadmap.

From
£2,500

(ROI justified in your first campaign).

[Start the Quiz →](#)

or

[Book a Consultation](#)

Designed for Marketing Leaders

Move beyond lead capture to create sustained demand, gain executive buy-in, and position marketing as an engine of business growth.