

THE FOUNDATION



Domain Health

- Inbox Placement
- Sender Reputation
- Domain Reputation
- Inbox Warmup



Targeting

- Validating Database
- Ideal Customer Profile Insights
- Testing New Personas or Industries
- Segmentation Management



Inbox Management

- Book Inbox Meetings
- Nurture for Later Follow Ups
- Interactive Replies
- Dispositioning Bad Data (every single one)



Go-to-Market Management

Daily monitoring of health of operational functions, campaigns performance and funnel conversions. Owner of all action items, executor of pivots & provides recommendations for weekly strategy meetings.

ALWAYS ON & REQUIRES DAILY MANAGEMENT

THE CAMPAIGNS



Demand Generation

- Serve your prospects.
- Nurture contacts with consultative content with marketing campaigns from marketing senders.
- Blog writing, design, publishing & social.

Lead to Customer



Lead Generation

- Sell your prospects.
- An ongoing deployment of methodical sales sequences from sales senders based on segmented targeting or marketing engagement asking for interest or a meeting.
- Daily monitoring & execution of GTM sales development pivots like target personas, sales copy, cadence of touches, etc.

Lead/MQL to Meeting



Pipeline Nurture

- Ensure coverage & conversion.
- The pipeline is intentionally built to collect nurture opportunities from the reps like Closed Lost Retries, No Shows, Zombie Deal Wakeups, Nurture for Laters & Competitor Contract campaigns.
- Ensure nothing falls through the cracks & communication is relevant & timely.

Pipeline Conversions



Rep Enablement

- Optimizing your team.
- While Lead Gen targets majority of your targets, prioritize your rep's time for hunting Tier 1 target accounts. These accounts require good stewardship with extensive personal touches.
- Engagement notifications from the demand gen campaigns will enable reps to stay relevant while they're penetrating larger opportunities.

Coverage & Prioritization.

AUTOMATED

ENABLED

THE OUTCOMES



RevEngine

The Automation, Campaigns & Insights.

The math & data directs your strategy & how the Go-to-Market team operates the Demand & Lead Gen.

Ultimately, an internal member will take over the role of the daily operator.

With daily management, this internally built program will run within your tech stack forever.



RevOps

The Reporting, Funnel & Direction.

The keeper & source of truth for company health where reporting, process & leadership alignment collide.

The full picture of strategies deployed based on funnel trends from all channels against revenue impact.

The expertise to strategically execute the sales period focused on what matters most.

THE
AK OPS
SCOPE
OVERVIEW

LEAD → MQL → MEETING → OPPORTUNITY → CUSTOMER